

# Cohort 2 NFT Campaign Document

## Campaign Title

Cohort 2: The Next Wave

Campaign Type: NFT Launch / Community Activation

Status: Draft (Ready for Deployment)

Target Launch Date: [Insert Date]

## Campaign Objective

Main Goal:

Promote and successfully mint out the Cohort 2 NFT collection.

Secondary Goals:

- Boost community engagement
- Reward loyal early supporters
- Attract new eyes through storytelling
- Position Cohort NFTs as on-chain identity tools

## Audience Segments

1. Existing Cohort 1 Holders
2. Web3 Natives
3. NFT Collectors
4. Builders & Investors
5. Crypto Communities

## Platforms

Twitter/X - Main storytelling & virality

Discord - Inner circle community

Telegram - Alerts and updates

Mirror/Medium - Long-form

IG/TikTok (optional) - Teasers

# Cohort 2 NFT Campaign Document

## Core Messaging

Theme: Early supporters are the real MVPs

Tone: Human, authentic, forward-looking

Taglines:

- The next wave of Web3 begins with you
- Not just another NFT. This one means something
- Show up early. Get remembered forever

## Sample Twitter Thread

Why the Cohort 2 NFT might be one of the smartest things you mint this year

1/ Missed Cohort 1? Heres your second shot

2/ Cohort 2 is for believers before the hype

3/ Real utility Access Reputation

4/ Only 1000 spots. No grinding.

5/ Mint goes live [Insert Date]. Be early [Link]

## Short Posts

- Web3 doesnt wait. The next wave is Cohort 2
- Not just another drop. Its for those who show up
- Cohort 2 NFTs drop soon. 1,000 spots. No games

## Utilities to Highlight

- Access to tools and updates
- On-chain reputation
- DAO voting rights
- NFT upgrades and airdrops
- Secret community events

# Cohort 2 NFT Campaign Document

## Execution Plan

Tease Phase: Countdown graphics, soft tweets

Hype Phase: Threads, articles, influencer tweets

Launch Phase: Mint goes live, push everywhere

Post-Mint: Reward holders, reveal future plans

## Timeline

July 10: Teasers go live

July 12: Mirror article + influencer tweets

July 15: Mint day!

July 17: Post-mint utility reveal

## Next Steps

- Finalize mint date
- Prepare launchpad/mint link
- Create visuals and threads
- Schedule announcements
- Contact influencers and partners

## Contact Points

Creative Lead: [Your Designer]

Community Manager: [Name]

Marketing Lead: [You or Team Member]

Dev Lead: [If applicable]