

First Three-Month Plan For Zeitgeist's Promotion in China

Catalogue

- WeChat Official Account
- WeChat Official Group
- Telegram Chinese Community
- ChainNews Official Account
- BiHu Bar
- Follow-up development
 - Hackathon && Meetup
 - Forum
 - Podcast
 - Github Awesome series && Wiki
 - Cooperation with other blockchain program

WeChat Officials Account

Introduction

- WeChat, which is Chinese WhatsApp, is the most popular social software in China. Almost everyone spends a lot of time on it every day, including reading on official accounts, so it is necessary to set up a Zeitgeist official account.
- Build up Zeitgeist's WeChat Official Account.
- I have noticed that there is **no** WeChat official account about the prediction market so far, so we can **do a related content promotion**.

Analysis

As you can see in the image below:

- EthFans

新榜分类	标签	预估活跃粉丝数	纳入新榜样本库
科技	区块链	50,496	2018-01-22

Ethfans, which is one of the biggest community about Ethereum in China, was launched on January 22, 2018 and has been in operation for more than three years now, with 50,496 followers.

榜单排行

563.4 / 周新榜指数

超越79%的公众号 · 科技周榜 >

7	7	0	1,554
发布次数	发布篇数	10w+发布	最高阅读数

📖 阅读数	6519 · 总计	931 · 平均
📰 头条阅读数	6519 · 总计	931 · 平均
👁 在看数	22 · 总计	3 · 平均
👍 点赞数	39 · 总计	5 · 平均

As can be seen from the figure above, the average number of views on this official account is around 931. Publish articles everyday, a total of 7 articles.

As far as I know, the official account of Ethfans is maintained by three full-time staff and more than a dozen part-time staff, whose daily job is to translate articles related to Ethereum, with very few original articles and opinions published.

- PolkaWorld



PolkaWorld

微信号: PolkaWorld 原创

简介: 波卡 (Polkadot) 第一中文社区, 带你寻找 Web 3.0 时代新机遇!

马上认领

关注TA · 订阅号

手机查看

年度回顾

新榜分类	标签	预估活跃粉丝数	纳入新榜样本库
文摘	我来添加	39,902	2019-12-12

As for PolkaWorld, it was launched on December 12, 2019 and has been in operation for more than two years now, with 39,902 followers.

榜单排行

598.8 / 周新榜指数

超越96%的公众号 · [文摘周榜](#) >

5

发布次数

11

发布篇数

0

10w+发布

3,685

最高阅读数

阅读数

11285 · 总计

1025 · 平均

头条阅读数

8972 · 总计

1794 · 平均

在看数

50 · 总计

4 · 平均

点赞数

90 · 总计

8 · 平均

The average number of views on this official account is around 1000. Publish articles in weekdays, a total of 11 articles.

- Nervos



Nervos 中文社区

微信号: NervosNetwork 原创

简介: Nervos 致力于为下一代加密经济打造基础设施, 包含以区块链技术为核心、相互兼容的...

[马上认领](#)

关注TA · 订阅号

手机查看

年度回顾

新榜分类	标签	预估活跃粉丝数	纳入新榜样本库
文摘	我来添加	36,701	2020-05-14

Nervos, a famous public blockchain developed in China, has a large number of promotional resources in China. Its official account was launched on May 14, 2020, and has 36,701 followers so far.

榜单排行

434.6 / 日新榜指数

超越66%的公众号 · [文摘日榜](#) >

1	1	0	325
发布次数	发布篇数	10w+发布	最高阅读数

📖 阅读数	325 · 总计	325 · 平均
📰 头条阅读数	325 · 总计	325 · 平均
🌟 在看数	10 · 总计	10 · 平均
👍 点赞数	17 · 总计	17 · 平均

The average number of views on this official account is around 325. Publish articles once a week, a total of 1 article.

• CKBfans



CKBfans

📌 关注TA · 订阅号

📱 手机查看

年度回顾

微信号: gh_35a17ba622a8

简介: CKB die-hard fans 的集结号。

马上认领

新榜分类	标签	预估活跃粉丝数	纳入新榜样本库
文摘	我来添加	9,212	2020-12-08

CKBfans is a Official Account created by Nervos fans spontaneously, launched on December 8, 2020, and has 9,212 followers so far.

