



**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.

## **Main objectives of the Social Media Marketing Plan for the Launching of Interoperability Magazine:**

- 1.- Create expectation: Generate interest and anticipation for the launch of the magazine.
- 2.- Build community: Attract a relevant audience and encourage interaction.
- 3.- Position the brand: Establish Interoperability as a reference in the sector.
- 4.- Increase reach: Maximize the magazine's visibility on social networks.

## **Target audience:**

- 1.- Professionals: Engineers, developers, software architects, CIOs, CTOs.
- 2.- Students: From careers related to technology and systems.
- 3.- Enthusiasts: Technology, innovation and interoperability enthusiasts.

## **Platforms to Use:**

LinkedIn: Main platform for professionals, ideal for sharing valuable content and generating networking. This community responds to a profile with professional and specific characteristics, passionate about study and research, perfect profile for the search of suitable people to participate in this project.

Twitter: For quick news, trends and participation in relevant conversations. 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 journal as a means of strengthening interoperability, the main pillar of this community.

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

## **During the launch:**

- Exclusive content: interviews with the authors, summaries of the most outstanding articles, etc.
- Lives: Talks with authors, discussions on the magazine's themes, etc.

## **Post-launch:**

Constant content: articles, book reviews, interviews, etc.

Community interaction: Respond to comments, messages and participate in relevant groups.

Metrics analysis: Evaluate the performance of publications and adjust strategy.

## **Editorial Calendar:**

Frequency: Daily or weekly publications, depending on available resources.

Variety: Combine different content formats to maintain interest. Schedule: Identify the best times to publish on each platform.

## **Hashtag Strategy:**

Create proprietary hashtags: #ReviewInteroperability, #LaunchInteroperability.

Use relevant hashtags: #Technology, #Innovation, #Interoperability.

## **Collaborations:**

Other magazines: Conduct cross interviews or joint publications. Companies in the sector:  
Organize webinars or joint events.

## **Example of a LinkedIn Posting:**

Are you ready to revolutionize the way we look at interoperability? ) Very soon we will be launching Interoperability, the magazine that will keep you updated on the latest trends and technologies! #InteroperabilityMagazine #Launch #Technology

# **Technical Specifications**

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/>

Email: [revistainteroper.2024@gmail.com](mailto:revistainteroper.2024@gmail.com)