GEX Marketing Strategy

Market Segmentation: DeFi users, traders, investors

Branding: Deep liquidity, Speed, Friendly User-Interface

Planning	Pre-Launch	Launch	Post-Launch
Testnet Timelines	August	September	October
Mainnet Timelines	September	October	Novemeber+

Pre-Launch

1. Social Media Channels:
    a. Glitch will engage on three core social media channels for the GEX:
        i. Twitter, Telegram, Reddit
    b. Setup required
        i. Twitter, Telegram
        ii. Staff will post on Reddit on their own accounts

Social Media Channels	• Twitter
	  ◦ GEX - Glitch DEX
	  ◦ Username: Define
		• Telegram
		  ◦ GEX DAO community
		  ◦ Username: Define

Website	Create a website landing page for the GEX	Add GEX webpage to the Glitch website as an external link
Waitlist	Add the waitlist to the landing homepage Push in an EDM (email) campaign	Submission of name and email. Disclaimer added to the page into receiving GEX-based promotions, newsletters, and more by signing up.

1. Website:
    a. Begin creating the landing page for the website home page
    b. Have it optimized (SEO)
2. Build anticipation:
    a. Publish articles, videos, and social media posts explaining what GEX is, how it works, and what makes it unique.
    b. Host webinars, AMAs, and Twitter Spaces to engage with potential users and answer their questions.
3. Waitlist & Emails
    a. Create a waitlist for early access
    b. Utilize MailerLite to push relevant email campaigns on an ongoing basis
    c. Place an email subscriber button on the bottom of the webpage
4. Gleam Campaign
    a. Run a gleam campaign to get everyone following socials, engaging, etc.
        i. Short-term 2-3 month campaign
5. Launch GEX MVP on Testnet
    a. Have the community try it out
    b. Utilize the stats gained from the initial testnet round for marketing purposes

Launch

1. Website:
    a. Launch the GEX landing home page
    b. Should educate users on the functionality of the GEX with all relevant documentation
    c. Should direct users to the swap terminal
2. Engagement
    a. Engage on social media: Twitter, Telegram, Reddit
        i. Daily posts and the team should be tracking their entries on a daily basis
3. Social Media:
    a. Twitter, Instagram, Reddit
    b. Announce the launch of GEX MVP on Testnet
    c. Spread early access information and links on our social media
4. PR
    a. Announce a PR stating that the GEX is live on Testnet
    b. Announce a thought leadership around what the GEX truly is ("true decentralization")
5. Targeted Ads
    a. Launch targeted ads across a variety of channels, including (but not limited to)
        i. Twitter Ads
        ii. Google Ads
        iii. Brave Ads
        iv. CoinMarketCap, CoinGecko, or another Web3/Crypto Listing website
    b. Use scraping techniques to target users from one website(s) to acquire users from another top-visited website (data scraping and monitoring).
6. Influencers
    a. Reach out to influencers
        i. Primary: Twitter
        ii. Secondary: YouTube
    b. Try to form a partnership with several influencers that will last as opposed to engagement for specific campaigns
7. Metrics
    a. Each advertisement should yield a 5% conversion rate and a maximum of $5 PPC
        i. Average PPC should be between $3-4
8. Early Access
    a. Encourage community members to test it out and provide feedback.
    b. Entering the early access will grant you a behind-the-scenes look at the GEX && additional rewards like GEX Raise increase
        i. Participating in the early access will grant you 0.5X (+20%) additional tokens for the GEX Raise
        ii. Submitting your email and using the testnet can grant you 0.75X (+25%) for the GEX Raise
9. Launch GEX MVP Mainnet
10. Notes
    a. Explain that this is an MVP release with a basic buy, swap, and add liquidity function.
    b. Emphasize the key benefits of the GEX: speed, low fees, and real-time settlement.
    c. Utilize the GEX explainer video as a central piece of the launch campaign.
    d. Showcase the user interface and demonstrate how easy it is to use in a step-by-step.
    e. Provide clear instructions on how to access and use the GEX in a written guide.

Post-Launch

1. Integrations
    a. Integrate the Glitch's wallet (wallet on GEX) and the Glitch network to different third-party providers.

i. Expands the reach of GEX and integrations to increase userbase directly and TVL.

