**Social Media Marketing Pre-Launch Outline for Pushy Tasks**

**Objective:**

- Gain awareness for Pushy Tasks.

- Attract new businesses to use the service.

- Secure potential funding.

Pre-Launch Strategy Overview

-Duration: 3 months pre-launch

- Goals: Increase brand awareness, build a community, generate leads, and attract investors.

- Platforms: Twitter, LinkedIn, Blog Posts, Email Marketing

**Content Strategy**

***Twitter***

1. Daily Tweets:

- Educational Content: Explain the benefits of gamification and blockchain in productivity.

- Teasers and Sneak Peeks: Share glimpses of the platform, new features, and user interface.

- Engagement Posts: Polls, questions, and interactive content to engage followers.

2. Weekly Threads:

- Deep Dives: Detailed threads explaining how Pushy Tasks works, its benefits, and use cases.

- Industry Insights Share the latest trends in task management, gamification, and blockchain technology.

3. Meme Content Creation Contest:

- Announcement: Launch a meme contest encouraging followers to create memes about productivity and task management.

- Prizes: Offer rewards such as early access to the platform, exclusive NFTs, or crypto tokens.

- Engagement: Encourage participants to share their memes with the hashtag #PushyMemes for visibility and virality.

4. Influencer Collaborations:

- Partner with industry influencers to amplify reach and credibility.

- Host Twitter Spaces with influencers to discuss the importance of innovative task management solutions.

***LinkedIn***

1. Weekly Articles:

- Publish articles highlighting the benefits of Pushy Tasks for businesses.

- Share success stories and case studies from beta testers.

2. Professional Insights

- Post about industry trends, thought leadership pieces, and detailed explanations of Pushy Tasks' unique value proposition.

- Highlight how Pushy Tasks can help businesses improve employee motivation and productivity.

3. Company Updates:

- Regularly update the LinkedIn page with company news, milestones, and product updates.

- Share behind-the-scenes content showcasing the development process and team efforts.

***Blog Posts***

1. Educational Series:

- Create a series of blog posts detailing the integration of gamification and blockchain in task management.

- Topics can include "The Future of Work: Gamification and Blockchain," "Boosting Employee Motivation with Crypto Rewards," and "How Pushy Tasks Can Transform Your Business."

2. User Guides and Tutorials:

- Publish comprehensive guides on how to use Pushy Tasks, aimed at both business owners and employees.

- Include step-by-step instructions, screenshots, and video tutorials.

3. Guest Posts:

- Collaborate with industry experts to contribute guest posts on relevant topics.

- Share these guest posts on social media to drive traffic and build authority.

***Email Marketing***

1. Weekly Newsletters:

- Pre-Launch Updates: Keep subscribers informed about the development progress, upcoming features, and launch dates.

- Educational Content: Include articles, case studies, and industry insights in each newsletter.

- \*\*Exclusive Content: Offer subscribers early access to blog posts, whitepapers, and webinars.

2. \*Lead Nurturing Campaigns:

- Create segmented email campaigns targeting different audience groups (e.g., potential investors, business owners, early adopters).

- Use personalized messaging to address the specific needs and interests of each segment.

3. Meme Contest Promotion:

- Announce the meme contest in email newsletters.

- Encourage subscribers to participate and share their creations on social media with the hashtag #PushyMemes.

***Engagement and Community Building***

1. Online Community:

- Create a Discord or Telegram group for early adopters and interested users.

- Foster discussions, gather feedback, and build a sense of community around Pushy Tasks.

2. Webinars and AMAs:

- Host regular webinars and AMAs with the development team to answer questions and provide insights into Pushy Tasks.

- Promote these events on social media and via email marketing.

**. Analytics and Optimization**

1. Track Metrics:

- Monitor engagement metrics on Twitter, LinkedIn, blog traffic, and email open rates.

- Use tools like Google Analytics, Twitter Analytics, and LinkedIn Insights to measure performance.

2. Adjust Strategy:

- Analyze the data to understand what content resonates most with the audience.

- Continuously refine and adjust the content strategy based on insights and feedback.

By implementing this pre-launch social media marketing plan, Pushy Tasks can effectively build awareness, attract new businesses, and secure funding, setting the stage for a successful launch.

