Datt Marketing Outline

[WIP]

I. Summary

This plan creates a blueprint which outlines Datt's overall marketing efforts. The challenge is to build awareness of a decentralized publishing product and create the critical mass needed for network effects, competitive advantage. Datt has assembled the team needed to build a scalable, transparent, user-friendly P2P publishing market. Current conditions in social climate, p2p technology advances, and market resources have signalled that new trustless opportunities are ripe for development. Marketing strategy consists of two phases to aid in crossing the divide between early adopters and early majority. Early adopters will be technical; initial efforts will focus on technology

education & general awareness. As the community grows, efforts will shift to content focused on features & benefits that appeal to a wider audience. It is key to Datt's strategy to discuss the "why" behind the project to ensure Datt's core message remains aligned with the values of early adopters & community. Sharing the narrative of Datt will help anchor ideas, familiarize new concepts and create a smooth flow when communicating our message with potential audiences.

II. Challenge

The challenge is to build awareness of a decentralized publishing product and create the critical mass needed for network effects, competitive advantage.

List of key challenges:

- one
- two

III. Situation Analysis

Why?

Because we want to live in a world of creators and collaborators, not consumers and critics. We decentralize NOT to fight the powers-that-be, but to empower the powers that could be: any inspired individual, or you, or me. In a decentralized world, anyone is allowed to participate to make it better. (Thanks to Willy for this)

Company

Datt has assembled the team needed to build a scalable, transparent, user-friendly P2P publishing protocol. The project was launched August 1st with a global hackathon following a highly circulated July 5th blog post by founder Ryan X. Charles. The story of Datt's origin will be a key asset to communicate the mission and goals of the project. Press coverage thus far (9/3) has begun to create a narrative around the journey of Datt. Embracing this narrative and continuing to provide regular updates will ensure a

great relationship with the community, constant feedback and the opportunity to grow our early followers.

Competitors

Other decentralized and p2p applications exist within the marketplace. There is a wide space of possibilities for integrating payments into content, and there could be thousands of different applications in how the payments and content mix. Below is a brief overview of competitors and related projects we have identified.

Key Competitors; no particular order

DECENT - uncensorable p2p media, w/reputation & rewards

http://decent.ch/newsdecent-aims-to-liberate-media/

R3D - decentralized apps on blockchain network

https://bitcointalk.org/index.php?topic=1141617.0

Voat

https://voat.co/about/intro

Aether

http://getaether.net/

Reveal

https://reveal.me/rewards.pdf

Frizbee

https://frizbee.co/

Awesome

http://planetawesome.org/

Empeopled
https://empeopled.com/

Similar Projects:

https://reveal.me/ "Ask Me Anything" app that's using cryptocurrency

http://planetawesome.org/ - Reddit clone that uses AWEcoin for votes

https://github.com/majestrate/nntpchan decentralized image board

http://getaether.net/ distributed forums

https://empeopled.com reddit clone that uses sBTC for votes

https://tent.io/docs protocol for personal data & communication

http://mediagoblin.org/ GNU project's decentralized publishing platform

https://github.com/ssbc/patchwork p2p social feed sharing

http://blocktech.com/ open, distributed library for art, history, culture

http://zeronet.io/ realtime p2p websites

https://bitcointalk.org/index.php?topic=1060294.0 decentralized storage "Sia"

http://lucaa.org/docs/kudos.pdf [PDF] p2p discussion based on social voting

https://valme.io/ @c_prompt's Reddit clone with bitcoin tipping + own domain hosting

http://www.hapori.io/ @clemens Reddit clone with bitcoin upvotes + investing in content

Customer

Collaborators

IDEO

Datt Foundation

Community

Climate (Pest/Swat)

SWOT:

https://docs.google.com/document/d/1gyXB_wAG6Lrh_j62eBmi79zdKC73rfgJbGoI1IJUZMU/edit#

references for building this section:

https://github.com/dattnetwork/dattdocs/blob/master/community.md

https://github.com/dattnetwork/dattdocs/blob/master/DATTmodel3.md

https://github.com/dattnetwork/dattdocs/blob/master/DATTmodel2.md

https://github.com/dattnetwork/dattdocs/blob/master/DATTmodel1.md

https://docs.google.com/document/d/1AEHdOlQMyyuZ3U0a1BOcZtX8kAPWZynFVx9r21NPtiE/edit#heading=h.65lcma1tm8an