榜单排行

467.7 / 周新榜指数

超越75%的公众号 · [文摘周榜](#) >

3	3	0	709
发布次数	发布篇数	10w+发布	最高阅读数

📖 阅读数	1258 · 总计	419 · 平均
📰 头条阅读数	1258 · 总计	419 · 平均
🌟 在看数	20 · 总计	6 · 平均
👍 点赞数	42 · 总计	14 · 平均

The average number of views on this official account is around 419. Publish articles three times a week, a total of 3 article.

Summary

As I have analyzed above, after careful operation of a famous public blockchain, the number of fans of WeChat public account can reach about 40,000, and the reading amount of each article can be from several hundred to one thousand. Of course, this depends on the labor and time cost.

Since there is no official account about prediction market at present, we can expand our content scope for WeChat official account, not limited to the promotion of Zeitgeist, but also introduce some articles about prediction market, futarchy, DAO and on-chain governance.

Three-Month Goal

- The number of fans of WeChat official account reach about 2,000.
- The reading amount of each article reach about 250.

WeChat Official Group

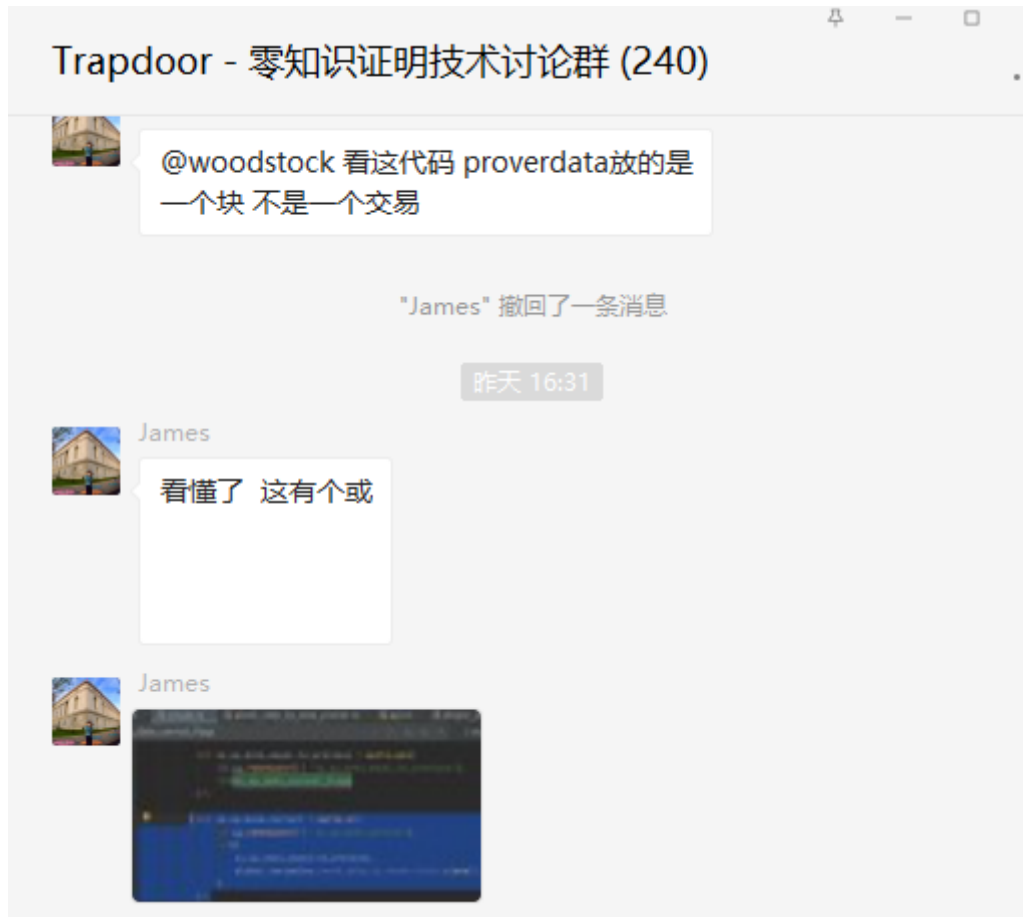
Introduction

- WeChat groups are also necessary for promotion in China.
- Build up Zeitgeist's WeChat Official groups. It is convenient for Chinese Zeitgeist enthusiasts to have daily discussions.

