

SYNC.LAND
peer to peer music synchronization



Awen

Sync.Land

Pilot User & Marketing Design Report

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Introduction

This document outlines the strategy for selecting pilot users and the marketing approach for the milestone 2 achievement of the Sync.Land project under the Project Catalyst proposal. The strategy will leverage the existing user base and implement a robust marketing campaign to onboard new users.

Goals

One of our primary goals is to **migrate the current Awen users to Sync.Land**. This involves ensuring a seamless transition for existing users, providing them with the necessary tools and support to move their content and activities to the new platform. By prioritizing the needs and experiences of these users, we aim to foster a smooth migration process that retains their engagement and satisfaction.



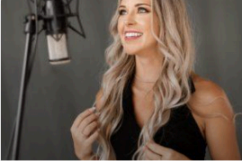



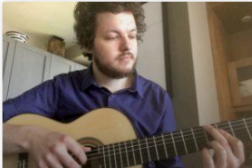




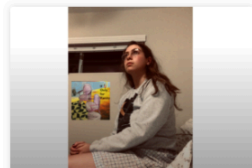

Another key objective is to **onboard new musicians and licensors to Sync.Land**. We will target a diverse group of users, including emerging artists, established professionals, and music licensors, to create a vibrant and dynamic community. Our selection criteria will focus on music genre diversity, professional experience, and geographical reach to ensure a broad and inclusive user base.

Lastly, **promoting Sync.Land through targeted marketing efforts** is crucial for its success. Our comprehensive marketing strategy will include email campaigns, social media engagement, and additional marketing tactics such as press releases, partnerships, and educational webinars. By implementing these strategies, we aim to maximize our reach, engage potential users, and establish Sync.Land as a leading platform for tokenizing music synchronization licenses.

Existing Users

Currently, there is a roster of 14 musical artists who, collectively, have uploaded 260 songs into our Awen user base.

Each of these artists are priority subjects for onboarding into Sync.Land. Each artist will be notified via email and given opportunities to opt-in to the new program using Cardano NFTs to represent their license agreements.

<p>AYYO JAYY</p> <p>NYC</p> <p>VIEW ARTIST »</p>	 <p>SOCK</p> <p>charlie otto and kevan eftekhari</p> <p>VIEW ARTIST »</p>	 <p>CHARLIE OTTO</p> <p>Charlie Otto has been a Chicago favorite for 15 years, and he's just now coming to accept that. The founder of the cult darlings This</p> <p>VIEW ARTIST »</p>	 <p>MIE</p> <p>Mie, born Maggie Schmidt, is a 25-year-old Milwaukee-based alternative pop artist. With her first on-stage performance at the early age of six years old, she</p> <p>VIEW ARTIST »</p>	 <p>BRYAN DOVE</p> <p>Started out writing songs in my teens in Milwaukee, I had an ear for basslines and melodies so I bought a bass and amp in</p> <p>VIEW ARTIST »</p>
 <p>ANDREW J LYNCH</p> <p>Producer/Musician, Andrew J. Lynch, has become a dominant force within the Milwaukee music scene over the last two decades. He is known within the</p> <p>VIEW ARTIST »</p>	 <p>HAIRY LARRY</p> <p>Hairy Larry is a musician, songwriter, producer, and promoter. He has been playing music in Northeast Arkansas for over 40 years. He is currently playing</p> <p>VIEW ARTIST »</p>	 <p>GLENN MCCORMICK</p> <p>Composer, arranger, piano player, semi ok guitar player, Antonio Carlos Jobim fanatic, Bossa Nova enthusiast, and bird watcher. Currently residing in Milwaukee, WI</p> <p>VIEW ARTIST »</p>	 <p>OBOGGAN</p> <p>Oboggan is about joyful(?) electronic music. Not too keen on genres and such, people can decide for themselves. It's all for the good vibes.</p> <p>VIEW ARTIST »</p>	 <p>FATHER SKY</p> <p>"Young Milwaukee pianist-singer-composer Anthony Deutsch has old-soul wisdom and speaks to people about matters of the heart, and the mind/body disconnect that often separates us</p> <p>VIEW ARTIST »</p>
 <p>CULLAH</p> <p>Cullah (Milwaukee, WI) is a multi-disciplinary musician and engineer who writes, records, and releases an album every year royalty-free on April 27th (his birthday) since</p> <p>VIEW ARTIST »</p>	 <p>PRETTY BEGGAR</p> <p>Pretty Beggar is a high-energy, lyric-centric, indie pop-rock blend of big hooks and meaningful storytelling that has a midwest soul and a California polish. Founder/Songwriter/Frontman</p> <p>VIEW ARTIST »</p>	 <p>CLARE MCCULLOUGH</p> <p>Writer first, musician second. American Indie Singer-songwriter and worldwide citizen.</p> <p>VIEW ARTIST »</p>	 <p>FRUGAL STU & THE COUPONS</p> <p>A proto-post-ironic disco-funk-fusion band from the future, just messing around in Milwaukee, WI.</p> <p>VIEW ARTIST »</p>	

