Vara Network
Web3's Paradigm Shift

A Social Media Analysis of Vara Network - A high-performing layer-1 decentralized network powered by GEAR Technologies. Along with a 2-month plan of Marketing activities that will benefit the overall growth of Vara Network.

The Analysis

I've marked each sub-point with a marker pointing out the activities we are doing well wrt Vara, what needs to be changed, and various opportunities we can explore.

🔴 Needs Improvement   🟡 Opportunity   🟢 Keep up

Twitter:

After conducting a Twitter Analysis of Vara's Twitter profile. I've collected the following insights.

1. Post Regularly 🔴

This chart shows Vara's daily activity, i.e., the tweets/threads/spaces published by us. The Twitter algorithm works best when it receives regular content. This will create a loop of habit within our audience to expect our post every day. As you can see, we have not been regular with our activity, which directly affects our algorithm's nature to show up on different feeds. **The more we post, the more likely we are to show up in the constantly growing feed of our followers.**
Ideally, we should post at least 2-3 times daily on Twitter.
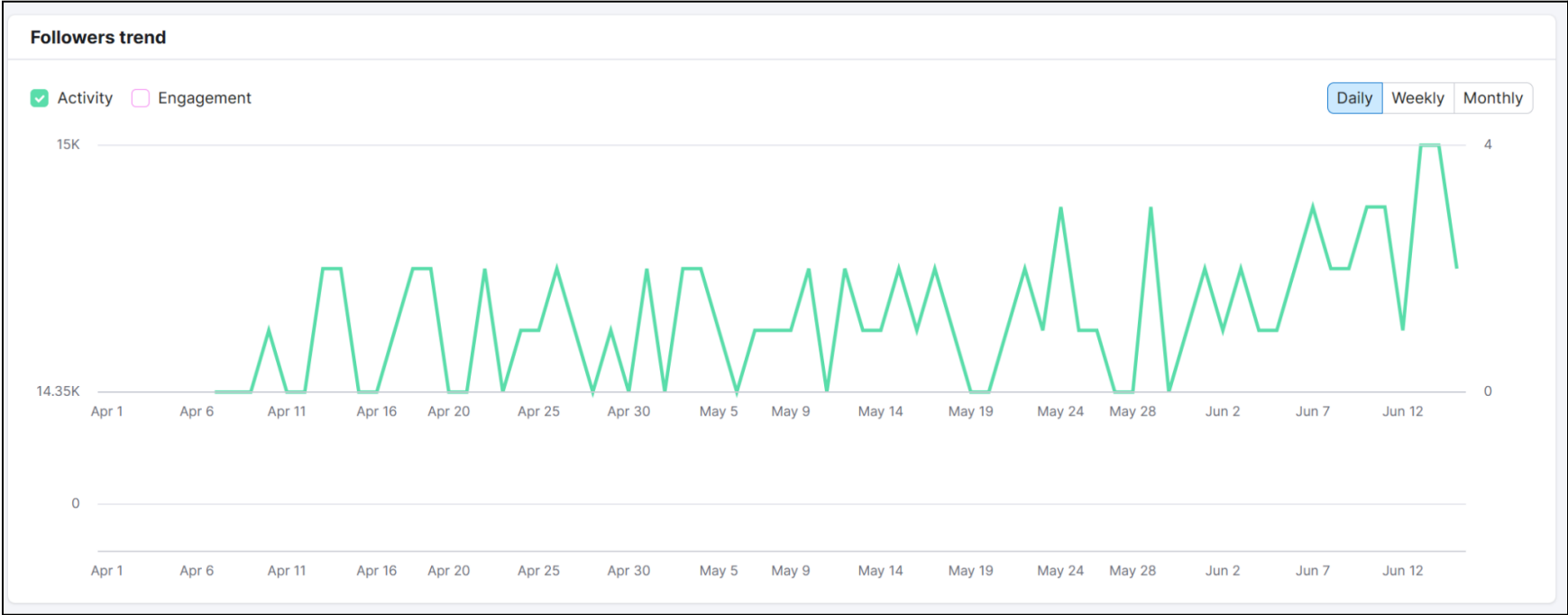
And likewise, irregular Twitter activities have resulted in low engagement with our posts. A few activities that help with meaningful Twitter engagement are:

