

# API3 DAO Team Proposal

**Team:** Communications and Marketing team  
**Operations cycle:** #2  
**Period:** 1 February 2021–30 April 2021 (3 months)  
**Amount:** 102,700 USDC  
**Destination:** 0xB2A7B615F931BDF9D91FBf25d4DC266bAfD504B2

## Scope

The core marketing team has the responsibilities below. The scope of the project will expand over time, and this list represents the current state.

- Develop API3 DAO's core content marketing strategies
  - Written (e-books, blog posts)
  - Video (YouTube, Webinars and LinkedIn)
- Develop API3 DAO's paid advertising strategies
  - LinkedIn
  - Reddit
  - Facebook
- Grow and manage the API3 community
  - Telegram
  - Reddit
  - Builder Discord
  - International communities (with the exception of China, which will have its own team, led by Typto)
- Coordinate Press Releases

## Budget

	Amount (USDC)
Salaries	\$49,200
Expenses	\$53,500
<b>Total</b>	<b>\$102,700</b>

## Team and Salaries

The team is composed of three marketers, two community managers and a content creator. In addition, it will hire a performance marketer and up to seven additional community managers (API3 Community Mods).

Core tech team	Role	FT/PT	Monthly Salary (USDC)
Manu*	Marketing Lead	FT	5000
Lito	Marketing Support	PT	1600
Roy	Influencer Marketing	PT	2500
Michael	Content	PT	2500
Midhav	Community Manager	FT	3200
Kiyo	Community Manager	PT	1600

\* The destination will be a wallet address managed by Manu.

## Expenses

The team will be recruiting new members. These will result in the following expenses:

- New members will need to be paid for the rest of the cycle
- Additional expenses such as [job postings](#)

Based on this, we are requesting a budget of \$15,000 (possible 3 months' salary of a senior performance marketer) + \$1,000 for job posts = \$16,000. For performance marketing expenses, we require a budget of \$15,000. In total the costs for performance marketing can (at maximum) be expected to amount to \$16,000 + \$15,000 = \$31,000. If the budget is not used in its entirety, any remaining funds will roll over to the next cycle.

In addition, the marketing team should be able to 1) hire up to 7 community managers with a compensation of \$500 per community manager per month, for three months = \$3,500 x 3 = \$10,500, and 2) Coordinate marketing campaigns with our international communities, for which we request \$4,000 USDC per month - \$12,000 USDC in total, for three months.

## Deliverables

The desired outcomes for the marketing efforts undertaken during the #2 operations cycle include but are not limited to:

- Increasing blockchain industry recognition and awareness for API3's solutions, leading to more adoption by smart contract platforms and decentralized applications.
- Increasing API industry recognition and awareness of API3's solutions, leading to more adoption of the Airnode solution by API providers

- Producing inbound leads for all business development teams through digital marketing on relevant platforms, such as LinkedIn.
- Maintaining an active community for API3, and facilitating the involvement of our community contributors in the API3 project.