IV. Market Segments

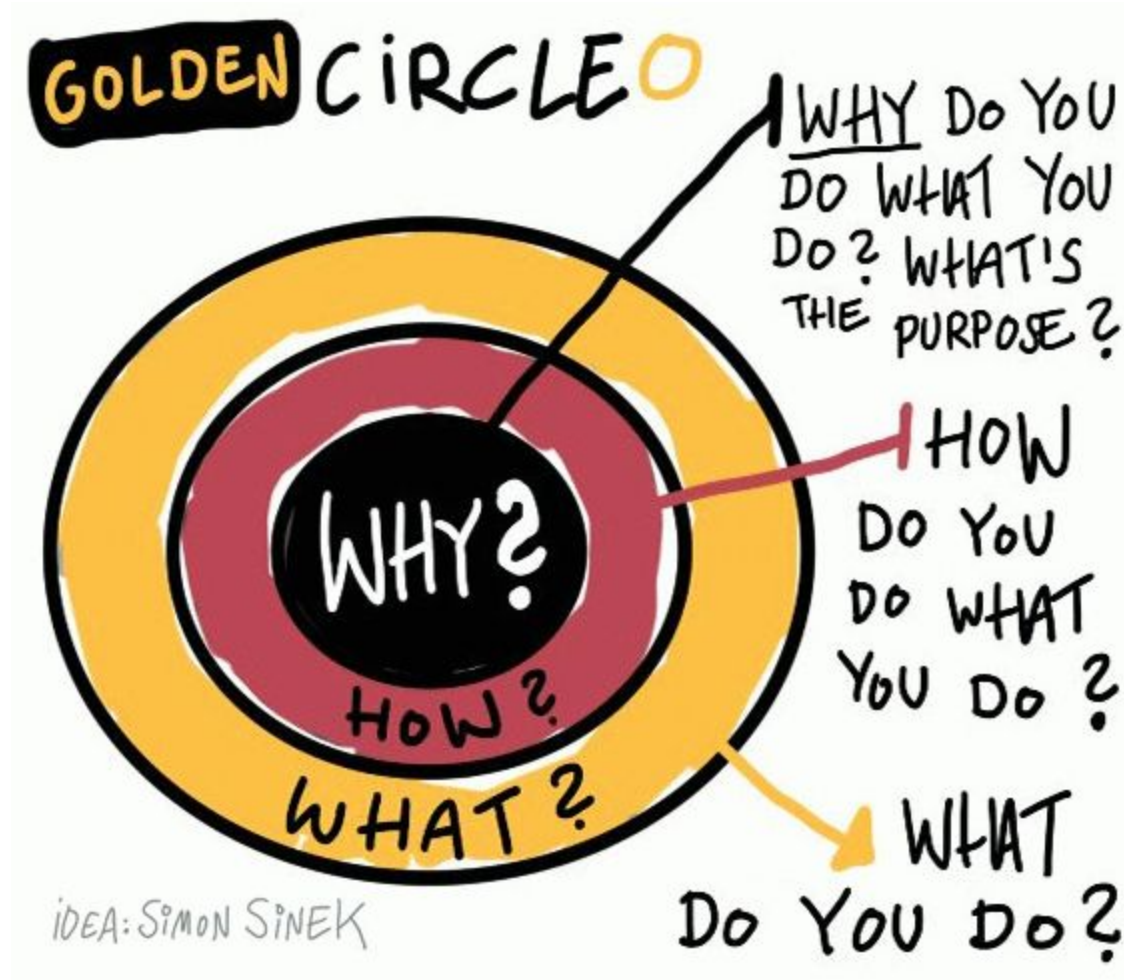**Early Adopters**

Early Majority

V. Marketing Strategy

Principles

The following principles are essential to creating a positive understanding of Datt technology & opportunity:

- transparency & honesty

- sell 'why' first, 'how' second, 'what' third (see http://y2u.be/qp0HIF3SfI4) I believe this is super important to spreading the idea beyond just the early adopters.

  - Why: "Users should own their content. We believe the world is ready for a publishing market where content ownership remains with the author and moderation choice remains with the user."

  - How: "Datt is a decentralized technology that allows users to author, publish and reward others within a p2p marketplace accessible via the browser."

  - What: "Decentralized Communities for All"

- we're user friendly. cutting edge technology must feel effortless so the way we present our product builds this confidence

- early focus on technology education for savvy early adopters, medium term focus on benefits for wider adoption

GOLDEN CIRCLE

WHY DO YOU DO WHAT YOU DO? WHAT'S THE PURPOSE?

HOW DO YOU DO WHAT YOU DO?

WHAT DO YOU DO?

IDEA: SIMON SINEK

Product & Price

Write about how our product will evolve & how price is way different from what normally goes here.

Content & Distribution

Content plays a huge role in shaping our brand voice. Owned & earned media will create more trust than paid media. Our early adopters will be technical; initial content should seek to educate & create awareness with this in mind. As the community grows it will become increasingly important to produce content focused on features & benefits over technology. This marketing shift should help cross the divide between early

adopters and early majority. A clear, consistent brand will help ensure we always appear professional and legitimate.