Analysis

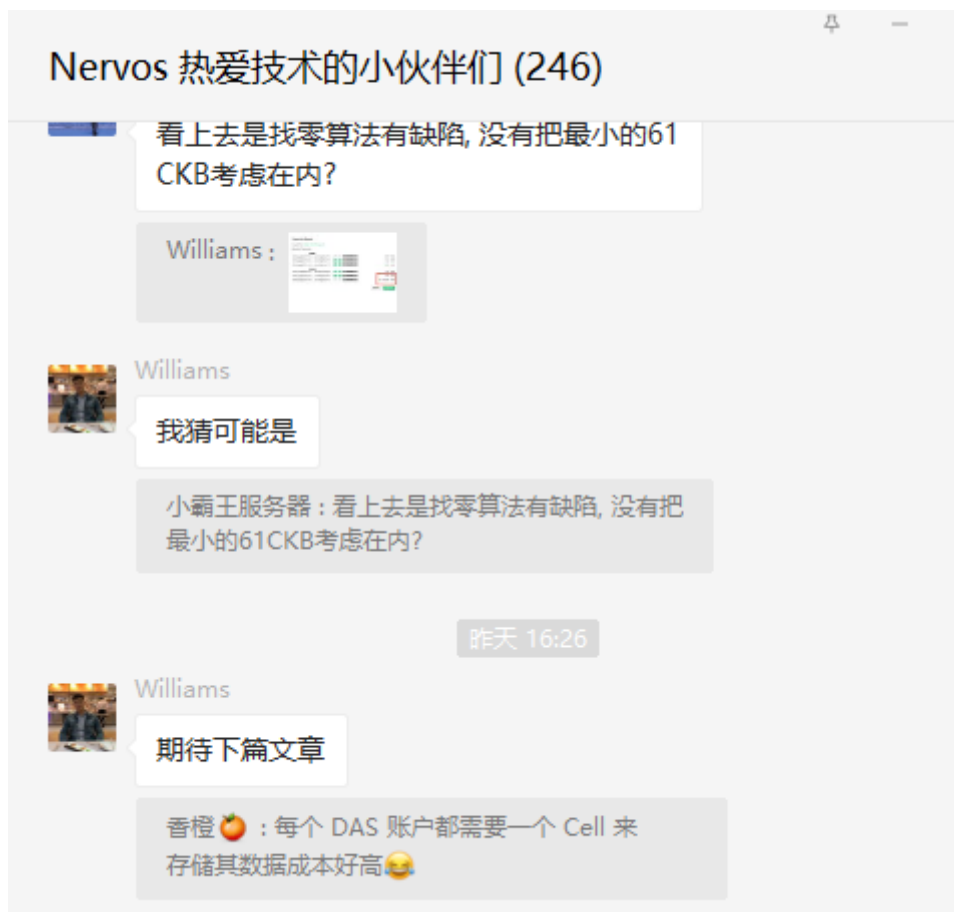
As you can see in the image below:

- **Trapdoor**



Trapdoor is one of the most active zero-knowledge proof communities in China, with 240 group members.

- **Nervos**



The Nervos Technology Discussion Group is a WeChat group discussing blockchain technology with 246 members.

- **NPC Crypto New Era**



NPC community is an active open source community of blockchain technology in China. Their WeChat group is not very active, with only 128 group members

Summary

The WeChat group provides a platform for daily communication and discussion among Zeitgeist fans in China, as well as a way for the team to receive suggestions from Zeitgeist fans in China.

Three-Month Goal

- The number of fans of WeChat official Group reach about 200.

Telegram Chinese Community

Introduction

- Since Chinese WeChat groups may be monitored by the government, causing some data leakage, and some sensitive topics involving finance may cause the group to be banned, so a Telegram Chinese community is also necessary.