Marketing Strategy

To effectively promote Sync.Land and ensure successful user onboarding, we will implement a comprehensive marketing strategy that leverages multiple channels. Our approach includes an email marketing campaign targeting 500 industry contacts, an active social media presence focusing on Twitter with monthly Twitter Spaces, and additional marketing tactics such as press releases, partnerships, and educational webinars.

This multi-faceted strategy is designed to maximize reach, engage potential users, and establish Sync.Land.

Email Marketing Campaign

Alongside the existing Awen user base, we will utilize an existing email list of 500 music industry contacts to roll out our email marketing campaign. The content of these emails will present Sync.Land, highlighting its features and benefits, share success stories and testimonials from existing users, and encourage recipients to sign up and participate.

Content:

- **Introduction:** Present Sync.Land, highlighting its features and benefits.
- **Testimonials:** Share success stories and testimonials from existing users.
- **Call to Action:** Encourage recipients to sign up and participate in Sync.Land.

Campaigns:

- **Initial Announcement**
- **Follow-up Emails: Bi-weekly updates**
- **Special Announcements: Highlight major milestones, new features, and success stories**

Social Media Engagement

Our primary focus will be on Twitter (X), leveraging Twitter Spaces for engagement. Monthly Twitter Spaces sessions will be held from July through November, sharing progress updates, featuring guest speakers such as industry experts, artists, and licensors, and engaging with the audience through Q&A sessions.

Additionally, we will regularly post updates, user testimonials, and industry news, and actively respond to comments and engage with relevant hashtags.

- **Twitter Spaces:**
 - **Frequency:** Monthly sessions from July through November.
 - **Content:**
 - **Progress Updates:** Share Sync.Land's development and new features.
 - **Guest Speakers:** Invite industry experts, artists, and licensors to discuss synchronization licenses and the future of music rights.
 - **Q&A Sessions:** Engage with the audience by answering questions and gathering feedback.
- **Promotional Content:**
 - **Regular Tweets:** Post updates, user testimonials, and industry news.
 - **Engagement:** Respond to comments, retweets, and engage with relevant hashtags.

Additional Marketing Tactics

To further increase visibility, we will distribute press releases to industry blogs, websites, and news outlets. We will also collaborate with music industry influencers and organizations to amplify our reach. Additionally, we will host educational webinars and workshops about Sync.Land and the benefits of tokenizing music synchronization licenses.

Press Releases

We will distribute press releases to industry blogs, websites, and news outlets on a monthly basis. These press releases will coincide with major updates and announcements, such as new features, significant milestones, and user success stories. By maintaining a consistent presence in industry media, we aim to keep Sync.Land at the forefront of discussions within the music synchronization and licensing community. The press releases will highlight key developments, provide insights into our progress, and generate buzz around the platform.

Partnership Collaborations

Collaborating with music industry influencers and organizations will be a key part of our strategy to amplify our reach. These partnerships will involve co-hosting events, featuring influencers in our marketing materials, and leveraging their networks to promote Sync.Land. By aligning with well-respected figures and entities in the music industry, we can build credibility and tap into established audiences who trust these influencers and organizations. These collaborations will be ongoing throughout the campaign, ensuring continuous promotion and engagement.

Webinars and Workshops

We will host educational webinars and workshops to provide in-depth information about Sync.Land and the benefits of tokenizing music synchronization licenses. These sessions will be designed to educate potential users, answer their questions, and demonstrate how Sync.Land can transform their approach to music licensing. The content of these webinars and workshops will be tailored based on user feedback and engagement, ensuring that we address the most relevant topics and concerns. These events will serve as a platform for direct interaction with our audience, fostering a sense of community and support.

Overall Schedule

The following table summarizes the preliminary design of the marketing actions taken from July through November 2024.

