Marketing Strategy - SummerFi

- **Increase Platform Adoption:** Drive user growth by highlighting Summer.fi's AI-powered yield optimization and seamless DeFi experience.

- **Enhance Brand Awareness:** Position Summer.fi as a leader in automated DeFi yield strategies.

- **Community Engagement:** Foster a vibrant community around the $SUMR token and governance participation.

Target Audience

Target country:

- United states

- France

- Germany

- Nigeria

- Bangladesh

- Indonesia

- India

- Poland

- United Kingdom

- Netherlands

- Denmark

- South east asia

Target people

- **DeFi Enthusiasts:** Individuals actively engaged in decentralized finance seeking optimized yield opportunities.

- **Crypto Investors:** Investors looking for automated, AI-driven strategies to maximize returns.

- **Tech-Savvy Individuals:** Users comfortable with digital platforms and interested in innovative financial technologies.

- Link to acquisition and user segmentation: <u>Summer.fi User Acquisition Campaign Strategy</u>

How will we position the summer.fi in the minds of target users?

- <u>Summer.fi</u> helps you earn in DeFi without the headaches.

- Whether you're a newbie or a ninja, there's a Summer for you

How do we show them this?

- Partner with influencers and have them walk through the platform live, use it on-screen, and explain their strategy.

-

Market & Competitor Analysis

Industry Trends: Growing interest in DeFi platforms offering automated and AI-driven yield optimization

Competitor Landscape: Platforms like Yearn Finance and Aave provide yield optimization but may lack the integrated AI rebalancing and user-centric features of Summer.fi.

- Main competitor: Superform (<u>https://www.superform.xyz/</u>)

- Another one: beefy (<u>https://beefy.com/</u>)

Marketing Channels

- **Organic:**

  - *Content Marketing:* Educational blogs, tutorials, and webinars on DeFi and yield optimization.

  - *SEO:* Optimize website content to rank for DeFi-related search terms.

  - *Social Media:* Engage audiences on platforms like Twitter, LinkedIn, Reddit, Telegram, and Discord.

- **Paid:**

  - *Online Advertising:* Targeted ads on crypto-focused websites and forums.

  - *Influencer Partnerships:* Collaborate with respected figures in the DeFi space to promote Summer.fi.

Paid Advertising Strategy: A-ADS

Goal: Drive targeted traffic to Summer.fi, convert them into users

Platform: https://aads.com

Execution Tactics:

- Run banner ads on crypto forums, gambling sites, and niche trading platforms.

- Rotate creatives for:

  - **Multiply**: "Grow your USDC in 1 transaction"

  - **Stop-Loss**: "Protect your assets automatically"

  - **Earn**: "Yield strategies curated for you"

- CTAs like "DEPOSIT CAMPAIGN"

- Use UTMs + Google Analytics to track campaign ROI

Platform	Campaign Focus	Post Type	Objectives/Goals	Content Examples
Twitter	Sign-ups, Press Releases,	Quick, snappy posts with CTAs,	Drive sign-ups, build hype, raise	- Tweet: "Want to earn rewards?

	Influencers	influencer tweets, hashtags, press snippets	awareness	Complete quests on Summer.fi & sign up today!
		Tweets about press releases in different languages	Announce press releases in various languages	
		Polls	Engage community, build trust	
Facebook	Click through Sign-ups	Medium size post, catchy, attention grabbing	Encourage click-throughs, inform about the platform	- Get rewarded by completing easy tasks on Summer.fi! Sign up now and start earning!
		Event pages, sharing press releases in local languages	Boost community involvement, share press release	- "Summer.fi now in India! Complete tasks and earn rewards today! #SummerFiIndia"
Instagram		Stories, Reels, Images, Influencer collaboration posts, task infographics	Create visually appealing posts for high engagement	- Reels: "Complete tasks on Summer.fi and earn rewards instantly! Sign up now!"
		Press release highlights in local languages	Increase brand awareness, promote platform sign-up	- Post: "Excited to announce Summer.fi is live in Vietnamese! Join now and earn by completing fun quests!"

Discord	Community Building, Quests, Rewards	Announcements, community updates	Increase interaction, build a loyal community	- "Complete your Summer.fi quest today to earn rewards!
Telegram	Sign-ups, Influencers, Tasks & Rewards, follow x, join telegram, discord	Short, informative posts, influencer collaborations, task notifications	Promote task completion, press releases, influencer shoutouts	- "Hey! Have you signed up for Summer.fi yet? Complete quests and get rewarded! #SummerFi"
			Keep the community informed, promote platform sign-up	