

Introduction

We're here to discuss a tailored marketing strategy designed to support partners with their upcoming Liquidity Bootstrapping Pool.

At Fjord, we connect innovative projects with engaged backers, and we look forward to exploring how we can do that for you.

Expectation of Marketing support

To ensure consistency and fairness of service to all of our launching partners it's important we set the scene for our level of support.

What we can do

- Targeted X Ads providing information about your protocol and upcoming LBP
- Organically posted content on X and Discord
- Some reposts of content
- AMAs with projects
- Provide a general level of information to our audiences and community about your project.
- Provide a strategy and overview of posts undertaken by Fjord and Fjord partners with a calendar of events.

What we can't do

- Do posts promising returns or value to your token holders.
- Provide a marketing strategy on your behalf to your audience.
- Guarantee performance of marketing support.
- Provide legal advice on what we and you can and can't post
- Do more posts than we have listed here.

Fjord Support Calendar Overview - Guide Only*

					<div>Announcement Day</div> <ul style="list-style-type: none">• ReTweet Project post• Discord post in Fjord	
22	21	20	19	18	17	16
		<ul style="list-style-type: none">• Free Listing on Token Insight calendar with Article.			<ul style="list-style-type: none">• Interesting fact about your project with graphics e.g. TVL, # users.	
8	15	14	13	12	11	10
		<ul style="list-style-type: none">• Fjord team joins your Discord for Webinar on how LBPs work.		<ul style="list-style-type: none">• Community Quiz challenge. Fjord reposts.		<ul style="list-style-type: none">• AMA announcement post with graphic on Discord and X.
15	9	8	7	6	5	4
<ul style="list-style-type: none">• Project Spotlight X thread posted on Fjord account w/graphic. Deep dive.		<ul style="list-style-type: none">• AMA hosted on Fjord Spaces• Shared in Fjord and Concave discords.	<ul style="list-style-type: none">• Launch announcement Post on Discord and X.			<ul style="list-style-type: none">• Final date announcement on X.
3	2	1	LAUNCH DATE 🚀	LIVE LBP 🟢	LIVE LBP 🟢	END DATE 🏁

Strategy 1 - X Ads

Fjord's performance marketing approach focuses on digital X ads instead of just limiting itself to the use of its organic network.



RETARGETING

We directly target people who are already familiar with your protocols and have interacted with its content



COLD CONVERSIONS

By targeting your direct competitors, we ensure that only real potential customers see ad impressions, eliminating scattering losses.

Strategy 1 - X Ads - Advantages



By using an iterative split testing approach, we ensure the best efficiency in every ad set.

KEY FEATURES

- Only the best performing creatives, audiences and copies get scaled
- Precise call to actions ensure optimal conversion rates
- Outperform most organic strategies while protecting your community's interaction rates

Strategy 1 - X Ads- KPIs

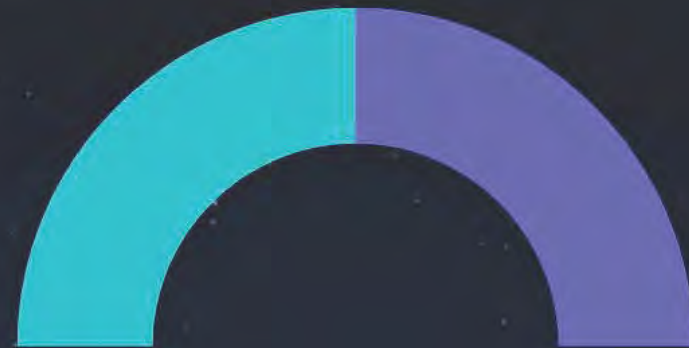
AUDIENCE	EXPECTED FREQUENCY	EXPECTED IMPRESSIONS
Followers and users who have seen its context or interacted with it	4 to 6	200,000 to 300,000
Users who follow your competitors and interact with them - please provide a list of them to improve the targeting.	1,5 to 2	500,000 to 1,000,000
The broader DeFi ecosystem	1 to 1,5	1,500,000 to 2,000,000

