

A woman with dark hair in a ponytail, wearing a yellow lace top, is seen from behind, writing the letters 'NEM' in white chalk on a dark green chalkboard. Above the letters, she has drawn a small butterfly. She is holding a piece of chalk in her right hand, positioned near the end of the 'M'.

NEM

Marketing Guide





## Our Vision: The Implications of Marketing

Marketing is defined as, “the business activity of presenting products or services in such a way as to make them desirable.” As NEM marketers, it is our job to present NEM in such a way that it is desirable to the general public. It is our actions of presenting NEM that should enhance its desirability and lead to widespread and systematic adoption. NEM is a technology that holds inherent value to the general public; with NEM you can almost instantly transmit money anywhere. It will contain a decentralized asset exchange, an alias system, secure messaging, and a new algorithm that differs from Proof-of-Stake and Proof-of-Work. An algorithm that neither contains the baggage nor vulnerabilities of previous systems. Yet, without proper presentation, NEM could pass away in mediocrity, without a finding widespread adoption, its vast innovation unrealized. Sometimes humans make decisions that may be, or appear as fundamentally irrational. In a utopian society humans would automatically choose the decision that leads to the best outcome or future, not only for themselves, but for society and the planet as a whole. Unfortunately, we do not live in a utopian world. We live in a society where humans utilize rationale, but generally make decisions based on a fundamentally narrow view of events and happenings. As NEM marketers we should expand the bounds on human rationality to teach people about NEM. This raises one fundamental question: **How?**

### How?

In marketing NEM, there are two general approaches we can consider: 1) focusing on a technology or the product (product-centric), or 2) focusing on solving needs that users have (user-centric). While these two approaches may not be mutually exclusive, they feature two divergent approaches to marketing that are crucial to building the foundation of NEM. When people are presented with a product, their decision is generally based on need vs. cost. NEM is a free product; we therefore need only to convince the buyer that they need the product in some way.

A product that is innovative or unique may not appear useful or valuable to many individuals. This is one of the reasons that Bitcoin is so highly accepted compared to competitors such as Litecoin or NXT. Litecoin is considered a “Silver, to Bitcoin’s Gold,” while NXT tends to focus on its innovation over the needs met by that innovation. Conversely, many of the early Bitcoin proponents argued that the purpose of Bitcoin was to provide competition to governmental fiat currencies. A need for liberation. This propelled Bitcoin to mainstream attention, fostering the habitat it needed to thrive. The NEM community has already realized a similar need. The early principles of NEM are **Financial Freedom, Decentralization, and Equality of Opportunity**. While coins such as NXT and Bitcoin have a highly centralized distribution, NEM was created with a relatively fair distribution. This fulfilled a need of many in the crypto-currency community, leading to a roaring start. So how do we become successful? We prove and satisfy needs.



## Making NEM Simple and Desirable

Many crypto-currencies have a large barrier to entry. This barrier to entry prevents many people from utilizing this revolutionary technology. For this reason, for a crypto-currency to take hold, it must have a simple and easy installation. **It must be simple to operate and utilize.** Consider Elon Musk, one of the most innovative entrepreneurs alive. As he began to understand some of the threats of consumption we may have to face in the future, Elon Musk created a solution. He saw the unsustainable consumption of the auto industry as an opportunity and acted upon it. One of the largest disadvantages that prevented him from success was the bad image people had of electric cars. No matter

how innovative an electric car was, you could not beat people into buying it. He decided that to erase this perception, he had to create an irresistibly desirable car. A car that could capture the imagination of the people. Overall, it would be better in almost every aspect to its gasoline competitors. This is how the burden of psychological hard work has moved from the customer to the inventor. An irresistibly desirable product has been created, and all the customer needs to do is follow her basic instincts, passively catalyzing the solution for a very important problem in the process. Instead of asking people to use their willpower and self-discipline to invest a great deal of intellectual and psychological effort to fight a long war with the current economic and banking system, we should try to market an irresistible, almost addictive product that would drive the way to decentralization.