1. Target our audience at the right time of the day.
2. Spaceout posts at different times of the day for global reach.
3. Interact with Retweets & Comments to boost engagement.
4. Take advantage of Trending topics relevant to Vara Network by making tweets/threads on targeted keywords.
5. Provide weekly ecosystem recaps Example
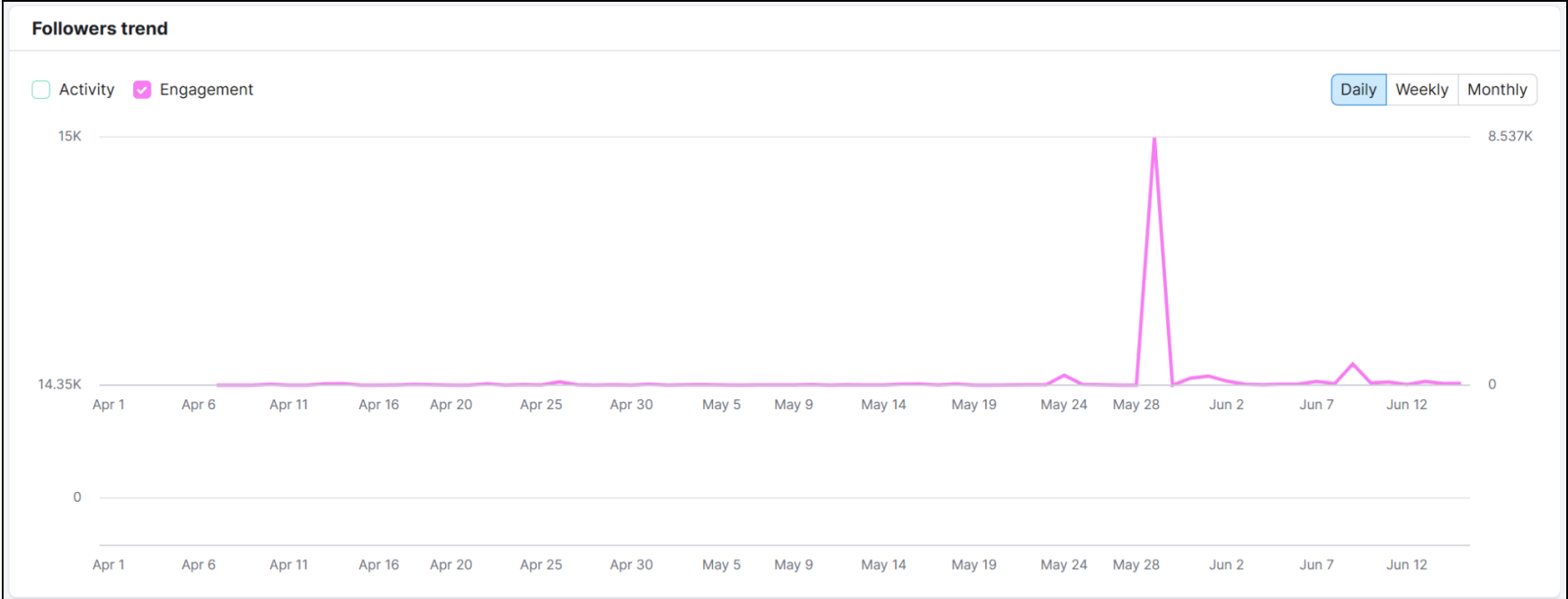

2. Copy Written Content 🔴

While Vara is doing a great job at posting regularly over the last 1 month these posts are not getting the potential engagement as they are not copywritten. We want to capture the audience's attention as soon as they read our tweet/thread, this can be achieved by writing a compelling hook. We will create holistic threads which will spark interest for the Vara network in our readers.

For example, this tweet on Vara's Twitter could use some improvement for better reach
1. The hook could be such **(image)**
2. The 2nd tweet should explain what the Vara Mega Hackathon is and what it's achieving.
3. The following tweets should be written with a brief introduction of the judges along with their Twitter profile.