2. Incentives

    a. Airdrop a small percentage of GEX tokens to people that utilize the GEX on Testnet and Mainnet.

    b. This will activate usage, grow a community and have long-term holders of the native DEX token.

3. Liquidity Program

    a. Announce a liquidity program to incentivize users to provide liquidity to the GEX.

        i. Highlight the benefits of providing liquidity to the GEX, such as earning rewards and supporting the growth of the GLITCH ecosystem.

        ii. If a user enters the LP program, the following occurs:

            1. Reduced trading fees?

            2. Share in LPs

            3. Exclusive Perks

LP Program Overview	GEX Liquidity Program is designed to enhance market liquidity, reduce price slippage, and incentivize user participation.
Eligibility	Anyone that uses GEX and adds LP are eligible to participate. Liquidity in native GLCH is required.
Rewards	Everyone that is involved will receive reduced trading fees and a proportionate share in the revenue based on the liquidity provided.
Application Process	Users need to log in to their address account and commit their GLCH tokens to the liquidity pool.
Evaluation Process	Rewards will be calculated based on the amount of liquidity provided and the duration of liquidity provision.
Risk	Providing liquidity involves impermanent loss. Nobody but the user is responsible for loss of funds. Self-protection is required.
Duration	6 month program before organic liquidity is required.
Support	support@glitch.finance Telegram channel with Bot support?

1. Activation of Partners

    a. Liquidity Partners, such as integration of Orion LBP

    b. Price Feeds, such as integration of Chainlink

    c. O3 Swap, such as integration with O3 Swap's liquidity pools

        i. Tapping into GEX liquidity pools. Any token on GEX also gets listed on O3.

            1. Glitch network integration

            2. Glitch network coin (GLCH) integration

            3. GEX LP integrations

2. Governance Elections

    a. Board members to get elected first

    b. Council members to get elected next

    c. Chairman to get elected last

    d. Treasury Manager should ideally be an entity, if possible

    e. Elections will be held on Snapshot

f. View GEX Business Requirement for more information about governance elections and overall business requirements.

3. Steps to create Space and Proposals on Snapshot

    a. Connect Web3 Wallet

    b. Create a new space for GEX - Glitch

    c. Select GEX - Glitch Space

    d. Create Proposal

    e. Submit Proposal

    f. Communicate Proposal

    g. Engage with community

    h. Review results, execute or reject the proposal based on results

4. Off-Chain Voting

    a. Encourage community members to participate in the council member vote and explain how their votes will shape the future of the GEX.

    b. Encourage community members to vote on Snapshot proposals and participate in the DAO governance process.

    c. Begin off-chain snapshot voting as soon as possible to ensure community involvement in the future development of the GEX.

    d. Provide regular updates on the progress of the GEX development and respond to feedback from the community.

5. Announcements Required

    a. Launch Date Teaser

    b. MVP Launch Day Announcement

    c. Liquidity Program Announcement

    d. GEX Token Raise Announcement

    e. Off-Chain Snapshot Announcement

    f. Governance Election Announcement

    g. Proposal Announcements

KPIs for Pre-Launch, Launch, and Post-Launch:

Phase	KPI	Target
Pre-Launch	Brand Awareness	+10%-20% MoM
Pre-Launch	Website Metrics	+30% MoM
Pre-Launch	Social Media Engagement	+2,500 followers at launch
Pre-Launch	Email List Size	+2,500 subscribers at launch
Pre-Launch	Content Engagement	+5,000 views per tweet
Launch	User Transactions	+10,000 in year 1 +50,000 in year 3
Launch	Active Users	20% of subscribers, early access entrants, etc. to remain active 50% of active users to continue using the GEX long-term
Launch	Trading Volume	$1M in year1
Launch	Total Value Locked	$1M in year 1

Launch	User Retention	50% user retention after month 1
		20% user retention after the first 3 months
		To remain stable and/or increase thereafter.
Post-Launch	Monthly Active Users	+20% first month
		+10%-20% MoM thereafter.
Post-Launch	User Lifetime Value	$250-500 per user per year in fees
Post-Launch	Revenue	$1M in year 1
Post-Launch	ROI	Variable

Marketing-specific KPIs

KPI	1 month	3 months	6 months+
New Users	500	1,000	5,000
Community Growth	1,000	2,000	10,000
Program Sign-ups	50	100	500
Website Traffic	1,000	2,000	10,000
Website Bounce Rate	<70%	<60%	<50%
Newsletter Subscriptions	100	1,000	5,000
Conversion Rate	>2%	>4%	>8%

GTM User Acquisition for GEX

1. Content Marketing & Community Building (strategy above)
2. Paid advertising (PR, KOLs) and PPC Ad campaigns
3. Incentive programs
4. Educational workshops and how-to's (Discord & YouTube)
5. Partnerships with other projects to expand GEX reach → "Connect Wallet" and liquidity pools integrations

General Collateral Required

Social Media Accounts / Domains

- Social media accounts for the GEX and webpage/landing page.
- Blue tick for this account?