Month	Events
July	<ul style="list-style-type: none">- Initial Announcement (Jul 22)- Twitter Space: Progress Updates and Introduction
August	<ul style="list-style-type: none">- Existing User Email (Aug 5)- General Newsletter Email (Aug 19)- Twitter Space: Guest Speaker Session- Press Release
September	<ul style="list-style-type: none">- Follow-up Email (Sep 2)- Follow-up Email (Sep 16)- Twitter Space: Q&A Session
October	<ul style="list-style-type: none">- Twitter Space: Major Milestones Update- Sync.Land Workshop
November	<ul style="list-style-type: none">- Follow-up Email (Nov 1)- Follow-up Email (Nov 15)- Twitter Space: Future Plans and Wrap-Up- Special Announcements: Highlight major milestones, new features, and success stories- Press Release

Evaluation and Metrics

To ensure the success of the Sync.Land project and the effectiveness of our marketing strategies, we will implement a comprehensive evaluation and metrics framework. This framework will help us track progress, identify areas for improvement, and make data-driven decisions.

User Growth

Tracking user growth is essential to measure the success of our migration and onboarding efforts. We will monitor the number of users who migrate from the existing Awen platform to Sync.Land and track the number of new users who join the platform. This includes:

- **Migrated Users:** Counting the number of current Awen users who successfully transition to Sync.Land, including both artists and general users.
- **New Users:** Recording the number of new musicians, music producers, and licensors who sign up for Sync.Land during the campaign period.
- **User Demographics:** Analyzing the demographic information of our user base, such as geographic location, music genre, and professional experience, to ensure diversity and inclusivity.

Engagement Rates

Engagement rates will provide insight into how effectively we are reaching and interacting with our audience. We will measure various metrics across our marketing channels:

- **Email Campaigns:**
 - **Open Rates:** The percentage of recipients who open our emails.
 - **Click Rates:** The percentage of recipients who click on links within our emails.
 - **Conversion Rates:** The percentage of recipients who take a desired action, such as signing up for Sync.Land or attending a webinar.
- **Twitter Spaces:**
 - **Attendance:** The number of participants in each Twitter Space session.
 - **Engagement:** The level of interaction during the sessions, such as questions asked, comments made, and polls participated in.
- **Social Media:**
 - **Post Interactions:** Likes, shares, comments, and retweets on our social media posts.
 - **Follower Growth:** The increase in the number of followers on our social media channels.
 - **Hashtag Engagement:** The reach and usage of campaign-specific hashtags.

Feedback Collection

Gathering user feedback is crucial for assessing the platform's performance and identifying areas for improvement. We will collect feedback through various methods:

- **Surveys:** Distributing online surveys to our user base to gather quantitative and qualitative feedback on their experience with Sync.Land.
 - **Survey Timing:** Conducting surveys at different stages of the campaign (e.g., post-migration, post-webinar) to capture timely insights.
 - **Survey Content:** Including questions on user satisfaction, feature preferences, and suggestions for improvement.
- **Direct Interactions:** Engaging with users through one-on-one conversations, support channels, and community forums to obtain detailed and specific feedback.
 - **Customer Support:** Monitoring support tickets and inquiries to identify common issues and areas of concern.
 - **Community Engagement:** Participating in discussions within our community forums and social media groups to understand user sentiment and gather informal feedback.
- **User Testing:** Conducting usability tests with selected users to observe their interaction with the platform and identify any usability issues or pain points.

By systematically tracking these metrics and gathering comprehensive feedback, we can continuously improve Sync.Land, enhance user satisfaction, and ensure the platform meets the needs and expectations of our growing community. This evaluation framework will also help us demonstrate the impact of our efforts to stakeholders and justify future investments in the platform

Conclusion

By leveraging existing contacts and engaging the community through regular updates and interactive sessions, Sync.Land is poised to establish itself as a revolutionary tool in the music synchronization licensing space. The platform's innovative approach to tokenizing synchronization licenses offers significant benefits, including streamlined license management, increased transparency, and new revenue opportunities for artists and licensors.

Through our strategic marketing efforts and commitment to user satisfaction, we aim to fulfill the requirements of the Cataylst milestones and, furthermore, position Sync.Land as a reliable platform for music synchronization licensing in web3 gaming and metaverses. By continuously gathering feedback and improving the platform based on user needs, we will ensure that Sync.Land meets the evolving demands of the music community.

In summary, the pilot user selection strategy and marketing design for Sync.Land are geared towards creating a seamless transition for existing users, attracting new ones, and promoting the platform effectively.