

PixelPioneers25

MARKETING PLAN

HISTIFIED

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INTRODUCTION

In today's digital age, historical information is widely accessible but often incomplete, altered, or misrepresented.

Scholars, students, and history enthusiasts struggle to find reliable, verified sources, while many historical documents remain scattered across archives or are at risk of being lost.

Histified addresses this challenge by offering a decentralized platform where users can access, share, and verify historical records, ensuring authenticity and trustworthiness while preserving history for future generations.

Histified is an innovative platform that helps preserve, verify, and share historical documents and media. It allows users to explore history, contribute their own content, and ensure that records remain authentic and trustworthy.

The platform uses a decentralized system to protect the integrity of historical information, giving users confidence that the content they access is reliable and tamper-proof.

This marketing plan aims to raise awareness of Histified, engage history enthusiasts, researchers, and educators, and promote the platform as a modern, accessible way to experience and validate history. Through social media campaigns, a short promotional video, and consistent branding, we will showcase Histified as the go-to platform for trustworthy historical insights.

T A R G E T A U D I E N C E

Histified is designed for anyone seeking accurate and trustworthy historical information, with a focus on the following key groups:

- 1/Journalists – Professionals who need reliable historical sources to fact-check stories, provide context, or uncover lesser-known events.**
- 2/Historians & Researchers – Academics and experts who require verified records for research, teaching, or publication.**
- 3/Students & Educators – Individuals and institutions looking for credible materials to learn, teach, or explore history.**
- 4/Curious Individuals – Anyone passionate about history or seeking the truth behind widely accepted narratives, myths, or altered accounts.**

By targeting these audiences, Histified positions itself as a trusted, accessible platform for uncovering and preserving authentic historical knowledge.

MARKETING STRATEGY

1. Social Media Focus – Twitter / X

Histified will actively engage with audiences on Twitter/X, a platform where discussions around historical verification, fact-checking, and proof tampering are common. By sharing concise posts, infographics, and short videos highlighting historical myths, altered documents, or recent discoveries, we aim to spark curiosity and conversation. This will position Histified as a go-to platform for uncovering the truth behind historical records.

2. Press & Media Outreach

We plan to reach out to journalists, historians, and ethical media publishers worldwide, emphasizing the importance of preserving history and exposing tampered information. Press releases, media partnerships, and targeted outreach campaigns will highlight Histified's role as a trusted platform for verified historical content.

3. Call to Action

Our central message to journalists and ethical storytellers is:

“Join us in being vigilant against tampering history. Together, we can preserve authentic records and build a truthful historical legacy.”

This approach encourages active participation from both media professionals and history enthusiasts, amplifying our mission and establishing a global community committed to trustworthy historical knowledge.

4. Additional Channels & Engagement

Educational content for students and researchers via blogs or newsletters.
Interactive campaigns like polls or mini-challenges to highlight common historical misconceptions.

Leveraging hashtags and trending topics to increase visibility and engagement.

MARKETING OBJECTIVES

The marketing efforts for Histified are designed to achieve three main objectives:

1.Reach the Right Audience

Ensure that our messages connect with journalists, historians, students, educators, and curious individuals seeking trustworthy historical information.
Use targeted social media campaigns, press outreach, and partnerships with educational institutions to reach the right people.

2.Drive Engagement with Content

Encourage users to interact with posts, infographics, videos, and discussions about historical verification and tampered records.
Foster active participation by prompting debates, sharing insights, and highlighting recent findings or historical myths.

3.Attract and Grow Users

Convert engagement into platform adoption by encouraging users to explore Histified, submit verified content, and contribute to preserving authentic historical records.
Build a loyal community that trusts the platform as the go-to resource for accurate and decentralized historical knowledge.

CONCLUSION

Histified is more than a platform—it is a movement to preserve, verify, and share authentic historical knowledge. By targeting journalists, historians, students, and truth-seekers worldwide, we aim to create a community committed to uncovering the facts behind history and preventing tampering.

Through strategic social media engagement, global press outreach, and compelling content, we will raise awareness, drive user engagement, and attract a loyal audience to our platform. Together, we can empower people to explore history responsibly, contribute verified information, and build a transparent, decentralized historical record for future generations.

