Created	26.05.2023	**Marketing Guild Meeting**

Focused on Processes Discussions

Sticky Note Color Codes

- Main Topics
- Information
- Action Items
- Covered Information
- No longer relevant, or detailed, or extra information
- Action/Agenda moved to future

Overview
- When: **26.05.2023 - 15:00 UTC**
- Where: zoom link https://us02web.zoom.us/j/86228312513?pwd=c3RrYnNwHRONUsOUVbrUnfTDRGZx59
- Context: Marketing Guild
- Duration: ~30-60min
- Parts of the Sessions may be recorded and uploaded in Ambassador YouTube

Suggested Workshop Agendas
- Brief Introduction
- Purpose of Marketing Guild and whether it's necessary or not moving forward for June when budget discussions begin happening.
- Marketing Campaign idea collaboration
- What would a Marketing Guild proposal look like? Video? Writers?
- Goal: Bring a June Marketing Campaign to Writers and Video as a suggestion and see if collaboration makes sense

Marketing Guild Meeting - 26.5.23 | Dework
Read more about this task from SingularityNET Ambassador Program on Dework

Video Link

What would your workgroup look like as a proposal?

Proposal for an Archive Workgroup

Should we have Marketing Campaigns?

Hash out proposals and go from there for Marketing Campaigns

Ecosystem update - Ambassador Program, new members in various workgroups

Marketing Campaign Ideas

Budget

Budget Reporting (how/when/where)

Budget use history if available

KPIs / Goals for Monthly/Quarter

Items to consider including in Workgroup/Guild Proposals

Why this workgroup / purpose

Purpose of Marketing Guild

What is my purpose?

Could have budget for Misc and Experimental projects

A spot to hash out marketing campaign ideas

A spot for continuosly members to bring ideas to the table and see how it fits

Are we marketing for the entire ecosystem?

Is Marketing Guild necessary?

Marketing has brought people in

Potentially unnecessary moving forward - marketing campaigns could be proposal ideas

Social Media Management

Video Workgroup

Writers Workgroup

Digital Marketing

Potential Proposal Ideation

Graphic Design

Month long or quarterly long project idea

Broadcasting

Merchandise

Practically speaking, logos etc not open source, requires permission

Work towards speaking with the Ambassador Program about creating proposals for individuals/workgroups/guilds and find the best way forward after June