

## Synapse3 Agency outline

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**Services:** Community & Social Growth | Strategy | Devs | Video Animation | Consultancy

Choose at least one from each part of the funnel to create your package

### Pick you services

**Top of funnel:** KOL /Questing/ Twitter/ Telegram groups Social →|

**KOLs:** Collaborate with influential crypto figures to build brand credibility and drive awareness through their large, engaged audiences.

**Questing:** Launch gamified campaigns where users complete tasks for rewards, boosting engagement and community involvement.

**Twitter:** Leverage Twitter for real-time updates, engagement, and trend participation to increase brand visibility.

**Telegram Groups:** Create and manage Telegram groups for direct communication, community engagement, and real-time updates.

**Mid funnel:** Community building Discord / Telegram →

**Community Building (Discord/Telegram):** Foster active, loyal communities on Discord and Telegram through regular interaction, events, and support.

**Connected Social Communities (Across Platforms):** Ensure consistent messaging and engagement across all social platforms to create a unified community experience.

**Connected Social Communities (With KOLs, Quests, etc.):** Integrate KOL promotions, quests, and community activities to enhance user engagement across channels.

**Bottom funnel:** Market Makers / on-chain referral / Mint/Purchase →

**Market Makers:** Partner with market makers to ensure liquidity, reduce volatility, and stabilize token prices, fostering investor confidence.

**On-Chain Referral Programs:** Implement blockchain-based referral programs that reward users for driving organic growth and new user acquisition.

**Mint/Purchase Campaigns:** Drive conversions through strategic minting and purchase campaigns, offering limited-time incentives and promotions.

When you complete your package give us a call

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### How we operate

**Timeline:**

## Month 1: Strategy and Setup

- **Strategy and Brand Positioning:**
    - Define the brand identity: *Who are you?*
    - Identify the target audience: *Who's your client?*
    - Determine key engagement triggers: *What's the trigger?*
  - **Community/Social Setup & Launch:**
    - Establish and launch social media channels and communities.
    - Initiate questing campaigns to drive early engagement.
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## Month 2: Growth and Expansion

- **Questing:**
    - Expand questing campaigns to further engage and retain users.
  - **Viral Video Campaigns:**
    - Create and distribute viral video content to boost brand visibility.
  - **Campaigns + Ads:**
    - Launch targeted ad campaigns to increase reach and attract new users.
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## Month 3: Boost On-Chain Metrics

- **Market Makers:**
    - Engage market makers to ensure liquidity and stabilize token prices.
  - **On-Chain Referral Programs:**
    - Implement referral programs to incentivize organic growth.
  - **Mint/Purchase Campaigns:**
    - Drive conversions through minting, purchasing, and custom on-chain actions.
  - **Trade/Transact:**
    - Encourage trading and transaction activity to enhance on-chain metrics.
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Class of 2017, high output, results-driven marketers

We focus on proven methodologies with customized launch plans for your project to hit the market

Top Level: detail + example + link/proof of work

- KOL
- Questing
- Twitter
- Telegram groups
- Social

We leverage our experience, network & AI tools

Mid Level: detail + example + link/proof of work

- Community building
- Discord
- Telegram
- Connected Social Communities (across platforms)
- Connected Social Communities (with KOLs, quests, etc. )

Low Level: detail + example + link/proof of work

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Prices and Packages:

Starter: 25k/M + 10k min ad spend -> 3 month min

2.5k Telegram Kols

2.5k questing

10k Twitter KOIs

10k Addressable

Pro:30k/M + 75k min ad spend -> 3 month min

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**Rough work please ignore**

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**Token Listing Support:**

- **Exchange Listing Services:** Assist clients in getting their tokens listed on major exchanges (both centralized and decentralized), including guidance on application processes and necessary documentation.
- **DEX Listing & Liquidity Pool Creation:** Help clients with listing on decentralized exchanges (DEXs) and setting up liquidity pools to ensure smooth trading and price stability.

## 2. Tokenomics and Economic Design:

- **Tokenomics Consultation:** Provide advice on token distribution models, inflation/deflation mechanisms, and staking rewards to optimize token utility and value.
- **Economic Incentive Design:** Develop systems that incentivize long-term holding, usage, and participation within the ecosystem, such as staking programs, yield farming, and rewards systems.

## 3. Airdrops and Token Giveaways:

- **Targeted Airdrops:** Conduct airdrops to targeted communities or users who have shown interest in similar projects, maximizing engagement and reach.
- **Bounty Programs:** Organize and manage bounty programs that reward community members for completing tasks such as content creation, bug reporting, or social sharing.

## 4. NFT Marketing:

- **NFT Drop Campaigns:** Plan and execute NFT launch campaigns, including strategy for minting, marketing, and community engagement.
- **NFT Community Building:** Build and manage communities specifically around NFT projects, including dedicated Discord or Telegram channels.

