



Algorand

NFT Marketing Strategy

Objective

To attract, engage and delight creators, NFT marketplaces, buyers, and investors to the NFT space on Algorand with the promise of a vibrant and unbeatable community.

Author of Document

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NFT Marketing Channels

Value Proposition

Algorand is the world's most scalable, secure, green, and decentralized blockchain ecosystem which is transforming economic models and economies of all kinds. Founded by Turing Award-winning cryptographer Silvio Micali, Algorand is reshaping every industry – from TradFi and DeFi to new creator economies and beyond.

As the technology of choice for 2000+ global organizations, the Algorand ecosystem is transforming the next generation of financial products, protocols, and exchange of values.

Empowering Algorand's NFT ecosystem with a Fanocracy approach, we will attract, engage and delight creators, marketplaces, buyers, and investors. As a result increasing the Algorand NFT awareness, and making all the stakeholders involved in the ecosystem successfully match their objectives.

SWOT Analysis

With this NFT Marketing Strategy document, we want to help the Algorand's NFT ecosystem lean into what it does well, improve what it doesn't, capitalize on what it can do, and defend against what could challenge it.

Algorand has a vibrant and ever-growing community around the NFT space. With that in mind, here is our SWOT analysis for this year.

Strengths

- **Easy to Mint.** Fast mint and a minimal carbon footprint ensure a frictionless and accessible NFT experience.
- **Low Cost.** The price of minting an NFT is negligible at .001 Algo.
- **Vibrant Community.** A vibrant and ever-growing community of creators, NFT marketplaces, and buyers.

Weaknesses

- **Visibility of NFT Ecosystem.** Cryptoslam was a good initiative to increase visibility and awareness around Algorand's rapidly growing NFT ecosystem, but we need more and not only to help investors but creators too.
- **Weekly Unique Buyers.** An average of 1700+ unique NFT buyers in the last weeks (source NFTex).

Opportunities

- **Demand for new NFT media types.** NFT consumers are hungry for video and music NFT media types. Only 6.3% of NFT media types are video in Algorand (source NFTex).
- **Growing # of addresses.** As the number of total addresses grows, so does the potential of businesses for NFTs. With 30M+ total addresses created and 400K+ active addresses (last 30 days) there is a huge potential to grow for the NFT ecosystem (sources Algorand Foundation and NFTex).

Threats

- **L1/L2 Competition.** There are other major and new blockchains pushing to become the 'de facto' ecosystem for NFTs.
- **Bear Market.** The NFT sector has also been affected by the slow economic growth. Interest in NFTs has declined gradually with a drop in Google Search trends. NFT trading volume has declined by over 50% (Algo) and 70% (\$) after peaking last year (source NFTex).

Initiatives

We have the ambitious goal of acquiring 1000 new artists, film creators, and musicians while retaining 80% of existing creators base this year. To help Algorand do that, we will pursue the following initiatives.

NFT Target Market

Industries

This year, we should target the following industries where we'll sell the opportunities the Algorand NFT space offers while reaching out to creators and buyers:



Digital Art, Video & Music

NFTs as a new channel of distributing digital art, video, and music.

NFTs can also be used to authenticate originality/ownership of art and collectibles for fans.



Gaming

Allows in-game items to be tokenized and traded in between gamers on different marketplaces.
It also allows the creation of new economies in games.



Sports

NFT community memberships and collectibles.
NFTs also offer licensed digital media of favorite sport moments.



Fashion & Luxury

Reducing counterfeit and creating scarcity.
NFTs also help holders verify ownership/authenticity of luxury items.



Virtual Worlds

Decentralized virtual reality platforms enable users to monetize NFTs representing virtual lands applying different tokenomics.

Target Personas

Within our target market(s), we've identified the following personas to represent our ideal NFT ecosystem members:



Creators

□.



Collectors

□.



Investors

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Competitive Analysis

Within our target markets, we expect to compete with the following blockchains to be the home of the NFT space and their billions of fans: Ethereum, Solana, Immutable X, Polygon, and Flow.

NFT Market Strategy

Product

Promotion

Promote NFTs on Algorand in the following ways:

- **Organic channels**, such as Algorand website, blog.
- **Paid campaigns** on social media and search engines (if available) for target market.
- **Webinars** – the newest investment to speak to prospects, customers, and new contacts alike.
- **Communal integration** and working with local creators such as artist, fashion designers, game developers for volunteering and sponsorship opportunities.

This strategy combines paid, personal, and organic opportunities to reach new customers and engage existing ones.

People

Budget

Over the course of this year, we expect to invest in the following items to ensure we meet the objectives outlined in this marketing strategy:

Marketing Expense	Estimated Price
Algorand Community Champion Web3/NFT/Gaming	45,000 ALGO
Event Sponsorships	360,000 ALGO
Paid Social	260,000 ALGO
Paid Media	215,000 ALGO
Total	880,000 ALGO

NFT Marketing Channels

Over the course of the year, we will launch (or ramp up) our use of the following channels for educating our customers, generating leads, and developing brand awareness:

Video

Purpose of channel	[].
Metrics to measure success	[].

Webinars

Purpose of channel	Brand awareness, customer acquisition, and client engagement.
Metrics to measure success	Webinar signups, signup-to-attendance rate, attendee-to-QL rate.

Blog

Purpose of channel

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Metrics to measure success

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IRL Events

Purpose of channel

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Metrics to measure success

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Twitter

Purpose of channel

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Metrics to measure success

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Instagram

Purpose of channel

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Metrics to measure success

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LinkedIn

Purpose of channel

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Metrics to measure success

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Facebook

Purpose of channel

Employee branding, company brand awareness, visual engagement.

Metrics to measure success

Followers, likes.