Strategy 1 - X Ads - Benchmarks



UP TO 100 K

Usual organic reach for most launching projects



UP TO 200 K

Reach for most protocols which book additional impressions through collaborations



UP TO 3.3 M

Reach based on our iterative twitter ad strategies

Strategy 2 - Organic Posts

While paid advertisements serve as the cornerstone of our comprehensive launch strategy, they tell just part of the story. A robust organic presence is equally critical in fostering genuine community engagement and trust. In the upcoming slides, we will delve into how our organic posting strategy harmonizes with our paid campaigns to offer a balanced and holistic approach for your project's Liquidity Bootstrapping Pool launch.



ORGANIC BASICS

The standard playbook for hard call to actions. Threads, Spaces, Announcements.

Strategy 2 - Organic Posts



1/ With its upcoming launch on @FjordFoundry on September 4th, let's delve into @Mozaic_Fi and its promise to revolutionize the world of yield farming with the power of AI and LayerZero's technology.

Strategy 2 - Organic Posts

In the next slide, we'll explore how our organic posts complement our paid ads. From deep-dive spotlights to AMAs and engaging graphics, each tactic aims to educate and connect with our community.

Project Spotlight Deep Dive

- Objective: To provide a comprehensive overview of a project's value proposition.
- Content: A threaded series on X covering the project's mission, team, and milestones.
- Frequency: Once, leading up to the LBP event.

Ask-Me-Anything (AMA)

- Objective: To educate the community and answer any burning questions.
- Platform: Hosted on X and summarised
- Participants: Project founders or lead developers.

Fun Graphic with Interesting Fact

- Objective: To capture attention and share an engaging piece of information.
- Content: A visually appealing graphic featuring a surprising fact related to the project or the LBP.
- Platform: Posted on X.

Strategy 2 - Organic Posts - Event Driven

Announcement Posts

- Objective: To build initial hype and awareness about the upcoming LBP or token launch.
- Content: Brief overview of the project, the date of the LBP, and a call-to-action to join the community.
- Timing: 2-3 weeks before LBP goes live.