## 5. DeFi Project Marketing:

- **Yield Farming Promotion:** Market yield farming opportunities to attract liquidity providers and enhance TVL (Total Value Locked) in DeFi protocols.
- **DeFi Partnerships:** Facilitate partnerships between DeFi projects, such as cross-platform integrations, to expand the client's ecosystem and reach.

## 6. DAO Formation and Growth:

- **DAO Launch Services:** Assist clients in setting up Decentralized Autonomous Organizations (DAOs), including governance token design and voting system implementation.
- **DAO Marketing and Community Engagement:** Promote DAO participation and governance activities, ensuring active and informed community involvement.

## 7. Security Audits and Compliance Consulting:

- **Smart Contract Audits:** Partner with security firms to offer smart contract auditing services to ensure code safety and compliance with best practices.
- **Regulatory Compliance Support:** Provide guidance on regulatory compliance for token offerings, especially in regions with stringent crypto regulations.

## 8. Influencer and Ambassador Programs:

- **Crypto Influencer Networks:** Develop and manage a network of crypto influencers and ambassadors to promote the client's project across various platforms, including YouTube, Twitter, and blockchain forums.
- **Ambassador Program Management:** Create and manage ambassador programs to incentivize individuals to promote the project organically within their communities.

## 9. Content Marketing and Education:

- **Crypto Content Creation:** Develop educational content such as blogs, whitepapers, and explainer videos that demystify the project for potential users and investors.
- **Webinars and Workshops:** Host webinars or workshops that educate the community on the project's value proposition, technology, and future plans.

## 10. Partnership and Ecosystem Development:

- **Strategic Partnerships:** Facilitate strategic partnerships with other projects, platforms, or services that can provide mutual benefits and expand the client's ecosystem.
- **Cross-Project Collaborations:** Organize and promote joint ventures or collaborative campaigns with other crypto projects, leveraging each other's communities for growth.

## 11. Market Sentiment Analysis and Reputation Management:

- **Sentiment Analysis:** Monitor social media and community channels for sentiment analysis, providing clients with insights into public perception and areas for improvement.
- **Reputation Management:** Offer services to manage and improve the client's online reputation, including addressing negative PR and promoting positive news.

## 12. Blockchain Analytics and Reporting:

- **On-Chain Data Analytics:** Provide detailed analytics on blockchain data such as transaction volumes, wallet activity, and user behavior to help clients make informed marketing decisions.
- **Campaign Performance Reporting:** Offer comprehensive reports on the performance of marketing campaigns, including detailed metrics and actionable insights.

## 13. Whale and VIP Client Programs:

- **Whale Targeting Strategies:** Develop strategies to attract and engage crypto whales (large investors) who can significantly impact the project's success.
- **VIP Programs:** Create exclusive programs for high-value participants, offering them special perks, early access, and other incentives.

## 14. Community-Driven Development:

- **Crowdsourced Development Initiatives:** Engage the community in the development process by organizing hackathons or funding community-driven projects through grants or bounties.
- **Open-Source Collaboration:** Promote the project within open-source communities, encouraging contributions and fostering a collaborative environment.

## 15. International Market Expansion:

- **Localization Services:** Provide translation and localization services to help clients expand into non-English speaking markets.
  - **Regional Community Management:** Set up and manage regional community groups (e.g., for Asia, Europe, Latin America) to build a global presence.
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### 1. Key Opinion Leaders (KOLs):

- **What It Is:** Key Opinion Leaders (KOLs) are influencers or individuals with significant authority, credibility, and a large following in the crypto space. They can include industry experts, popular crypto YouTubers, bloggers, or social media personalities.
- **Why It's Used:** KOLs have the power to shape opinions and influence the buying decisions of their followers. Leveraging their reach can significantly increase brand awareness and trust, especially in a niche market like crypto.
- **How We Use It:** We collaborate with KOLs to create content that showcases the client's product, whether through reviews, tutorials, interviews, or live streams. This content is shared with their audience, driving traffic and engagement at the top of the funnel. The goal is to build credibility and attract a broad audience who may be interested in the project.

### 2. Questing:

- **What It Is:** Questing refers to interactive campaigns where participants complete specific tasks (or "quests") to earn rewards, such as tokens, NFTs, or other incentives.
- **Why It's Used:** Questing engages users in a gamified manner, making it fun and rewarding to participate. This not only drives initial interest but also increases user retention by involving them directly in the ecosystem.
- **How We Use It:** We design and launch questing campaigns where users are encouraged to complete tasks like joining a community, sharing content, or testing features. These quests help to educate users about the project while also expanding the community. The rewards create a sense of achievement and encourage further engagement.

### 3. Twitter:

- **What It Is:** Twitter is a social media platform where crypto discussions, news, and updates are highly active, making it a key channel for reaching a crypto-savvy audience.
- **Why It's Used:** Twitter's fast-paced environment allows for real-time interaction and communication with potential customers. It's an excellent platform for building awareness, sharing updates, and engaging with the crypto community.
- **How We Use It:** We utilize Twitter to share regular updates, engage in trending discussions, and interact with followers. By using targeted hashtags, Twitter ads, and retweeting KOLs or partner content, we can amplify the reach. Live Twitter Spaces and AMAs are also effective for deeper engagement and community building.