Channels

Overview of content channels:
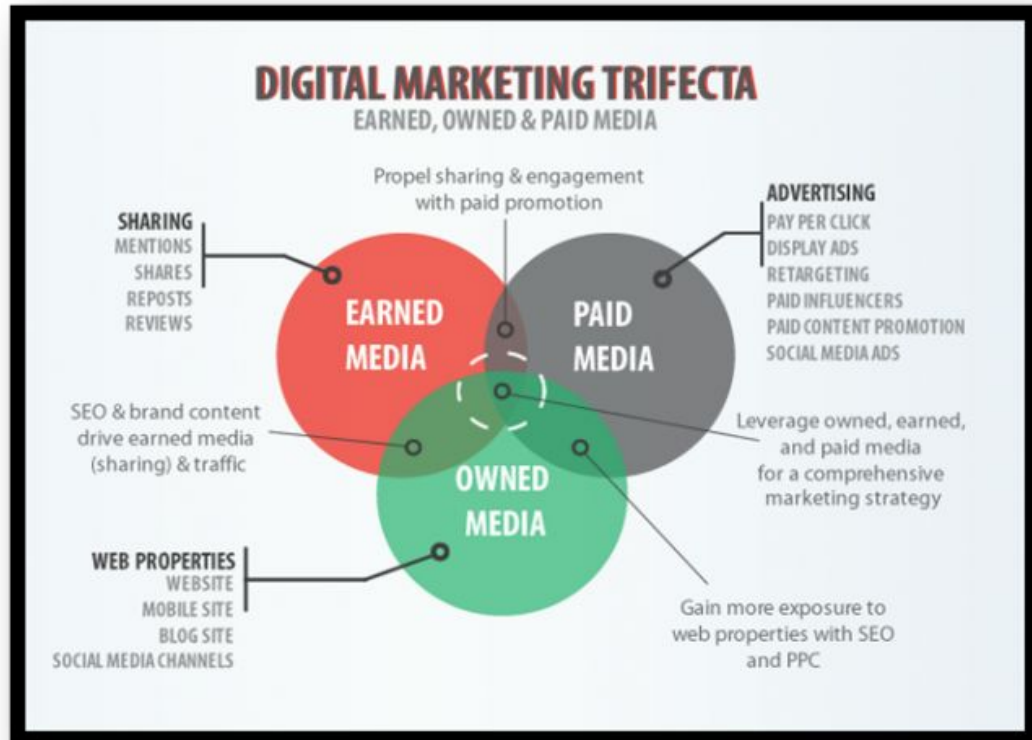
Earned Media Channels

<u>Social Media</u>

Facebook & Twitter are our daily social media pages. Both are maintained using Buffer. Posts on Reddit may facilitate interesting discussion and spread awareness. YouTube channel for feature video & demos. *Content formats are shared media (retweets), infographics, mini-graphics, articles, blog posts, branded videos, community forums, product features & demos. Brownie points for using GIFs.*

Media Mentions

We're in a really hot space right now with plenty of market-pull. Ryan has the option to write another article that will be circulated. Plenty of tech writers would be interested in this story. *Content formats are articles, demos, infographics, community forums.*

Owned Media Channels

Datt Blog (blog.datt.co)

This has the opportunity to drive regular traffic on a continual basis. A couple team members should post about once weekly. Initial hot topics might include: weekly updates, high-level design discussion, technology decisions, community considerations. *Content formats are articles, demos, infographics.*

Main Website (datt.co)

Our main website currently consists of about/press/faq/subscribe. Adding a blog will be a first priority. As additional educational content is produced it can live on the website as well. *Content formats are infographics, blog posts, branded videos, product features & demos.*

Datt.net

Forwards to Datt.co - Network Status Site?

Email Subscriber List

We already have a growing subscriber list. It's worth considering if this will be our major Call to Action after our prototype launch. Using a service like MailChimp we can keep our early adopters up to date on our progress. *Content formats are infographics, articles, branded videos, product features & demos.*

Datt Foundation Site

Not yet built, this is a future channel once the time is right. *When is it appropriate to launch the foundation site?*

Network Status Site

Not yet built; will most likely NOT be used for content distribution.

Datt Network Access Website

Main website where users may access the Datt Network through their browser. Not be used for content distribution aside from what arises organically. Has links to the Foundation/Datt.co websites.

Other Media Channels

- Startup Competition or Events
- Speaking Engagements

Formats

Early content focuses on technology education & sharing Datt's Mission.

The Content Marketing Matrix

Content Formats for Datt

- infographics - highly education and informationally dense, these are great for early adopters
- mini-graphics - custom graphics for sharing on twitter/facebook, ideal for maximum reach when sharing
- articles - written by our contributors discussing topics such as high-level design discussion, technology decisions, community considerations. informs the community
- branded video - a well articulated, professional video (see Augur) will help explain and drive our product to a larger market. this explains "why, how & what" in 3 minutes

- community forums / discussion - conversations on reddit and elsewhere can be a great community feedback loop & testing ground for ideas.
- product features / benefits - we have some awesome differentiators since we're decentralized. advertising these ideas will create buzz & excitement.
- interactive demos - once available, these will show off our product & UX. builds user confidence.

Thoughts on Paid Promotions

those go here

VI. Short/Long Projections

Get projections from
https://docs.google.com/document/d/1C9FNbS8GlQ6z5wwNXT2NsbWXPmSTDyVkl4MUmv6h770/edit
and put into writing.

VII. Conclusion

Once done, sum it up!