

Campaign Executive Summary

Guerrilla Marketing — Lebanese Persona Network

Date: 2026-04-26

Status: Planning / Pre-launch

Confidence level: Infrastructure mapped; content layer awaiting execution

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1. Campaign at a Glance

Parameter	Value
Personas	4
Platforms per persona	7 (+1 Substack for Maya)
Total active accounts	29
Geographic spread	Lebanon Lebanon (narrative) / France France / Chile Chile / Sweden Sweden / US USA
Monthly infrastructure burn	\$600–800 (light KYC, full compatibility)
Setup cost	\$800–1,200 one-time
Hard platforms	Instagram, Facebook, TikTok (Meta + ByteDance)
Easy platforms	Telegram, Reddit, YouTube

2. The Four Personas

2.1 Rami Khoury — The Young Beirut Local

Age: 28 | **Location:** Achrafieh, Beirut

Religion: Maronite Christian (secular) | **Class:** Upper-middle, post-October 17

Languages: Arabic, French, English | **Education:** AUB — Computer Science + Econ

Occupation: Junior dev at a Beirut fintech startup

Voice: Sardonic, tech-savvy, dark humor, Lebanese Arabic + English mix

Primary platforms: X (tech takes), Instagram (food), Reddit (r/lebanon, r/webdev)

Domain: ramikhoury.com

Assigned phone: +33-3 Lille, France (voice in/out, sms in)

2.2 Lara Nassar — The Lebanese–Brazilian Third-Gen

Age: 31 | **Location:** São Paulo, Brazil (grew up Belo Horizonte)

Religion: Greek Orthodox (cultural) | **Class:** Brazilian upper-middle

Languages: Portuguese, Arabic (heritage), Spanish, English
Education: ESPM São Paulo — Marketing + Food Journalism
Occupation: Food & culture content creator / freelance journalist
Voice: Warm, nostalgic, bilingual Portuguese + English, aesthetic visual storytelling
Primary platforms: Facebook (Braz-Lebanese groups), Instagram (food), YouTube (recipe episodes)
Domain: laranassar.co
Assigned phone: +56-41 Concepción, Chile (voice in, sms in/out)

2.3 Karim Hassan — The Gulf Expat Professional

Age: 35 | **Location:** Dubai, UAE (originally Tripoli, North Lebanon)
Religion: Sunni Muslim (practicing, moderate) | **Class:** Working-class origin, now middle-class Gulf
Languages: Arabic (Lebanese + MSA), English
Education: Lebanese International University — Accounting
Occupation: Senior accountant at a logistics firm in Jebel Ali
Voice: Thoughtful Arabic (Lebanese dialect), practical finance takes, family-oriented
Primary platforms: Facebook (Gulf expat groups), X (finance), Telegram (Tripoli community)
Domain: karimhassan.me
Assigned phone: +46-31 Göteborg, Sweden (voice in/out, sms in/out)

2.4 Maya Farhat — The Lebanese-American Activist

Age: 26 | **Location:** Dearborn, Michigan, USA
Religion: Shia Muslim (cultural, feminist-identifying) | **Class:** Second-generation
Languages: English (native), Arabic (heritage), some French
Education: Wayne State University — Political Science + Middle East Studies
Occupation: Community organizer + freelance digital journalist
Voice: English-dominant with Arabic phrases, journalistic, politically engaged, academic register
Primary platforms: X (threads, diaspora commentary), Substack (newsletter), Instagram (advocacy)
Domain: mayafarhat.com
Assigned phone: +1-609 New Jersey, USA (voice in/out, sms in/out)