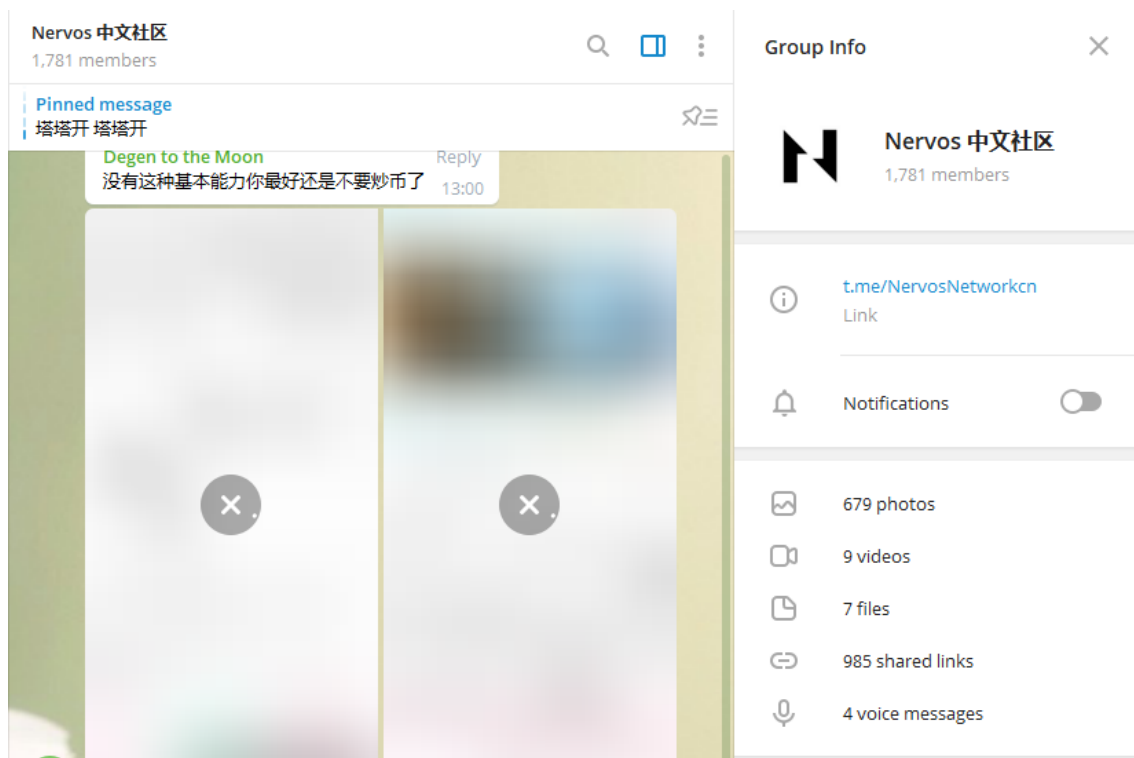
Analysis

- **Avalanche**



Avalanche's official Chinese community has 512 members.

- **Nervos**



Nervos's official Chinese community has 1,781 members.

Summary

The official Telegram community of Nervos has 14,939 members, while the official Chinese community has 1,781 members.

Avalanche's official Telegram community has 19,021 members, while its official Chinese community has 512 members.

The official Zeitgeist community now has 3,576 members.

Three-Month Goal

- The number of the members of official Zeitgeist Chinese community reaches 500.

ChainNews Official Account

Introduction

Chainnews is one of the largest blockchain-related portals in China. Many blockchain projects have their own official accounts on Chainnews, providing daily blockchain news, newsletters, in-depth analysis and commentary for China's FinTech elite and decision makers.

Analysis

As you can see in the image below, there are many ChainNews columns.

链闻号专栏

[申请专栏](#)[推荐专栏](#) [所有专栏](#)**链闻ChainNews**

文章 744 篇

ChainNews.com 为中国的 FinTech 金融科技菁英与决策者们提供每日不可或缺的新...

**Curator.DAO**

文章 39 篇

去中心化信息孵化器, Curator.DAO Blockchain Newsletter 带您浏览区块链...

**链闻酷东东**

文章 6 篇

链闻带你浏览区块链领域最值得关注的酷项目, 欢迎来到链闻藏娇阁 (x) 藏全阁...

