

The Meme Plan:

1. Create an engaging environment for the community

- **Actionables:**

- Create a list of narratives to create content on by doing Market Research (WIP)
- Content Curation: Plan and develop high-quality engaging content, activities, and campaigns(WIP)
- Create and distribute the best fucking Memes on the Internet (Twitter, Reddit, Telegram, 4chan, Lens protocol etc.) based on the listed narratives (WIP)
- Connect with every project building on Mantle and create synergies to grow together (WIP)
- Assist projects building on Mantle with Memes wherever and whenever possible (WIP)
- Engage with every Mantle related tweet to increase visibility (WIP)
- Respond to every comment possible with interactive content like memes, gifs, witty one liners etc. (WIP)
- Analyze engagement data and plan suitable narratives to create content (WIP)
- Hire a Social media assistant for the distribution (As soon as possible)
- Be consistent!

2. Grow the Mantle Memes community on Twitter

- **Actionables:**

- Create and distribute memes based on the narratives (WIP)
- Leverage projects building on Mantle and their community by connecting with each and every one of them and interact with their content (WIP)
- Engage with the Mantle community as much as possible (WIP)
- Stay active on CT and respond with interactive content wherever required (WIP)
- Gm to gm. (You see gm, you react to gm) In order to increase visibility (WIP)
- Subscribe to Twitter blue (Done)
- Do competitor analysis and interact with the Alt L1s and L2s to leverage their community, increase visibility and build Mantle brand image (Yet to start)
- Launch an NFT Project associated with a Meme token on Mantle; Build the biggest meme community on Mantle (After the Mainnet launch)
- Be consistent!

3. Spread the awareness by educating the community about Mantle Ecosystem

- **Actionables:**

- Dumb down the content into a language which is globally understood and spoken: MEMES (WIP)
- Create and distribute the memes across the community (WIP)
- Start a memes-letter to cover all the happenings in the Mantle, Web3 and Crypto community through memes and by explaining them briefly (Yet to start)

4. Enable and grow the Mantle community

- **Actionables:**

- **Mantle Community:** Connect with every project building on Mantle and ask them to engage with the daily content and memes, and engage with theirs. Connect with the Mantle community by engaging with their content (WIP)
- **L2 Community:** Do competitors analysis→make a list of other L2 projects→List of their active community pages, managers etc.→Interact with them often to leverage their audience & Daily Guerilla attack memes on 4chan (WIP)
- **Web3 Community:** Do competitors analysis→make a list of Alt L1s→List of their active community pages, managers etc.→Interact with them often to leverage their audience & Daily Guerilla attack memes on 4chan (WIP)
- **Others:** Engage with accounts which are super-active on Twitter, to leverage their community and reach (with all forms of replies). Subscribe to some of the channels and interact with them to increase visibility(WIP)

5. Create the best fucking content on the Internet

- **Actionables:**

- Do market analysis to prepare a list of narratives to create content (WIP)
- Do market analysis to stock up the trending meme templates (WIP)
- Create enough Independent content for the next 2-3 months, to focus more on the community (WIP)
- Procure some of the IT tools to create content (Kapwing, Adobe cloud etc) (To be done)
- Be consistent!

Content Strategy:

1. Twitter

- Create and distribute at least 2-3 Memes per day depended on the following narratives; At least 15-20 memes per week, 60-90 memes per month and 180-300 memes throughout the next 3 months

Head	Narrative	Resources	Memes/week
L2	1st Modular L2, and narratives around it	Introduction Doc	3 (Alternate days)
L2	Optimism Rollup with an innovative DA solution	Introduction Doc	3 (Alternate days)
L2	Save in gas fees and increases throughput	Introduction Doc	3 (Alternate days)
L2	How is Mantle different/Comparison	Introduction Doc	3 (Alternate days)
L2	Exploring zkEVM	zkEVM Research	0.5-1 (1/two weeks)
Blockchain Trillema	It is the solution to a significant issue in the community: the Scalability, Security and Decentralization; Blockchain trillema.	bybit article	2
DA/Eigen Layer	High throughput with unravled security, and other narratives	Introduction Doc	2-3 (Emphasis on EigenDA, dumn down Eigen as much as possible)
DA/Eigen Layer	Mantle's modular architecture will use EigenLayer for its data availability, and other narratives	Introduction Doc	2-3 (Emphasis on EigenDA, dumn down Eigen as much as possible)
SozuHous	Affiliated Hacker House	Twitter	0.5-1 (1/two weeks)
BitDAO	First L2 Initiated by a DAO, Powered by BIT Token	Bitdao website	2
Ecosystem Fund (Grants Program)	\$200M in total with upto \$100k in support incentives	Grants	2
Developer specific	Easy Testnet onboarding, Deploying NFTs, Deploying via remix, Censorship Resistance etc.	Deploy smart contracts	2-3
Daily gm Mantleorians tweet	Lets Buidl on Mantle		7 (Everyday)
Projects building on Mantle	Game7, EduDAO etc. (Supporting tweets)		1-2

