



# GO TO MARKET THE RIGHT WAY



## ESTABLISH YOUR STRATEGY

---

Work with us to create custom strategy aligned with your product and timeline, leveraging your teams resources



## UNDERSTAND WHAT'S WORKING

---

Establish mechanisms to share data across the organization, allowing for visibility, collaboration, and optimization of campaigns.



## RE-ENFORCE ACCOUNTABILITY

---

We will ask hard questions, frequently, and make sure that the team is aligned with individual Roles and OKRs and ready to execute.

# OUR SOLUTIONS

## Strategic Planning



Planning for Success

Token Launch Strategy

Resource Planning

## Reputation & Community Building



Demand Generation

Community Retention

## Partnerships & Networking



Partner Introductions

Vendor Introductions

## Scaling & Growth



Marketing & Campaign  
Structure

Building a Team

# HOW WE WORK

## Fractional CMO



Get our whole team and bring GlitterCloud in as a Fractional CMO



Full audit of how your Marketing engine aligns with Company OKRs



Goal Review, Resource Audit, Hiring Support, Strategy Docs, etc - We help build your engine

## Advisory



Bring our brain to your team via bi-weekly strategy calls. dedicated communication channel and async review of key docs



Vote of confidence via our network. Introductions to get you connected to the right KOLs/Influencers to promote your brand and product with efficiency and integrity



Work with the best. Introductions to vendors with a proven track record of success to help you avoid pitfalls of prior projects

# OPTION 1: THE FRACTIONAL CMO

Glittercloud will get you from 0-1, help you hire high performing Marketers, and then reduce our rate to our Advisory Option for maintenance and ad hoc requests.

## Review Goals & Resources

Existing Goals

Internal & External Resources

Product Roadmap

Investor Expectations

Leadership & Product Alignment

## Reset Goals

New Goals in context of Project Reality

Existing Resources + Identified Gaps

Investor Expectations vs Product Roadmap

## Strategy & Implementation

Strategy Documentation

Timeline for Early Access, TGE, Full Release, Monetization. etc

Resource Planning

Internal Processes for Vendor & Partnership Management

## Stay the Course

Bi-Weekly Meetings

Consistent Review of Upcoming Planning

Dedicated Channels for Brainstorming

Continued network support and vendor/partner introductions

## OPTION 2: THE ADVISOR

If you already have a marketing team that needs strategic support, we offer an Advisory Option designed to help you grow, develop, and advise your marketing team ongoing.

### BRAIN

Regular Calls

Dedicated Communication Channels

Async Feedback on Strategy

### NETWORK

Conference support

Vendor Introductions

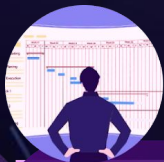
Alumni Network of GC Projects

### LIFETIME SUPPORT

Fundraising Support

Your success is our success

# SAMPLE TIMELINE



## WEEK 1-2

GTM Plan and Framework

Resource & Budget Requirements

Identify Potential Pitfalls



## WEEK 3-4

Resources Requirements Aligned

Creative Pipeline Established

Existing Resource Audit  
Completed



## MONTHS 2-3

Core team process established

Implementation of GTM

Completion of team and GC  
transitions to a maintenance role



# COMPENSATION

## FLEXIBLE

We accept crypto and fiat, and work with teams to meet them where they're financially. If you're raising a round, we'll defer payment until you have money

## CUSTOM

We accept Token and Equity grants as mechanisms to align incentives with the teams we work with so that your success is our success





## JOIN THE GLITTERCLOUD FAMILY





**TONY**

**VALCARCEL**

Founder of GlitterCloud

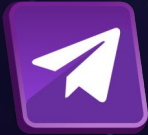
OUR EXPERIENCE



OUR CLIENTS



## CONTACT US



[@vman123](#) | [@saigo\\_taka](#) | [@uhhdub](#)



[glittercloudsolutions@gmail.com](mailto:glittercloudsolutions@gmail.com)



[Schedule a call](#)