Marketing Sync Meeting

The team discussed shifting their marketing strategy to focus on DREPs and stake pools post-Catalyst. They plan to create gray-labeled content, such as discussions on soil food webs and DREPs, to engage the community and drive traffic to their Discord. They emphasized the importance of consistent engagement in various Cardano spaces and leveraging platforms like Twitter Spaces and Twitch for content creation. The goal is to educate the community about DREPs and stake pools, ultimately increasing their visibility and community outreach. They also highlighted the need for clear, concise content that can be repurposed for various platforms.

Transcript

https://otter.ai/u/3SiSErq0jUvhxw9o43sbX-ZFCgU?view=transcript

Action Items

- [x] @Justin Dean - ~~Schedule a Twitter Space discussion on DREPs today.~~
- [x] @Justin Dean - ~~Schedule a Twitter Space discussion on the soil food web for tomorrow, with Paul as a guest.~~
- [ ] @Justin Dean - Provide community engagement reports to Alpine.
- [x] ~~Explore collaborations with other Cardano projects and individuals.~~
- [x] ~~Set up the Malama project's Discord server.~~

Outline

Marketing Strategy Discussion

- Speaker 1 suggests cross-marketing ideas, such as adding a Malama sticker to other projects' pages to increase word-of-mouth.
- Speaker 1 proposes sponsoring a Rocket League Tournament to boost visibility.
- Speaker 2 emphasizes the need to define new marketing goals now that Catalyst funding is not secured.
- Speaker 3 mentions a solution for bringing people to the project, involving a Malama milkshake campaign.

Catalyst Funding and Marketing Goals

- Speaker 1 inquires about the status of Catalyst funding, and Speaker 3 confirms they did not make it.
- Speaker 1 acknowledges the need to shift focus to new marketing goals, now aiming for funding in a different direction.
- Speaker 3 outlines a marketing strategy involving three layers: Malama content, gray-labeled content, and layer two content.

- Speaker 3 discusses the importance of gray-labeled content, which is created by the core group and can be used to promote products like soil, food web, biochar, and IMOs.

Content Creation and Community Engagement

- Speaker 3 suggests creating content around Paul's experience as a macadamia nut farmer and Jeff's story about the pig on the farm.

- Speaker 3 emphasizes the importance of community engagement and the role of layer two content in attracting people to the main topics.

- Speaker 3 highlights the need for consistent participation in various Cardano-related spaces to build community trust and engagement.

- Speaker 2 proposes Paul explaining the Malama project to Joe, which could generate good content and community interest.

Discord and Community Building

- Speaker 3 stresses the importance of being an active and genuine member in Cardano-related Discord channels to build trust and community.

- Speaker 3 suggests spending a few minutes each day engaging with people in Discord channels to make the community feel more personal and welcoming.

- Speaker 3 outlines a strategy to funnel people into the Malama Discord once it is ready.

- Speaker 3 encourages everyone to participate in community spaces and use them to promote the Malama project naturally.

DREP and Stake Pool Marketing

- Speaker 1 suggests brainstorming potential collaborations with projects and individuals within Cardano for marketing purposes.

- Speaker 4 discusses the importance of community engagement and providing reports to show investor interest and support.

- Speaker 4 explains the benefits of being a DREP, including engagement with the community and potential ADA rewards.

- Speaker 1 and Speaker 4 discuss the process of delegating voting power to a DREP and the differences between staking to a stake pool and delegating voting power.

Content Creation and Scheduling

- Speaker 3 proposes creating a schedule for weekly gray-labeled content to ensure consistent engagement.

- Speaker 3 suggests using audio recordings from these sessions to create shorter, more concise clips for various platforms.

- Speaker 1 shares a successful experience with a Twitter Space and suggests running similar sessions to attract more participants.
- Speaker 3 and Speaker 1 discuss the potential of hosting spaces with guests to cover different topics and keep the content fresh.

Soil Food Web and Community Education

- Speaker 3 proposes a two-hour Twitter Space on the soil food web, with Paul as the main speaker.
- Speaker 5 expresses concerns about his expertise but agrees to participate if it helps educate the community.
- Speaker 3 emphasizes the importance of having a solid audio recording to use for future content and community engagement.
- Speaker 1 and Speaker 3 discuss the potential of using these sessions to create educational content about the soil food web and other related topics.

Pivot to DREP and Stake Pool Marketing

- Speaker 1 suggests focusing marketing efforts on DREP and stake pool topics to attract a broader crypto audience.
- Speaker 1 explains that discussing crypto-related topics will help keep the community engaged and increase followership.
- Speaker 5 agrees with the approach, emphasizing the importance of providing bite-sized information to keep people interested.
- Speaker 1 and Speaker 5 discuss the potential of using video content from Twitter Spaces to create proof of community outreach.

Social Media and Content Strategy

- Speaker 5 inquires about the social media platforms being used and the content strategy.
- Speaker 1 mentions using Twitter and Instagram primarily, with plans to create more content as followers increase.
- Speaker 1 emphasizes the need for consistent content to keep the community engaged and informed about the Malama project.
- Speaker 3 and Speaker 1 discuss the potential of using video content from Twitter Spaces to create educational and engaging content for the Malama project.