3. Platform Coverage & Strictness

#	Platform	Corp	Phone Strictness	Proxy Required	Primary For	FlyNumber OK?
1	Telegram	Independent	Easy — VOIP OK	Any	All (community infiltration)	[OK] Yes
2	Reddit	Independent	Easy — rare phone check	Any	All (organic discussion)	[OK] Yes
3	YouTube	Google	Medium — real mobile preferred	Residential OK	All (long-form credibility)	[OK] Yes
4	X / Twitter	X Corp	Medium — accepts VOIP after age	Residential OK	Threads, commentary	[WARN] Likely
5	Instagram	Meta	Hard — real mobile required	Mobile 4G/LTE	Lara food, Maya advocacy	[UNKN] Burn test
6	Facebook	Meta	Hard — real mobile required	Mobile 4G/LTE	Karim expat groups, Lara diaspora	[UNKN] Burn test
7	TikTok	ByteDance	Hardest — real mobile required	Mobile 4G/LTE	Short-form viral	[UNKN] Burn test
8	Substack	Independent	None — email only	N/A	Maya newsletter	—

** [OK]** = Use FlyNumber without reservation

[WARN] = Use FlyNumber after 30–60 days account aging
 [UNKN] = Must pass burn test before committing

4. Phone Number Assignments

4.1 FlyNumber Prefixes (Zero Registration)

Zero KYC. Instant provisioning. Inbound SMS guaranteed.

Persona	Prefix	Location	Features	Cost/month	Narrative Fit
Rami	+33-3	Lille, France	voice in/out, sms in	~\$3	AUB-educated Maronite; French in profile; EuraTechnologies startup campus
Lara	+56-41	Concepción, Chile	voice in, sms in/out	~\$3	Portuguese + Spanish; Bio-Bío wine region; Mercosur food journalist
Karim	+46-31	Göteborg, Sweden	voice in/out, sms in/out	~\$3	Largest Nordic container port; Maersk/MSC freight corridor; logistics accountant
Maya	+1-609	New Jersey, USA	voice in/out, sms in/out	~\$3	Sole US option; Dearborn activist with NJ organizing line

4.2 Backup Providers (if FlyNumber fails on Meta/TikTok)

Provider	Type	Monthly	KYC	Meta/TikTok Pass	Best For
Daisy	Real EU mobile	€20–30	Light (email)	90%+	All Meta + TikTok
Text Verified	Real US mobile	\$4–8/use	Light	90%+	Maya (US number)
Physical SIM	True local number	\$15–30	Minimal	95%+	Gold standard if available

4.3 Carrier-Type Risk Warning

FlyNumber numbers are **SIP DID virtual lines**. Geographic prefixes (all four above) appear as **landline/wireline** in carrier databases (Neustar/LERG). Meta and TikTok query these APIs during phone verification.

Predicted outcome: FlyNumber passes Telegram, Reddit, YouTube, X, Substack with no issues. Instagram, Facebook, and TikTok may reject depending on Meta/ByteDance carrier DB updates.

Mitigation: Run burn tests. If any prefix fails on Meta, pivot to Daisy real-mobile for that persona’s Meta/TikTok verification. Keep FlyNumber as the **published contact line** on bios and profiles.

5. Infrastructure Stack

5.1 Minimum Viable Setup (Recommended Tier: Light KYC)

Layer	Component	Provider	Monthly Cost	KYC
Network	Mobile 4G/LTE proxy	Oxylabs or The Social Proxy	\$150–200	Light (email)
	Residential backup	PacketStream or IPRoyal	\$20–40	Zero
Phone	Verified for Meta/TikTok	Daisy real-mobile	€20–30 per number	Light (email)
	Public-facing line	FlyNumber	~\$3 per number	Zero
Email Domain	Custom domain email	Zoho Mail Free	\$0	Zero
	Privacy-protected registrar	Njalla (XMR payment)	\$18/year	Zero
Browser	Fingerprint isolation	VirtualBox VMs	\$0	—
Payment	Crypto + prepaid cards	Monero (XMR) + Prepaid Visa	Variable	Zero

5.2 Per-Persona Network Spec

Spec	Requirement
Device	Dedicated VirtualBox VM or cheap Android phone (isolated per persona)
Proxy	Dedicated mobile proxy IP per persona — never shared
Phone	Never reuse; never share between personas
Email	Custom domain with SPF/DKIM configured
Payment	Separate virtual card (Privacy.com) per persona