**币安研究院**

文章 28 篇

通过客观中立的研究报告为投资者提供深度的、数据驱动的数字资产洞见。

**HashKey Research**

文章 42 篇

HashKey 数字资产集团 (HDAG) 研究小组。

**开放金融基金会**

文章 5 篇

开放金融基金会 (DeFi.org) 是一个专注于去中心化金融生态的非营利组织, 正在建立...

**邹伟伟**

文章 38 篇

万向区块链首席经济学家, 先后就读于北京大学、清华大学和哈佛大学, 曾长期供职于...

**Vitalik Buterin**

文章 74 篇

维塔利克·布特林, 俄罗斯裔加拿大人, 电脑工程师, 以太坊共同创办人, 著有《以太坊...

**Paul Veradittakit**

文章 44 篇

区块链投资机构 Pantera Capital 合伙人。

**BitMEX**

文章 30 篇

提供关于加密货币及区块链行业在中国以及全球范围内的有价值信息。

**曹寅**

文章 26 篇

数字文艺复兴基金会董事总经理。

**陶荣祺 Tony Tao**

文章 8 篇

区块链研究机构 X-Order.ai 创始人, 区块链投资机构 NGC 创始合伙人, 具有多年银行...

**Tony Sheng**

文章 17 篇

知名区块链博主, 关注区块链产品开发、加密货币市场发展趋势等主题, 曾担任区块链...

**黄凌波 Rin Huang**

文章 10 篇

分布式资本合伙人, 投资项目有 DeBank、NuCypher、Wootrade、Certik、Celer...

**Chris Burniske**

文章 11 篇

加密货币投资机构 Placeholder 合伙人, 2017 年改进并推广 Willy Woo 提出...

**Jameson Lopp**

文章 5 篇

密码朋克, Statoshi.info 创始人, Key.Casa 架构师, 热衷于与他人分享比特币及加密资...

**袁皓 Howard Yuan**

文章 13 篇

区块链投资机构 Fundamental Labs 管理合伙人, 资深区块链及金融科技领域投资者。

**万卉 Dovey Wan**

文章 25 篇

Primitive Ventures 创始合伙人, 丹华资本 DHVC 前董事总经理。

**Andrew Kang**

文章 6 篇

加密资产风险投资家, 市场分析师。

**Deribit**

文章 15 篇

头部比特币期货与期权交易平台, 自 2016 年 6 月起开始运营, 由 John Jansen、Mariu...



比原链 Bytom

比原链 Bytom 是一种多元比特资产的区块链开源交互协议，运行在比原链上的不同类型资产可以通过交互协议进行交换、对赌和基于智能合约的复杂性交互操作。

共 410 篇文章

比原链 Bytom · 1 小时前

比原链与 ZKSwap 达成战略合作，双方将在技术生态领域携手前行

今日比原链官方宣布与二层交易协议 ZKSwap 达成深度战略合作。



比原链 Bytom · 1 小时前

文章标题

比原链 Bytom · 18 小时前

Bytom 与 Polygon 达成战略合作，将共同赋能跨链及 DeFi 生态

今日，比原链官方宣布将与 Polygon（前身 Matic）达成战略合作，通过此次合作将扩展双方之间的跨链交互，共同推进 DeFi 领域的生态发展。



比原链 Bytom · 3月19日 18:51

比原链项目周报（第 184 期）

比原链周报



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24 小时追踪区块链行业资讯、热点头条、事实报道、深度洞察。



比原链 Bytom · 3月18日 16:24

比原链将开启 2.0 新时代

比原链 2.0 不仅是品牌的重大升级，更是新共识、新平台、新产品的展现，比原链 2.0 将赋予比原链（Bytom）全新的价值！



比原链 Bytom · 3月11日 17:22

Bitcoin V2.3.2 更新公告

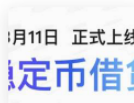
Bitcoin V2.3.2 已更新



比原链 Bytom · 3月10日 16:06

MOV 即将上线稳定币借贷公告

3月11日，MOV 将新增 USDC、USDT、DAI 三种稳定币资产存借贷。



比原链 Bytom · 3月9日 18:00

为什么掌握比特币和区块链很重要？



项目



比原链

比原链 Bytom 是一种多样性资产的交互协议，运行在比原链区块链上的不同形态的、异构的比特资产和原子资产可以通过该协议进行登记、交...

