Marketing Sync Meeting

The team discussed various marketing strategies, including cross-promotions, sponsoring Rocket League tournaments, and leveraging social media platforms like Twitter and Instagram. They emphasized the importance of creating engaging content, such as gray-labeled and layer-two content, to attract and retain an audience. Specific metrics included a 1.61 million ADA voting power and the need to engage with the community through spaces and discords. They also highlighted the significance of DREPs and stake pools for community outreach and proposed a series of Twitter spaces to discuss these topics, aiming to increase visibility and engagement.

Transcript

https://otter.ai/u/riTzEospx8EEZiOq7WlgR2fwh40?view=transcript

Action Items

- [x] @Chad Dickson - ~~Host a Twitter Space discussion on D-Reps.~~
- [x] @Chad Dickson - ~~Schedule a Twitter Space on the soil food web with Paul.~~
- [x] @Justin Dean - ~~Provide Dagwell with community engagement reports.~~
- [x] ~~Delegate voting power to the Malama D-Rep.~~
- [x] ~~Create "gray label" content around topics like the soil food web, biochar, and carbon credits.~~
- [x] ~~Establish a presence on Instagram, TikTok, and Discord to engage the community.~~

Outline

Marketing Strategy and Collaboration Ideas

- Speaker 1 discusses the idea of cross-marketing and collaborating with other projects to increase word-of-mouth and visibility.
- Speaker 1 suggests sponsoring a Rocket League Tournament as a marketing strategy.
- Speaker 3 mentions a solution for bringing people to the project through the Malama milkshake.
- Speaker 1 and Speaker 3 discuss the importance of having a clear marketing strategy and goals.

Catalyst and Marketing Goals

- Speaker 1 inquires about the status of Catalyst and whether they made it.
- Speaker 3 confirms they did not make it to Catalyst but emphasizes the need to steer people towards new funding directions.
- Speaker 3 outlines the marketing strategy based on Craig and Dagwell's discussions, including gray-labeled content.

- Speaker 3 suggests creating content around topics like soil food web, biochar, and carbon credits.

Content Creation and Community Engagement

- Speaker 3 emphasizes the importance of creating engaging content that does not directly promote the Malama project.

- Speaker 3 discusses the strategy of creating weekly shows with gray-labeled content and concurrently creating layer two content.

- Speaker 3 suggests using audio editing software to create clips and making the content visually appealing.

- Speaker 3 highlights the need for consistent community engagement and the importance of being active in various spaces.

DREPs and Stake Pools as Marketing Focus

- Speaker 1 suggests focusing on DREPs and stake pools as part of their marketing strategy.

- Speaker 4 explains the benefits of being a DREP and the importance of community engagement.

- Speaker 1 and Speaker 4 discuss the process of delegating voting power and the potential perks for Malama.

- Speaker 3 suggests using Twitter spaces to discuss DREPs and other crypto-related topics to increase engagement.

Scheduling and Executing Twitter Spaces

- Speaker 1 and Speaker 3 discuss the best times for Twitter spaces based on previous engagement data.

- Speaker 3 proposes a dress rehearsal for a DREP-focused Twitter space to test engagement.

- Speaker 3 emphasizes the importance of having a clear call to action and scheduling spaces in advance.

- Speaker 4 mentions the need to fix the DREP wallet to show as active.

Content Repurposing and Social Media Strategy

- Speaker 3 suggests repurposing content from Twitter spaces for other platforms like Instagram and TikTok.

- Speaker 1 and Speaker 3 discuss the importance of having a consistent social media presence.

- Speaker 3 proposes using a bot to automate social media posts and keep content fresh.

- Speaker 1 emphasizes the need for short-form content to engage the audience effectively.

Community Outreach and Moderation

- Speaker 3 discusses the need for moderators to manage various social media platforms.

- Speaker 1 suggests finding people interested in moderation through the Discord.

- Speaker 3 proposes a dress rehearsal to test the engagement strategy and refine the approach.

- Speaker 4 mentions the importance of having a consistent and engaging presence in the community.

Finalizing Marketing Plans and Next Steps

- Speaker 3 summarizes the key points discussed in the meeting and emphasizes the need to align on the marketing strategy.

- Speaker 1 suggests finalizing the details and scheduling the next steps.

- Speaker 3 proposes a follow-up meeting to review the progress and make any necessary adjustments.

- Speaker 4 and other participants agree on the next steps and express their readiness to move forward.