# Proposal for Launching Activities on Twitter and LinkedIn to Promote the MB2B Token and MacroB2B Brand

\*\*Submission Date:\*\* [Date]

\*\*Submitted by:\*\* MacroB2B Team

\*\*Duration:\*\* 4 months

\*\*Allocated Budget:\*\* $200 to $250 per month

## 1. Introduction and Objectives

This proposal aims to initiate marketing activities on Twitter and LinkedIn with the following objectives:

1. Promoting and Attracting Investors for the MB2B Token

2. Branding and User Acquisition for MacroB2B

\*\*Key Performance Indicators (KPIs):\*\*

- Achieve a 10% increase in followers on Twitter and LinkedIn.

- Achieve a 20% growth in website traffic from Google search.

## 2. Content Strategy and Distribution Plan

Over the 4-month period, well-structured content will be created and published based on a content calendar.

## 3. Expected Outcomes

1. 10% Increase in Social Media Followers.

2. 20% Increase in Organic Website Traffic.

3. Increased Awareness and Investment in the Token.

## 4. Budget Breakdown (4-Month Plan)

Total budget: $1,050 over 4 months.

## 5. Conclusion

This 4-month campaign aims to boost the awareness of the MacroB2B brand and increase the value of the MB2B token.