However frequently we are posting, the best practice is to follow the rule of thirds:
- ⅓ of tweets promote Vara and its features
- ⅓ share ecosystem updates/ educational material.
- ⅓ are informative insights from experts or influencers
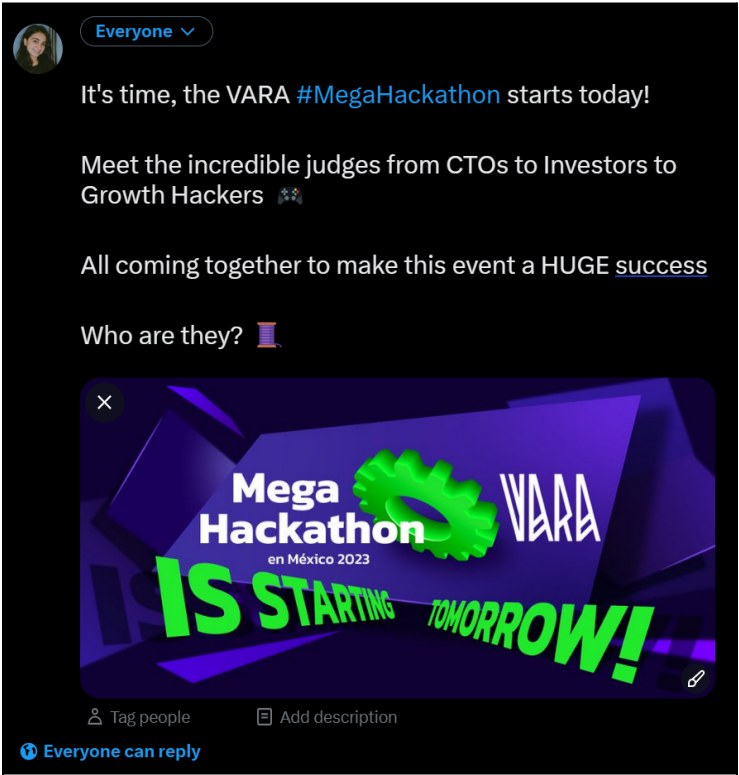
3. Conducting Twitter Spaces 🟡

Twitter spaces are a great way to stay in touch with our community on Twitter. They are a casual way for us to connect with our audience. We can have a more friendly conversation with our audiences by,
1. Discussing dApp development topics, industry trends, best practices, etc.
2. Announce new features to our audience and get feedback on it.

3. Answer AMA Questions from our audience to further solidify their faith in Vara Network.
4. Inviting speakers from companies we have partnered with eg. How Vara held a Space with Easy A.

4. Posting Varied Media 🟢 🟡

Publishing a variety forms of content on Twitter gives us access to a large audience base. We'll continue mixing up content forms in the future as well. There's also an opportunity to include more video-based content. Over the last 4 months, we've posted only 4 videos and seen over 50% engagement on them.

Published tweets and their performance *i*

86 tweets
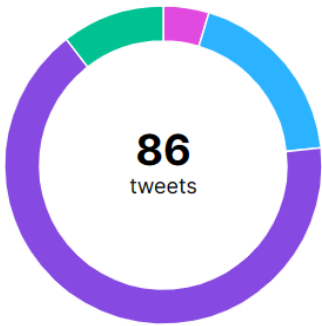
Post type	Engagement rate
☑ Photo	128.1
☑ Link	15
☑ Status	48.4
☑ Video	54.9