Design

- Visually compelling images and GIFs that can be shared on social media, in email campaigns, or on the website to generate interest and excitement about the upcoming GEX launch.

Explainer Video

- Video to provide an overview of the GEX and its features, which can be shared on social media.

Introductory Article

- Article to be shared on Glitch Medium and in a PR campaign to outline the MVP launch and future plans.

Walkthroughs/Guides

- Video demonstration to walkthrough step-by-step on how to use the MVP. (Sell, Buy, Add Liquidity)
- Written guide on how to Buy, Sell, and Add Liquidity

GEX Docs

- Detailed documentation that outlines the GEX's technical specifications, goals, and vision, which can be shared with investors and other users to provide more in-depth information about the platform.

Support Channels

- Determine the support channels and how they will function
- Consider a 'Help Center' or FAQ for frequently asked questions and to offer support to users. For example, Uniswap Labs
- These channels should be clearly advertised on the official communication channels and website, there is a large area of user vulnerability where fake 'support' channels could be created.

Articles

- Full article on how the process will take place, what the GEX will be, how it will function as an MVP, how the raise for GEX token will take place and where/when and how to get involved. Timeline needed for this.
- Dedicated article to the raise - from the launchpad or from Glitch.
- How to take place in Snapshot for GEX if you're a glitch holder? Will there be any benefits?
- Post raise Article - from Launchpad? How did GEX do etc.
- GEX Development Update Article - when will it be ready? What features are ready, what does the UI look like?
- Introductory GEX article - LAUNCH DAY, how to use GEX, where to find GEX, how to add liquidity, give us your feedback.
- GEX Token Distribution Article
- First GEX snapshot article - how to participate in the off-chain snapshot. off-chain governance provider? What is the snapshot for?
- Council elections article - how to participate, what is required, why governance is happening.

Twitter Spaces Guest Ideas for GEX

- Orion - about the Orion LBP and the importance of liquidity/interoperability on the GEX
- O3 Swap again? - about fighting the man and the new age finance system
- Chainge Finance? - about cross-chain swaps and DeFi
- Ramp - the importance of accessibility to fiat on/off ramp without middle man and potential integration onto the Glitch Wallet
- Snapshot - Off-chain Web3 Governance
- Chainlink? - price feed integration?
- Api3 - oracles
- Maya - just launched their DEX, talk about building in the space
- Decrypt link? - could try and get a segment on his show ($250)

Schedule	Media	Purpose	Audience	Requirements	CTA
Pre-launch	**Article**	GEX MVP available on Testnet for community testing and feedback, Encourage community to interact and play with the Testnet iteration	Glitch Community, Product Users	GEX MVP Launched on Testnet Environment, Updated Glitch Wallet & Faucet from Merge to interact.	Test out the GEX MVP on the Testnet before the MVP is launched on the Mainnet