链闻精选要闻

区块链日报

4月
28

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你的 Email 地址

订阅邮件

下载链闻 APP

Summary

Chainnews is a very important portal website in China. All blockchain practitioners will get industry information through Chainnews every day

Three-Month Goal

- Set up Zeitgeist's Chainnews column, and synchronize the articles on the Official account here.

BiHu Bar

Introduction

BiHu is a Chinese Quora community focusing on the blockchain industry. It is also active in China and has a certain credibility. So we need to create a Zeitgeist BiHu bar to have a place to discuss and promote.


Analysis

- PolkaDot

**DOT**
Polkadot

分享你在区块链的看法

0/300字

话题 \$ 币种  图片

☒ 仅币吧可见 发布微文

热门 最新 精华

置顶

 盘点 17 个准备竞拍波卡/Kusama 平行链的项目

置顶

 Rococo 团队公布 V1 测试插槽的总体策略

置顶

 波卡联合创始人 Robert 亲笔：Rococo V1，送给波卡社区的节日礼物

查看更多置顶内容

 币友_JZ5810 · 4小时前

加关注 ...

4.28比特币行情技术分析：

BTC基本保持震荡上行，连续突破阻力，现价在55700附近，早间继续延续震荡上行，盘面上没有较大压制，下一个试探位置在56800左右，突破则可以看向六万，短线思路上继续保持回踩做多，上方压力位57000，下方支撑53000。

交易策略：

1.反弹57000-57500轻仓试空，止损800美金，目标55000-53000

2.回测53000-52500轻仓做多，止损800美金，目标55000-57000#比特币# #以太坊超话# \$BTC

- Nervos

热门

最新

精华

[置顶](#) 万字长文：Nervos，你凭什么和前辈们一较高下？！

[置顶](#) 八千字说透状态爆炸，为什么CKB是下一个「价值存储」平台？

[置顶](#) CKB吧绿皮书1.0版，你的注意力将在这里得到回报



币友_1010043704 · 3小时前

[加关注](#) ...

明天私募解锁大家伙怎么说

👍 9 📄 4

币友_1257754833：空气币，喊了几年，没点落地应用

我要做戏精：哪里能看到私募解锁日期呢？

[查看全部4条评论 >](#)



币友_1000272356 · 3小时前

[加关注](#) ...

CKB不是涨了看好，跌跌涨涨更看好

👍 12 📄 0



艾克里里 · 3小时前

[加关注](#) ...

是不又有人觉得被套了？😂😂😂

Summary

- Most of the participants in BiHu are token investors. They are more willing to discuss the token price and official subsequent operation. At the same time, they are also willing to promote for the community for some rewards.

Three-Month Goal

- BiHu followers reach 1,000

Live Promotion

Introduction

Analysis

- **rebase Community**

rebase is a Web3 developer community in China, which is pretty famous and active.

This is its WeChat Official Account:

Code Review 回顾：算法稳定币 FRAX

Web3极客日报 #381



Harry: 最近社区运营的思考



2021年1月9日 23:23



Web3极客日报 #382



2021年1月25日 18:54



Web3极客日报 #399

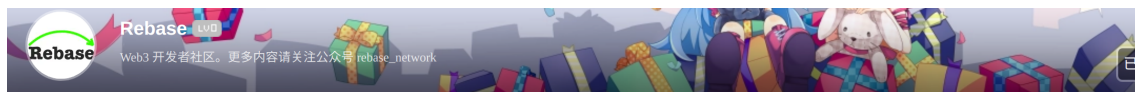


Web3日报

DeFi

极客日常

And this is its Live video, here is the [link](#):



🏠 主页 📌 动态 📄 投稿 49 📺 频道 0 🔍 搜索视频

关注数 13 粉丝数 941

视频

49

TA的视频 播放全部

最新发布 最多:

音频

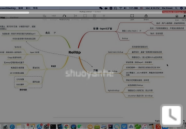
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专栏

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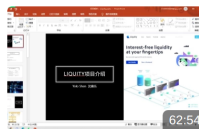
相簿