Publishing trend

☑ Link ☑ Photo ☑ Video ☑ Status   Daily Weekly Monthly
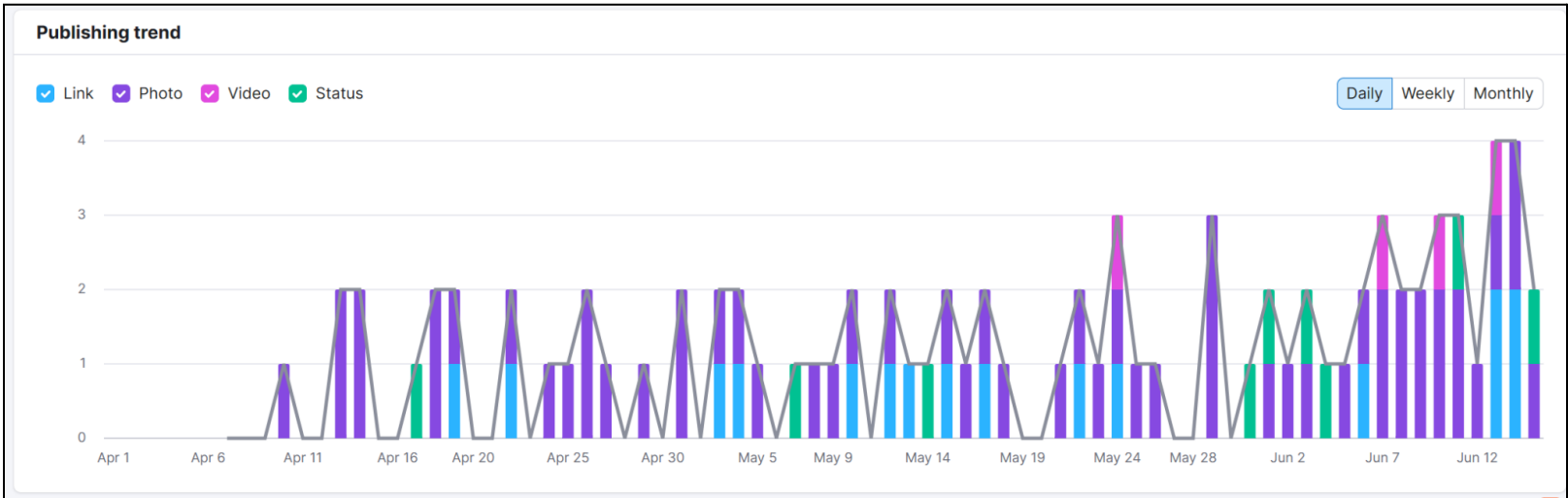
5. Reutilizing Content: 🔴

It's important to make the most of each content piece we have and make sure to invest our time efficiently. The **content in blog posts and announcements could be reused for Twitter as well as LinkedIn**. This creates content for our social platforms as well as helps us compel our readers to visit our new blog.

LinkedIn: 🟡

We haven't tapped into the LinkedIn Market yet. And are missing out on a huge audience base, especially emerging developers. LinkedIn has over 900+ Million users out of these **134.5 Million users use LinkedIn every day**. The USA is leading with 180M users followed by India with 88M users. USA and India are the two countries with some of the most exceptional developers in the world.
In my time at Metaschool, we gained 2000+ LinkedIn developer followers in just 2 months by posting a mix of announcements and educational content on LinkedIn.

The LinkedIn Strategy is this:
- Post 2-3 times a week. Re-utilize content being shared on Twitter.
- Mixture of Carousel Posts, Videos, Images, and Written Content.
- Create Developer focused content with career encouragement eg. "How Vara is revolutionizing the dApp building experience"
- Post Regular Ecosystem Updates.
- Establish and stick to a Brand Kit for LinkedIn & Twitter.

WagMedia Integration: 🟡

WagMedia is a creator-centric server dedicated to Marketing Polkadot projects with the help of Incentivised Bounties integrated via the Wag Tool. The WagTool is a Server integration designed to onboard your project as part of the WagMedia server and in this way **we can take benefit of the creators by incentivizing them to create marketing material on VaraNetwork as well as Gear Technology**.

This will improve Vara's Organic Twitter Marketing and Website & Blog SEO through the link-building that we'll achieve with our bounty program. More than 17 projects are a part of WagMedia right now including Moonbeam and Talisman.

Zealy Quests: 🟡

Zealy similar to Easy A gamifies the learning experience of any blockchain project by rewarding experience points to those who participate. Zealy will also provide a great platform for community activities and gives us a view of the community member interaction with Vara on Zealy.io
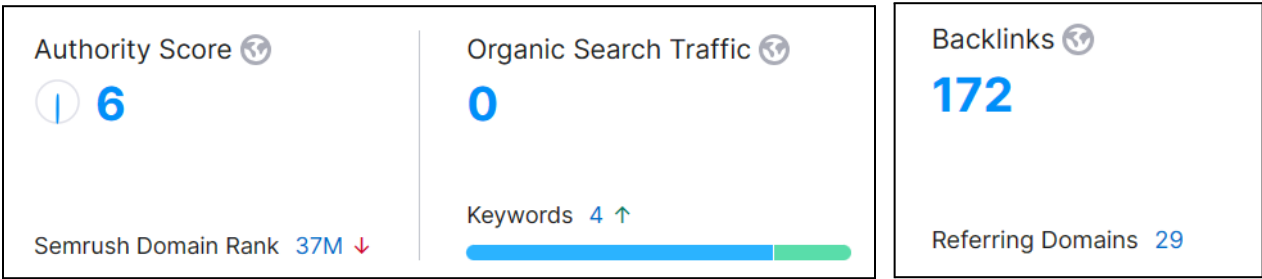
Medium: 🟢