		to improve development. Include walkthrough how to set up glitch wallet, use testnet etc.			
Pre-launch	Video/Demo	Video or Demo, showcasing how to play with the GEX on the testnet. Step-by-step, to teach users how to interact and also encourage engagement with testing and raise awareness of the product.	Glitch Community, Product Users	GEX MVP Launched on Testnet Environment, Updated Glitch Wallet & Faucet from Merge to interact. Team member to create the demo.	Test out the GEX MVP on the Testnet before the MVP is launched on the Mainnet
Pre-launch	Video	GEX Explainer Video	Glitch Community, potential new investors, users and migrators	Explainer video approved for launch, confirmed timeline for launch	Generate Hype and spread awareness of the GEX, what it is and what is coming.
Pre-launch	GIF	Generate hype during the pre-launch.	Twitter community, potential new investors		Generate Hype & Watch for announcements
Pre-launch	Graphics (#LearnGlitch)	Educational LearnGlitch content in simple graphics/posts to spread awareness and knowledge.	Twitter community	Technical details and information about the GEX.	Create easy to share graphics/tweets to generate awareness and spread knowledge on GEX.
Pre-launch	Twitter Space(s)	Informal discussion around the upcoming launch of the GEX MVP, what to expect, what the process will look like going forward ie. governance, additional features, raise.	Twitter community, potential new investors, partners, developers	Firm dates on launch, when the raise will happen, when the snapshot will take place, and other key information.	Spread awareness on the GEX MVP and generate trust and team culture within the community and wider space.
Pre-launch	Article	Full article on how the process will take place, what the GEX will be, how it will function as an MVP, how the raise for GEX token will take	Glitch community, potential new investors, partners, developers	Firm dates on launch, when the raise will happen, when the snapshot will take place, and other key information.	Spread awareness on the GEX MVP and set out clearly the what to expect and how/when to get involved with the GEX.

		place and where/when and how to get involved.			
Pre-launch/Launch	**Website**	GEX website - to host the GEX GEX > dApp Page	GEX users, potential new investors etc.	Secured domains, hosting, web development complete. Working and released GEX.	
Launch	**Webinar/ Demo**	Demonstrate how to use the GEX MVP. Showcase the UI/UX and make a simple swap back and forth. To demonstrate the process, speed and fees.	Glitch community, potential new investors/users, partners, developers.	Working and released MVP product, team member to demonstrate in the session.	Try the GEX MVP out for yourself, build trust and team culture.
Launch	**Article**	Introductory GEX article - LAUNCH DAY, how to use GEX, where to find GEX, how to add liquidity, give us your feedback.	Glitch community, potential new investors/users, partners, developers.	Working and released MVP product.	Try the GEX MVP out for yourself.
Launch	**Video**	Short video on how to Buy/Sell on GEX MVP.	Glitch community, potential new investors/users.	Working and released MVP product, team member to demonstrate in the video.	Get more users to try the GEX. Short easy to watch video demo to be shared.
Launch	**Video**	Short video on how to Add Liquidity on GEX MVP.	Glitch community, potential new investors/users.	Working and released MVP product, team member to demonstrate in the video.	Get more users to try the GEX. Short easy to watch video demo to be shared.
Launch	**Article**	Announce liquidity program to incentivize users to provide liquidity to the GEX	Glitch community, potential new investors and liquidity providers.	Working and released MVP product, structured liquidity and rewards program.	Add liquidity to the GEX. Highlight the benefits of providing liquidity to the GEX, such as earning rewards and supporting the

					growth of the GLITCH ecosystem.
Launch	**Ann**	Wallet now available on Chrome Store	Glitch community, potential new investors/users & migrators	Glitch wallet available on Chrome Store	Get more users to download and install the Glitch Wallet, as a prerequisite to migration/using the GEX
Launch	**Video**	Wallet on Chrome Store How-to	Glitch Community, potential new investors, migrators & users	Glitch wallet available on Chrome Store, team member to demonstrate in the video.	Get more users to download and install the Glitch Wallet, as a prerequisite to migration/using the GEX
Post-launch	**Article**	GEX Token Raise - How to take place in whitelist and raise for GEX if you're a glitch holder? Will there be any benefits?	Glitch community, potential GEX investors and community members.	Launchpad launched and active. Details of GEX raise to be confirmed.	Share information on how to get involved with the GEX raise.
Post-launch	**Ann**	Post-raise (From Launchpad?) How did raise do etc. Distribution details.	GEX investors, Glitch community.		
Post-launch	**Article**	GEX Token Distribution Article	GEX investors, Glitch community.		
Post-launch	**Article**	Governance Elections - how to participate, what is required, why governance is happening.	GEX users, Glitch Community and new potential investors.	Launch of GEX and token. Snapshot taken place to determine voting and understanding of governance system for GEX.	Get community members to participate in governance for the GEX, to set the stage for the first proposals and continuation of the GEXs development.
Post-launch	**Article**	Orion LBP Integration - what it is, what it means for the GEX and Glitch ecosystem.	GEX Users, new potential investors and community members.	Integration of the Orion Liquidity Boost Plugin into the GEX.	Get more users attracted to the GEX due to deeper liquidity and benefits of that.