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「Rebase 大学」课程：技术解读——Rollup

42 昨天



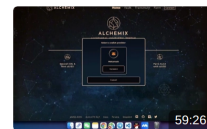
「Rebase 大学」课程：项目解读——去中心化稳定币协议 Liquidity

154 4-20



「Rebase 大学」课程：白皮书解读——去中心化金融合约平台 UMA

85 4-20



「Rebase 大学」课程：项目解读——Alchemix

68 4-16



「Rebase 大学」课程：项目解读——Bancor

91:26



「Rebase 大学」课程：项目解读——Flow

82:28



「Rebase 大学」课程：项目解读——Bitcoin 二次方投票

56:11



「Rebase 大学」课程：项目解读——波卡系卡槽拍卖

61:22

Summary

Rebase community is a blockchain open source community organized by Chinese developers. It publishes daily newspapers and recommends articles every day. At the same time, it also holds online live broadcast project analysis from time to time (usually once or twice a week). I think this is a very good, very hard-core technology-oriented community, which will contribute a lot to the promotion of Zeitgeist in China. If we can attract more developers to Zeitgeist, this will greatly help our ecological development.

Three-Month Goal

- Perform one or two live broadcasts related to Zeitgeist and prediction markets.

Follow-up development

Since this is only a three-month plan, there are some other promotion methods that cannot be carried out at the same time, but these are also what I hope to carry out in the future.

• Hackathon & Meetup

Hackathon and Meetup are very popular geek communication platforms in the world today. This is also what we need to do, because only by attracting enough developers can the ecology of Zeitgeist develop fast enough.

I have the experience of participating in many Meetups, and I have a good relationship with the Nervos team who has held many Meetups. If the development goes well, I can hold a Meetup within three months.

Of course, Meetup will not be launched soon, because we first need to accumulate more online resources to make people familiar with our project, so that the Meetup will be meaningful.

• Forum

Although we have many forms of community, I think the existence of forums is also necessary.

First of all, the BiHu community can attract more investors. They pay more attention not to the technology itself, but to the interests, so they cannot make members loyal enough. The ChainNews and WeChat public accounts are mainly for the promotion of more formal information. The existence of WeChat groups makes it easier for Chinese community members to communicate, but due to the nature of WeChat, new members will not be able to see the previous discussion records, so the existence of the forum will make up for this. New members can search the past Posts for a better understanding of the project itself.

There are some forums examples:

- **Nervos**

Here is the [link](#).

所有分类 ▾ 所有标签 ▾ 分类 最新 近期 (2) 未读 (2) 热门

+ 创建新主题

分类

主题

English

Welcome to Nervos Talk

■ News and Announcements ■ Development & Technical Discussion 1 未读 1 近期 ■ General Discussion ■ Miners Pub ■ Community & Ecosystem ■ Grants

1 / 周
1 未读
1 近期

中文

■ CKB 开发与技术讨论 1 近期 ■ Layer 2 开发与技术讨论 ■ 加密经济学 ■ 分叉广场 1 未读 ■ 矿工酒馆 ■ 新闻资讯

4 / 周
1 未读
1 近期

Español

Bienvenidos a Nervos Talk en tu idioma

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114

o Ethereum Research

Here is the [link](#).

research

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Topic

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Administrivia

This is a semi-public forum for participating in Ethereum's research efforts, including but not limited to: Casper Sharding EVM improvements Low-level protocol improvements Economics protocol economics Resource pricin... read more



0

18.4k

Mar '20

Adding PoS validator key changes

Casper



3

1.3k

2h

Targeting Zero MEV - A Content Layer Solution

Security ■ miner-extractable-value



9

565

3h

Should storage be priced separately from execution?

Economics



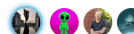
14

1.6k

13h

MEV Auctions Will Kill Ethereum

Economics ■ miner-extractable-value



24

2.2k

1d

• Podcast

Podcast is a form of community communication that I really like. People can listen to podcasts while traveling to absorb new information and knowledge. I think it's a very meaningful thing to make a successful podcast.

Here are 2 podcasts that I really enjoy.

- o [Fork it](#)
- o [Zero Knowledge](#)

Reference

1. [WeChat Official Account data resource](#)