Medium in the past has shown great growth and potential for Web3 project blogs and having Vara's blog articles on Medium is ideal too. A few ways in which we can further improve our audience base and engagement on Medium:

- Cross-linking articles to make Vara the one-stop location for all information. We want to keep the audience on our platform. This will increase audience reliance on us and improve our Search Engine Ranking.
- Expand Blog articles from Partnership, Integration, and Company updates and explore keywords related to web3 development. The more keywords we intentionally target the better we'll rank for highly searched words on Google. We'll use a simple free google keyword planner for this and we can initially **start with targeting high-performing low competition keywords** such as "Web Assembly"

Keyword ↑	Avg. monthly searches	Three month change	YoY change	Competition
web assembly	1K – 10K	0%	0%	Low

- Add clear CTAs in the Blogs. These CTA redirect to Vara's website, Social profiles, Amabssador program, community, etc. We want to encourage readers to stick with us and subtle CTA will do the job for us.
- Additionally, creating bounties with Wagmedia will improve our Blog ranking as well as it'll result in backlink building this will improve our **Website Authority score which right now is only 6.**

Authority Score 🌐
ⓘ 6
Semrush Domain Rank 37M ↓

Organic Search Traffic 🌐
0
Keywords 4 ↑

Backlinks 🌐
172
Referring Domains 29

Community: 🟡🟢

Our Discord is doing well in terms of the audience wishing to stay up to date with Gear and Vara Announcements. This can be noticed by the emoji reactions we are getting for each announcement. But we need to create a conversation flow in our channels. This can start with,

- Having an onboarding flow. Right now when I identify myself as a *student* still all channels open up leaving me confused as to where to go. We can open up specific channels for students, developers, and investors to avoid unnecessary clutter on our discord and with that provide a good individual experience.
- We need to keep every individual engaged. This can be done by giving exceptional customer service and attention. Which I believe is lacking in many web3 discord communities. Just announcements don't cut it. Discord is a community platform and a community is to be taken care of personally.
- This can be done by giving regular shoutouts to different projects building on Vara and till we don't have projects being built we should encourage our hackathon participants and winners.
- Incentivising our Ambassadors so that they help our community grow and also contribute to the server. Few ideas on how to incentivize:
  - Giving ambassadors early access to new releases
  - Spotlighting Ambassadors by inviting them to Spaces & AMAs,
  - Organise Affiliate marketing activities with Ambassadors and Influencers.
  - Provide Vara Merch to hackathon participants and ambassadors.

  We want to make our ambassador program as exclusive as possible. This will improve ambassador credibility and drive more users to strive to become an ambassador.
- These same engagement principles can be applied to our Telegram as well

We'll tie our community together with Vara's & Gear's values, mission, and commitment to its members.

A Week-by-Week Breakdown

This table describes a weekly breakdown of which platforms I'll be targeting first and then scaling each platform activity gradually to ensure maximum optimization of time, efforts, and algorithm. **Keeping in mind the previous week's activities will continue in the next week as well.** Here I'm mentioning how I'll be taking up new responsibilities gradually.

Weeks	Activities
Week 1	- Start with streamlining the current marketing activities - Space out 2-3 postings for different timezones to target the global audience - Create compelling copy-written tweets & threads - Start creating the content plan for timely organized posts
Week 2	- Start interacting with our Twitter audience to boost engagement - Create a timetable for scheduled Founder Community Calls + AMA - Start converting Medium blogs into Threads

Weeks	Activities
Week 3	- Establish Vara's LinkedIn Profile - Start reutilizing Twitter posts to LinkedIn posts - Start marketing the Vara Ambassador Program
Week 4	- Start with Keyword research for blog topics - SEO Optimize current articles - Set up Zealy profile post team approval
Week 5	- Plan out a Discord onboarding flow and pitch to the team - Work with team members to establish a brand kit for all recurring posts like (Space announcements) - Organise meeting with WagMedia and discuss WagTool integration
Weebk 6 - Week 8	- Organise & optimize all above activities - Maintain & manage all updates on them - Continue Twitter Management - Continue LinkedIn Management - Continue Discord optimization.

And that concludes my assignment. I'm looking forward to working with the Vara & Gear Team. I'd be happy to discuss this assignment further on our next call. Thank you.