

# API3 DAO Team Proposal

**Team:** Communications and Marketing team  
**Operations cycle:** #3  
**Period:** 1 May 2021–30 July 2021 (3 months)  
**Amount:** 102,700 USDC  
**Destination:** 0xB2A7B615F931BDF9D91FBf25d4DC266bAfD504B2

## Scope

The core marketing team has the responsibilities below. The scope of the project will expand over time, and this list represents the current state.

- Develop API3 DAO's core content marketing strategies
  - Written (blog posts, guides, announcements, video scripts, summaries)
  - Video (YouTube, Webinars and LinkedIn)
- Develop API3 DAO's paid advertising strategies
  - LinkedIn
  - Reddit
  - Facebook
- Grow and manage the API3 community
  - Telegram
  - Reddit
  - Builder Discord
  - International communities (with the exception of China, which will have its own team, led by Typto)
- Coordinate Press Releases with BlockGroup

## Budget

	Amount (USDC)
Salaries	\$123,150
Expenses	\$36,000
Previous Cycle	- \$3,966.76
<b>Total</b>	<b>\$155,183.24</b>

## Team and Salaries

The team is composed of three marketers, a community manager, a content creator, external teams (Kyros, Ellipti, BlockVenture and Entrecasa) and 6 Stewards. In addition, we will hire a performance marketer.

Core tech team	Role	FT/PT	Monthly Salary (USDC)
Manu*	Marketing Lead	FT	5000
Ryan	Marketing Manager	FT	8750
Lito	Marketing Support	PT	1600
Roy	Influencer Marketing	PT	2500
Michael	Content	PT	2500
Midhav	Community Manager	FT	3200
Kyros Team	Vietnamese Community	FT	4000
Ellipti	Korean Community	FT	6000
BlockVenture	University Communities	FT	2500
Stewards x 6	Community Management	FT	3000
Entrecasa	Designers / Devs	PT	2000

\* The destination will be a wallet address managed by Manu.

## Expenses

The team will be recruiting new members. These will result in the following expenses:

- New members will need to be paid for the rest of the cycle
- Additional expenses such as [job postings](#)

In the previous cycle, we requested a budget for salary and advertising expenses, but we ended up not going for it as it wasn't the right timing to do so. We used a bit in advertising ( instead used those funds to pay Messari (\$10k), expand our international marketing team (Vietnamese, Korean) and have a presence in universities together with Blockventure.

During this cycle, we plan on relaunching advertising on landing pages created by the Business Development team together with Entrecasa. For that, we are again requesting a budget of \$10,000 (possible 2 months' salary of a senior performance marketer) + \$1,000 for job posts = \$11,000. For other marketing expenses, we require a budget of \$25,000 (Advertising on LinkedIn or other channels, PR cost, other expense).

In total, the possible budget for expenses is \$36,000 and if it is not used in its entirety, any remaining funds will roll over to the next cycle.

## Deliverables for Cycle #3

The desired outcomes for the marketing efforts undertaken during the #3 operations cycle include but are not limited to:

- Continue increasing blockchain industry recognition and awareness for API3's solutions, leading to more adoption by smart contract platforms and decentralized applications.
- Increasing API industry recognition and awareness of API3's solutions, leading to more adoption of the Airnode solution by API providers
- Push any new content out as part of our presence on various social media platforms - Twitter, Reddit, LinkedIn, Telegram, and Discord. This will include business development updates, technological updates and content about the broader goals of the project.
- Create AMAs together with our different communities (Vietnam, Korea, China) and sustain the level of periodic engagement that has occurred so far with the help of our community calls. Increase the engagement by bringing more partners and/or influencers to our calls.
- Ensure that our content is translated into articles for our different regional communities on a regular basis, following which they are disseminated via news outlets.
- Execute EEA marketing push for events in May and June, and going forward from there during this quarter and expand profile and presence there.
- Producing landing pages together with performance marketing campaigns in order to generate inbound leads for all business development teams.
- Maintaining an active community for API3, and facilitating the involvement of our community contributors in the API3 project.
- Continue our educational series on the impact of data source-driven smart contracts on different industries, so as to serve as an informative source for the various participants of those industries, as they discover the broad use cases and benefits to be gained from synergizing with the blockchain space.
- Maintain the decorum that has been instilled in our public social channels with the help of our Community Stewards.

## Achieved Deliverables for Cycle #2

- Hired 6 community stewards
- Twitter Followers: 12.8k → 22k. +72.66% Quarter over Quarter
- Coverage on Coindesk, Bitcoin News, The Paypers, Decrypt, Finextra Research, Crypto Ninjas, Bits Media (Russian), EZanime.net (Spanish), Crypto News, Yahoo Finance, Marseille News (French), Coinpost (Japanese), City AM, Fintech Futures, Open Source Foru, super crypto news, london news time, hebergementwebs, smopanama (spanish), peacemusiclove, The Hack Posts, Cryptopys, Bolsa Forex, Bitcoin Exchange Guide, Funding News Asia, Smart Liquidity Info, Teknodate, Trademoneta, NewsWorld, Cryptomonedasweb (Spanish).
- API3 x OBP + API3 x API providers landing pages
- Access to manage our presence on Messari + Blockfolio
- Started events: bi-weekly community calls, DAO Rush Week, OBP
- Launched new regions (Korean, Vietnamese)