5.3 Shopping List (If Starting Today)

- Oxylabs** or **Bright Data** account (business email; “marketing agency” justification)
- Daisy** account (email signup; buy 4 numbers: EU for Lara/Karim/Rami; US option for Maya)
- Njalla** domains ×4 (pay with XMR)
- Zoho Mail** setup for all 4 domains (SPF/DKIM)
- VirtualBox** + Windows 10 ISO for 4 VMs
- Prepaid cards** or **XMR** for service payments
- FlyNumber** prefix orders (4 prefixes: 33-3, 56-41, 46-31, 1-609)

Time to first account: 2–3 days

First milestone: All 4 domains live + email routing working

6. Budget

6.1 One-Time Setup

Item	Cost
4 × Domains (Njalla)	\$72
4 × Prepaid Visa cards	\$800
VirtualBox / VMs	\$0
XMR wallet setup	\$0
Setup Total	\$872

6.2 Monthly Recurring (Light KYC — Recommended)

Component	Monthly
Mobile proxies (4 × \$150–200)	\$200–400
Phone numbers — Daisy (4 × €20–30)	\$80–120
FlyNumber public lines (4 × \$3)	\$12
Email (Zoho Free)	\$0
Content tools (Canva)	\$0
Payment / XMR fees	\$5
Monthly Total	\$300–540

6.3 Full Budget (Reality Check)

Scenario	Monthly	Best For
Zero KYC, high risk	\$150–250	Testing; disposable; <3 month campaigns
Light KYC, recommended	\$600–900	Balance of privacy + reliability
Premium	\$1,500–2,500	Long-term assets; managed campaigns

Our recommendation: Light KYC hybrid — Daisy for Meta/TikTok verification, FlyNumber for everything else and public-facing lines. Monthly: **\$300–540**.

7. Risk Matrix

#	Risk	Severity	Likelihood	Mitigation
1	Meta/TikTok reject FlyNumber carrier-type	High	Likely	Daisy fallback; burn test before commitment
2	IP fingerprinting across personas	High	Possible	Strict VM + proxy isolation; never reuse proxy IPs
3	Account linking via payment method	Medium	Possible	Separate virtual cards per persona; XMR payments
4	FlyNumber data stale / coverage changes	Medium	Low	Re-query API monthly; saved baseline in <code>flynumber-coverage.json</code>
5	Proxy provider blocks social platforms	Medium	Possible	Verify social compatibility before purchase; use The Social Proxy / ProxyEmpire
6	Persona linguistic inconsistency	Medium	Low	Strict voice guides; each persona has dialect + register locked
7	Daisy KYC shifts from “email” to “ID”	Low	Low	Monitor; keep backup providers (TextVerified, physical SIM) ready

#	Risk	Severity	Likelihood	Mitigation
8	SIM-swap or number recycling	Low	Low	Choose well-established prefixes; FlyNumber numbers held long-term

8. Burn Test Protocol

Before committing any FlyNumber to production personas on Meta or TikTok, verify with a **disposable identity**.

Test 1 — The Gatekeeper

Parameter	Value
Persona to test	Maya
Prefix	+1-609 (New Jersey, US)
Platform	Facebook (strictest Meta test)
Burn identity	“Sarah Chen” — generic US female, new Gmail, no persona overlap
Cost	~\$8 (FlyNumber + proxy fraction)
Time	30 min active + 48h observation

Steps

1. Order FlyNumber 1-609; configure SMS forwarding → burn Gmail
2. Send test SMS from personal phone → confirm arrival in Gmail
3. Create Facebook account with burn identity (Sarah Chen)
4. Enter FlyNumber at phone verification prompt
5. **Observe:**
 - [FAIL] “Invalid number” / “Can’t be used” → **FAIL** — pivot to Daisy
 - [FAIL] No OTP after 5 min → **FAIL-OTP** — SMS delivery blocked
 - [OK] OTP received, account created → **PASS** — proceed to 48h hold
6. If account survives 48h with no review lock → **PASSED**