### 4. Telegram Groups:

- **What It Is:** Telegram is a messaging app popular in the crypto community for its group and channel features, allowing for direct communication and community management.
- **Why It's Used:** Telegram groups enable real-time communication and direct interaction with community members. It's a platform where projects can foster a sense of community, provide updates, and offer support.
- **How We Use It:** We set up and manage Telegram groups to create an active community around the project. The focus is on engaging with users, answering questions, and keeping the community informed about the latest developments. We also use it for announcements, running polls, and encouraging user-generated content.

## Mid Funnel:

### 1. Community Building (Discord/Telegram):

- **What It Is:** Community building involves creating and nurturing a group of users or supporters who are actively engaged with the project on platforms like Discord and Telegram.
- **Why It's Used:** A strong community is the backbone of any successful crypto project. It fosters loyalty, encourages word-of-mouth promotion, and can significantly influence the project's direction through feedback and active participation.
- **How We Use It:** We create and manage dedicated Discord servers and Telegram groups where users can discuss the project, share ideas, and stay updated. Regular events like AMAs, community calls, and contests are organized to keep the community engaged. Moderation is crucial to maintaining a positive atmosphere, and we ensure that community members feel valued and heard.

### 2. Connected Social Communities (Across Platforms):

- **What It Is:** This refers to the integration and coordination of various social media platforms to create a unified and consistent presence across the digital space.



- **Why It's Used:** A connected social strategy ensures that users have a seamless experience across platforms, enhancing brand recognition and engagement. It allows for the cross-promotion of content and the creation of a cohesive community.
- **How We Use It:** We ensure that the messaging, branding, and content shared across different platforms (Twitter, Telegram, Discord, etc.) are consistent and interconnected. For example, content shared on Twitter might drive users to join a Telegram group, or a Telegram announcement might prompt participation in a Discord event. This interconnected approach strengthens the overall community and keeps users engaged across multiple touchpoints.

### 3. Connected Social Communities (With KOLs, Quests, etc.):

- **What It Is:** This is an extension of connected social communities, where the integration is not only across platforms but also includes collaboration with KOLs, questing, and other interactive elements.
- **Why It's Used:** By combining the influence of KOLs, the engagement of quests, and the community building on platforms like Discord and Telegram, this strategy maximizes user involvement and retention.
- **How We Use It:** We coordinate campaigns where KOLs promote quests or community events across their channels, driving their followers into the project's communities. This approach creates a synergy where the user journey from discovery (via KOLs) to engagement (via quests and communities) is seamless and interconnected, fostering deeper involvement with the project.

## Bottom Funnel:

### 1. Market Makers:

- **What It Is:** Market makers are entities or algorithms that provide liquidity to a market, ensuring that there's enough buy and sell activity to keep trading smooth and prices stable.
- **Why It's Used:** In the crypto space, liquidity is crucial for the success of a token. Market makers help maintain a healthy market by reducing volatility and enabling users to trade without significant price slippage.
- **How We Use It:** We collaborate with reputable market makers to ensure that the client's token has sufficient liquidity on exchanges. This involves setting up trading pairs, managing buy and sell orders, and ensuring that the token's market remains active and attractive to traders. By stabilizing the market, we help build investor confidence and encourage more transactions.

### 2. On-Chain Referral Programs:

- **What It Is:** An on-chain referral program incentivizes users to refer others to the project by offering rewards directly on the blockchain, often in the form of tokens or NFTs.

- **Why It's Used:** Referral programs leverage the power of word-of-mouth marketing, driving organic growth and user acquisition. On-chain referrals are transparent and can be easily tracked, ensuring fairness and trust.
- **How We Use It:** We design and implement on-chain referral programs where users can generate unique referral links to share with others. When a referral leads to a successful action (e.g., signing up, minting a token), both the referrer and the new user are rewarded. This encourages the community to actively participate in growing the user base and increases the overall reach of the project.

### 3. Mint/Purchase Campaigns:

- **What It Is:** Minting refers to the process of creating new tokens or NFTs, while purchase campaigns focus on driving sales or transactions within the project's ecosystem.
- **Why It's Used:** These campaigns are designed to convert interested users into paying customers or active participants in the ecosystem. They are crucial for generating revenue and building the economic foundation of the project.
- **How We Use It:** We strategize and execute minting or purchase campaigns that are timed with market conditions, community sentiment, and project milestones. These campaigns might include limited-time offers, exclusive access to certain NFTs, or discounts on token purchases. Marketing efforts are focused on creating urgency and demonstrating the value of participation, with targeted ads, email marketing, and social media promotions driving users to take action.