**Example Pre-Launch Content for Pushy Tasks**

***Twitter Content***

Educational Tweet

- "🔍 Did you know? Gamification can boost employee productivity by up to 50%! Discover how Pushy Tasks combines game mechanics with blockchain technology to transform your workplace. Stay tuned for more! #PushyTasks #Productivity #Blockchain"

Teaser Tweet

- " Sneak peek alert! We're excited to share a glimpse of our upcoming feature that rewards employees with NFTs for completing tasks. Curious? Follow us for more updates and be part of the revolution! #PushyTasks #NFTs #FutureOfWork"

Meme Contest Announcement

- "Meme Contest Time! Show off your creativity and win exclusive early access to Pushy Tasks and unique NFTs! Create a meme about productivity or task management, share it with #PushyMemes, and tag us! Can't wait to see your memes! #Contest #Crypto"

***LinkedIn Content***

Weekly Article:

- "Introducing Pushy Tasks: The Future of Employee Motivation! Discover how our platform leverages gamification and blockchain technology to enhance productivity and engagement. Ready to transform your workplace? Follow us for more insights! #PushyTasks #Innovation #EmployeeEngagement"

Professional Insight Post

- "Why Gamification is the Key to Unlocking Employee Potential In today's fast-paced work environment, keeping employees motivated is crucial. Pushy Tasks combines game mechanics with blockchain rewards to create a unique, engaging experience. Learn more about our approach! #Gamification #Blockchain #Productivity"

Company Update

- "Exciting News! We are thrilled to announce the upcoming launch of Pushy Tasks, a revolutionary platform designed to motivate employees through gamification and crypto rewards. Stay connected with us for exclusive updates and early access opportunities! #PushyTasks #TechNews #FutureOfWork"

***Blog Posts***

Educational Series Post

Title: "The Future of Work: Gamification and Blockchain"

Content:

Introduction to gamification and blockchain technology.

How Pushy Tasks integrates these technologies to boost productivity.

Benefits for businesses and employees.

Conclusion and call to action to join the pre-launch community.

User Guide Post

Title: “Getting Started with Pushy Tasks: A Step-by-Step Guide"

Content:

Detailed instructions on setting up an account.

How to integrate crypto wallets and start using the platform.

Tips for maximizing the benefits of gamification in your workplace.

***Email Marketing***

Pre-Launch Update Newsletter

Subject: "Exciting Updates from Pushy Tasks!"

Content:

Introduction and greeting.

Latest development progress and upcoming features.

Invitation to participate in the meme contest.

Link to join the community and stay updated.

Lead Nurturing Campaign Email

Subject "Discover the Power of Gamification with Pushy Tasks!"

Content

Personalized greeting.

Overview of the benefits of Pushy Tasks for businesses.

Highlight the unique value proposition and upcoming launch.

Call to action to sign up for a webinar or join the pre-launch community.

By using this example content, Pushy Tasks can effectively build anticipation, engage the community, and attract potential business clients and investors during the pre-launch phase.

**Creative ideas for a meme contest for Pushy Tasks:**

“Productivity vs. Procrastination" Meme

Concept: Create a meme highlighting the difference between procrastination and productivity with Pushy Tasks.

Example Before Pushy Tasks: Procrastinating with endless coffee breaks vs. After Pushy Tasks: Efficiently completing tasks and earning rewards.

Hashtag #ProductivityWithPushy

“Rewarding Hard Work" Meme

Concept: Showcase the joy of earning rewards for completing tasks through Pushy Tasks.

Example: The feeling when you earn an NFT after completing a tough project. (Use popular reaction images like “Success Kid” or “Celebration Dance”)

Hashtag: #RewardingWithPushy

“Task Management Struggles" Meme

Concept: Illustrate common task management struggles and how Pushy Tasks can solve them.

Example: Struggle: Juggling multiple to-dos lists and deadlines. Solution: Organized and gamified task management with Pushy Tasks.

Hashtag #TaskMasterWithPushy

“Gamification Fun”

Concept Emphasize the fun aspect of gamification in task management with Pushy Tasks.

Example: How it feels to turn your work tasks into a fun game with Pushy Tasks. (Use gaming or fun images)

-Hashtag #FunWithPushy

“Crypto Rewards”

Concept: Highlight the excitement of earning crypto rewards through Pushy Tasks.

-Example: That moment when you realize you can earn crypto for completing tasks. (Use popular “Eureka!” or “Mind Blown” reaction images)

Hashtag: #CryptoWithPushy

“Before and After Pushy Tasks" Meme

Concept Show the transformation in productivity and motivation before and after using Pushy Tasks.

Example: Before Pushy Tasks: Stressed and overwhelmed. After Pushy Tasks: Motivated and productive with a pile of rewards. (Use before-and-after template images)

Hashtag: #TransformWithPushy

Contest Details:

Participation: Encourage participants to share their memes on Twitter with the specified hashtags and tag Pushy Tasks.

-Prizes: Offer rewards such as exclusive NFTs, early access to features, or crypto tokens for the best memes.

Duration: Run the contest for a month to maximize participation and engagement.