Go-Live Posts

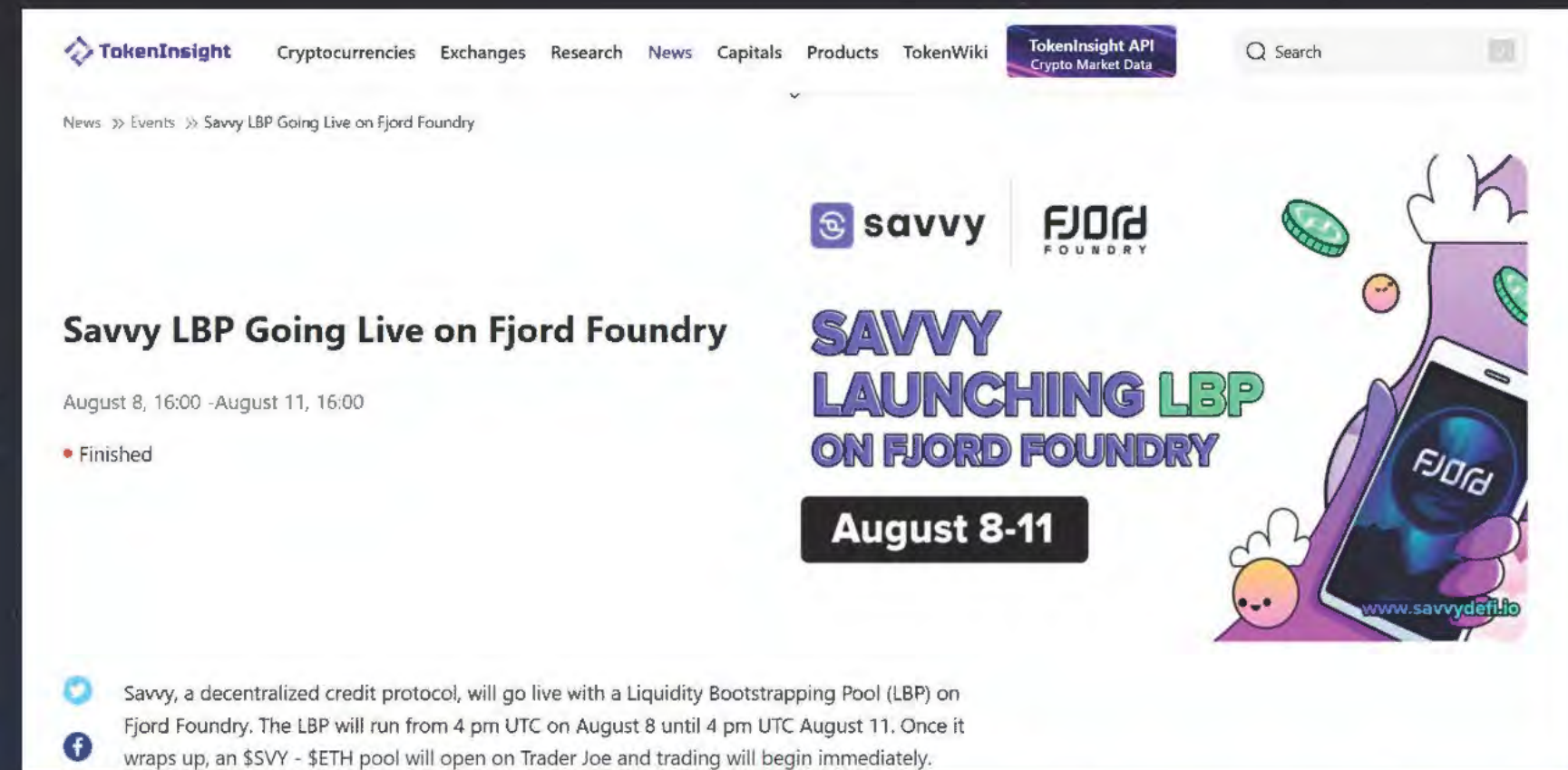
- Objective: To announce the start of the LBP or token launch, driving immediate participation.
- Content: Information on how and where to participate, along with necessary links and guidelines.
- Timing: Posted right as the LBP event goes live.

Final Day Posts

- Objective: To generate last-minute urgency and participation before the LBP or token launch ends.
- Content: A countdown, some highlights of the event so far, and a final call-to-action.
- Timing: On the final day of the LBP event

Strategy 3 - Token Insight

- Inclusion in Token Insight's calendar is part of your Fjord package, offering your project enhanced visibility in the crypto community.
- This external listing provides a one-stop resource for all key details about your upcoming LBP.
- This feature is bundled at no extra cost within the standard Fjord fee, maximising your outreach efforts.



Strategy 4 - Webinar

- Educational Impact: A dedicated webinar can demystify LBPs for your community, making them more confident participants in your project’s launch.
- Community Engagement: Hosting the webinar in your own Discord channel fosters a sense of community and increases interaction among members. It makes the information more accessible and personalized.
- Expertise Showcase: Fjord’s involvement lends credibility and expertise to the event, assuring the audience that they are receiving accurate and valuable information.
- Informed Participation: An educated community is more likely to contribute meaningfully to the LBP, ensuring a smoother and more successful launch.



Two Week Marketing Guide

While Fjord can't take on your full marketing activity, we have a comprehensive 2-week marketing guide designed to optimize your project's launch.

Fjord 2-Week Marketing Plan

Flexibility & Adaptability

- This guide can easily be spread across a month if needed due to its dense content.

Content Highlights:

- Includes interactive community activities such as quizzes and meme competitions.
- Offers strategies for community education to ensure an engaged and informed audience.

User Discretion:

- To be used as a guide only, allowing you to pick and choose the most relevant activities.



Fjord

Discovery starts here

Marketing Overview

fjordfoundry.com

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