Ongoing current trending narratives	Eg: Meta stopped working on NFTs (14/03/2023)		2-3
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- Moment Marketing: Create and distribute at least 4-5 Memes per week revolving around the Web3 Ecosystem
- Engage with the community: Memes, Gifs, gm/gn tweets; (You see gm/gn, you reply gm/gn); To keep the web3 ethos alive. Enable Mantle community to engage with the ecosystem, starting with the Mantle insider community (Goal:100-200+ tweets per day)
- KPIs: No. of tweets, No. of average impressions, Engagement rate and No. of followers

2. Reddit

- Distribute the Mantle ecosystem focused memes to Mantle Subreddit
- Distribute Crypto focused memes to r/cryptocurrencymemes, r/wallstreetcrypto etc.

3. Discord

- Create the biggest Mantle meme army on Discord with the help of the projects building on Mantle
- Distribute the memes to various discord servers (Projects building on Mantle)
- Weekly Crypto Meme Reviews watch party (A community event)

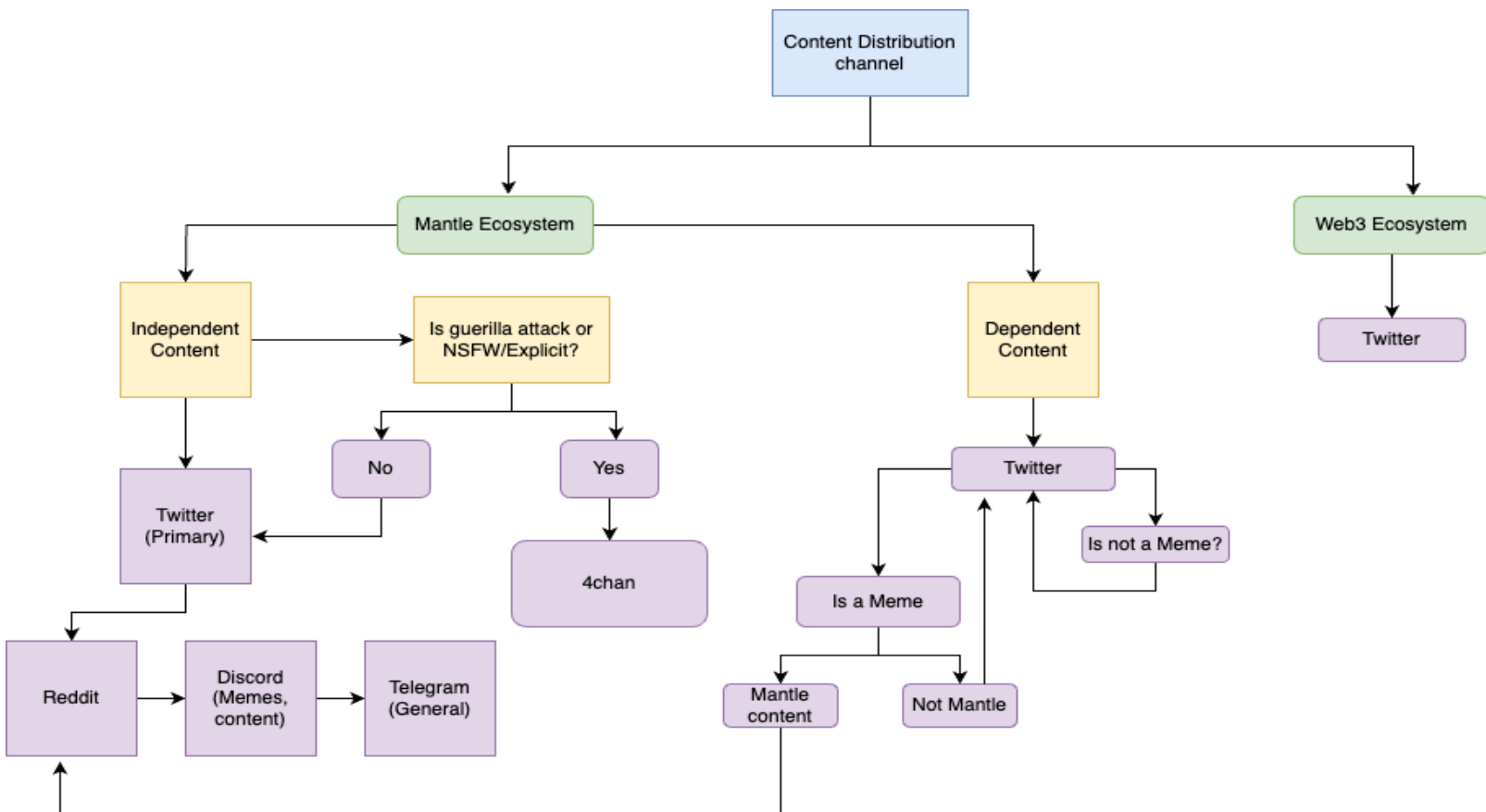
4. Telegram

- Distribute the memes to various Telegram channels (Projects building on Mantle)

5. 4chan

- Create and distribute NSFW memes based on Guerilla attack strategy
- Target Alt L1s and L2s
- At least 5-6 posts per week

Content Distribution:



1. Channels:

• Mantle Ecosystem, Independent content:

- Content which is planned and created solely for the Mantle Ecosystem, using the above listed narratives, and is in the form of Independent tweets; Not a reply, nor a QT to any other tweets
- Twitter will be the primary source of distribution, from ([0xMantleIntern](#))
- After Twitter, it will be further distributed to Mantle's [Subreddit](#) from [this account](#)
- After on Reddit, it will be further distributed to the Memes channel of several Discord servers, primarily Mantle, and furthermore to the servers of the projects building on Mantle from MysteriousMemer#4074
- After on Discord, it will be further distributed to the General/gm Subchannels of several Telegram channels, primarily Mantle, and

furthermore to the Subchannels of the projects building on Mantle from the account Master Morbius

- If the meme is NSFW or is a part of guerilla attack strategy, then it will solely be distributed to 4chan, and no other channels (Completely anonymous)
- **Mantle Ecosystem, Dependent content:**
 - Content which is created and distributed in support of the Mantle Community, in the form of replies, qts or independent tweets by the projects building on Mantle, with the purpose of leveraging their community