Outcome Matrix

Outcome	Meaning	Action
A	FlyNumber works on Meta + TikTok	Use FlyNumber for all 7 platforms
B	Meta passes, TikTok fails	FlyNumber for Meta/X/Reddit/YouTube/Telegram; Daisy for TikTok
C	IG passes, FB fails	FlyNumber for IG/X/Reddit/YouTube/Telegram; Daisy for FB
D	All Meta/TikTok fail	Daisy for all Meta + TikTok; FlyNumber as public contact line only
E	Passes initial, killed within 48h	Proxy fingerprint issue; re-test with cleaner setup

Test Sequence (if Test 1 passes)

Order	Persona	Prefix	Platform	Burn Identity
2nd	Rami	33-3	Instagram	“Jean Dupont” (French male)
3rd	Karim	46-31	TikTok	“Lars Johansson” (Swedish male)
4th	Lara	56-41	Instagram	“Camila Rojas” (Chilean-Brazilian female)

Total test cost: ~\$32 for all 4 prefixes

Total test time: ~2 hours active + 4 days observation (one per day)

9. Next Steps — Prioritized Checklist

Phase 0: Infrastructure (Do First)

- Order 4 Njalla domains (pay with XMR)
- Set up Zoho Mail for each domain (SPF/DKIM)
- Install VirtualBox + Windows 10 ISO on host machine
- Order Oxylabs or The Social Proxy trial

Phase 1: Burn Test

- Order FlyNumber 1-609 (Maya’s prefix)
- Configure SMS forwarding to burn Gmail
- Run Test 1 (Facebook, “Sarah Chen”)
- Record outcome (A/B/C/D/E)
- If Outcome D/E: order Daisy real-mobile immediately

Phase 2: Phone Provisioning

- Order remaining FlyNumbers (33-3, 56-41, 46-31)
- Order Daisy numbers if burn test failed
- Test inbound SMS on all 4 numbers
- Configure forwarding to per-persona primary emails

Phase 3: Account Creation (Strict Sequence)

Day 1: Email + domains live

Day 2: Google accounts (enables YouTube)

Day 3: Facebook (Daisy number if needed)

Day 5: Instagram (link to Facebook)

Day 7: X (FlyNumber acceptable)

Day 10: Reddit

Day 14: TikTok (Daisy if needed)

Day 21: Telegram

Day 30+: Begin content seeding

Phase 4: Campaign Soft Launch

- Minimum content seeded (see thresholds below)
- 1st soft campaign integration post
- Monitor engagement velocity (20–50 followers/week natural)

10. Content Seeding Thresholds

Platform	Minimum Before Campaign
Instagram	12 posts · 50+ followers · story highlights
TikTok	6 videos · some organic views
X	50 tweets/retweets · 30+ followers
Facebook	20 posts · joined 3+ relevant groups
YouTube	2+ videos with real watch time
Reddit	30+ karma · 10+ comments in target subs
Telegram	Active in 5+ relevant channels

11. File Reference

File	Purpose
CAMPAIGN-SUMMARY.md	This document — single source printable summary
CAMPAIGN-PROFILES.md	Full persona backstories, voices, content pillars
PLATFORM-PHONE-MATRIX.md	Platform-number compatibility matrix; ops playbook
PERSONA-PHONE-MAPPING.md	Deep-dive: 23 qualifying prefixes, risk analysis, backup tiers
BURN-TEST-PROTOCOL.md	Step-by-step disposable account test for Meta/TikTok
PLATFORM-COMPATIBLE-SETUP.md	Infrastructure stack: proxies, VMs, domains, payments
MINIMAL-KYC-SETUP.md	Zero-KYC alternatives (higher failure rate on Meta/TikTok)
BUDGET.md	Budget tiers: zero KYC / light KYC / premium
BUDGET-EXPANDED.md	10+ budget scenarios from \$50/month to \$2,500/month
TECH-INFRA-PROVIDERS.md	Detailed vendor analysis
flynumber-coverage.json	Raw FlyNumber API dataset (1,040 records, re-queryable)
DEBRIEF.md	Session documentation of the FlyNumber mapping project

Confidential. Do not distribute outside the core campaign team. Generated from 11 source documents across the guerrilla-campaign repository.