INTER
OPERABILIDAD

PLAN DE MARKETING

REVISTA

INTEROPERABILIDAD

Introduction

Interoperability is one of the three core research focuses of the CARDANO community. This provides access to cryptocurrency platforms, tokens and all products that work on blockchain and in turn generates the ability for different blockchains to communicate with each other and transfer assets from one platform to another efficiently and securely.

These basic principles of transparency, efficiency and security, must be clear and firm in the conformation and publication of a magazine about this topic, to the entire community that makes life in the blockchain world within the CARDANO ecosystem. This magazine, will be the axis of interest and the production of articles, so that anyone who has something to contribute, specifically about this thematic axis, can get in this project, a channel to be heard.

The following Marketing Plan provides a simple guide on how to achieve the objectives of dissemination and promotion for the Interoperability Magazine, where each of its contents will open up knowledge on this topic of great importance to the CARDANO community, as well as encourage the exchange of ideas and collaboration between various authors and institutions.

Among the key elements of this plan are: hosting of the project, definition of the target audience, context analysis for the promotion of the magazine, setting the objectives of the content and the selection of social networks for its dissemination.

Development

This project, in its conceptualization and innovation phase for Project Catalyst, is being tested, both in terms of hardware and software, in a Hosting, a Domain and a Server on the FUNINTEC Platform, which is the educational institution that supports this project. Likewise, under its custody, the Interoperability System is currently being developed, which will manage the whole process of registration and control of readers, articles, writers and referees, who will give life to this project.

The social networks selected for the dissemination, not only of the journal as a means of research and transmission in itself, but also of each of the articles developed according to its Lines of Research, are mainly X (former Twitter) and LinkedIn.

Its selection responds to the fact that the CARDANO community, the vast majority of which is interested in blockchain and technology in general, is mainly active in the X social network. The publication will have a daily frequency, with tweets based on the dissemination of the ethical principles of the Cardano community and the objectives of the magazine as a means of strengthening interoperability, the main pillar of this community.

Regarding LinkedIn, this community responds to a profile with professional and specific characteristics, passionate about study and research, a perfect profile for the search of suitable people to participate in this project.

Both networks will be used to make the call, both for the young community interested in learning about this topic, as well as for researchers interested in participating and contributing their knowledge to strengthen the community.

Technical Specifications

Email: revistainteroper.2024@gmail.com

Hosting: https://www.venezuelahosting.com/

Domain: https://interoperabilidad.funintec.net/interoperabilidad/public/

Social Network X: @Rev_InterOper

Social Network LinkedIn: https://www.linkedin.com/company/revista-interoperabilidad/