 - Twitter ([0xManiteIntern](#)) will be the primary source
 - Will be further distributed to other social media platforms (same as independent content channel) if they are in the form of qualifiable memes
 - Won't qualify if it's in the form of *not a meme* such as comments, gifs etc.
 - Won't qualify if the content is not focused on Mantle Community
- **Web3 Ecosystem:**
 - Content which is not focused on Mantle Ecosystem, but is curated by keeping Web3 Ecosystem in mind; to leverage the larger community, may it be Alt L2 community, Alt L1 community, Eth Community etc. will be distributed primarily on [Twitter](#), mostly in the form of Dependent content
 - The content will be community-friendly and not anywhere close to NSFW content or of the kind which offends other communities
 - If required, the content may be distributed to further social media platforms, if only its qualifiable enough
 - Primary reddit channels: r/cryptocurrencymemes, r/wallstreetcrypto

Plan of action:

Particulars	Description	Status
Market Research	Create a list of narratives by doing Market Research	WIP
Content Curation	Plan and develop high-quality engaging content, activities, and campaigns	WIP
Content Distribution	Create and distribute the best fucking Memes on the Internet (All possible social media platforms)	WIP
Community Building	Connect, assist and Engage with every project building on Mantle and create synergies to grow together	WIP
SMM	Engage with every Mantle related tweet to increase visibility etc.	WIP
Social Media analytics	Analyze engagement data and plan suitable narratives to create content	WIP
Subscriptions	Twitter Blue	Done
Subscriptions	4chan pass, Discord Nitro, Reddit premium, and Subscribe to some of the Twitter channels and interact with them to increase visibility	Yet to do
Competitor Analysis	Do competitor analysis and interact with the Alt L1s and L2s to leverage their community, increase visibility and build Mantle brand image	Yet to do
Team Expansion	Hire a Social media assistant	Yet to do
Product Expansion	Launch an NFT Project associated with a Meme token on Mantle; Build the biggest meme community on Mantle	After Mainnet Launch

Product Expansion	Start a memes-letter to cover all the happenings in the Mantle, Web3 and Crypto community through memes and by explaining them briefly	Yet to do
IT tools procurement	Procure some of the IT tools (Hardware+Software) to create content	Yet to do