## A Concise Strategy

If we are to accomplish our goals, our means must be ordered and concise. Our plan must not consist of smaller tasks without an end point. Each task should move us closer towards our goal. We should envision a utopian future, where NEM mass adoption has already happened.

Look closely into that future. What do you see? All you have to do now is reason backwards from there, or reverse-engineer the process to understand what would have had to happen in order for NEM to reach that point. This is how we should handle our future. We should plan our future with control and thought, rather than just unfocused promotions with short-term goals. We must believe we are on the right path.



## Our Strategy:

Make the complex technological part almost invisible and come up with simple and useful gadgets to allow us to manage NEM effectively.

Remove all impediments, both physical and psychological, to mass adoption.

Stop showing average people technical specifications and instead create a simple story to capture their imagination and outline the great benefits they can have when using our system.

Create an abundant ecosystem and seamlessly integrate NEM to be naturally usable for everything we do in the world.

Make money simple and sexy, all while solving some of the most critical economic problems in the process.

# Identifying our Community

Identifying our target community is a crucial step in determining how to market to an audience. Marketing to a core community is necessary to have a strong and independent user base that can grow the community further. We should have regular reevaluations to stay in touch with the people who matter: the users. This primary group of targeted members will hopefully be the first of many waves of users to follow. We should ask ourselves the following questions:

- Who would be interested in NEM?
- Where do these people tend to congregate?
- What is the best method or medium to reach this group?

Then:

- What are their goals and aspirations?
- What are their problems?

Now:

- How does NEM solve some of their problems?
- How does NEM help them achieve some of their aspirations?
- How do we best convey this information to them?

**Answers to these questions should help us to best associate with and guide our community.**



## Our Best Format of Media and its ROI

Frequent and accurate information drives community action. If we want a tight-knit community, we must know and understand the ways they communicate. This will enable more accurate and frequent communication. This will, in turn, drive more action. Therefore, questions relating to content of the information conveyed should be asked. For example:

- Is this medium of information the best tool?

- What value do we bring as creators of this content?
- What search terms do people use to find you?

After a task in marketing a Return on Investment should be calculated. This should be completed to see if we should repeat the same set of strategies, or modify our outlook. We can calculate a basic ROI with the following questions:

- How many people participate in our online efforts?
- How many people are downloading the client?
- How often do bloggers write about us?

- How many people follow us on social media?
- How many people choose to publicly engage with us?
- Have any of these factors increased since the last time we studied them?

With each cycle of action and ROI we should be able to steadily move towards our final goal of mainstream adoption.



## Practical Things to Consider

The following is an outline of practical steps the community has considered to reach our goals of creating a new financial system through systematic adoption. This is meant to be a springboard for the community to start participating. When looking at the suggestions below and on the next pages, do it with this question in mind: **How can we make things even more effective?**

Define core principles and values for our movement.

Spread our brand everywhere.

Create a “secret” feature launch calendar and strategically coordinate launch dates and announcements of important features.

Create an investors handout and update it along the way with our history, including the most important benefits we bring and our long term plan.

Create one or more smart and appealing NEM videos.

Create a weekly blog and newsletter for all NEM stakeholders containing updates, market analysis, and pre-announcements of features.

Set a target to strategically market ourselves in the most important newspapers, publications, well known blogs, and conferences in our field.

Coordinate social media accounts strategically and effectively in accordance to our branding.

Strategically target and offer five to ten free stakes to convert celebrities, entrepreneurs, and influential people to NEM.

Try to create a viral marketing campaign that offers a great incentive to all stakeholders and businesses to bring new people in.

Create a NEM evangelist manual outlining how businesses should be pitched and have a F.A.Q. added to the manual.

Contact several payment processors right after the alpha launch and establish a relationship with them.

Establish the demographics of our ideal user and try to develop a very appealing marketing strategy for him/her.

Create a campaign in which every NEMster is attempting to bring three or more of his smartest friends into NEM.

Create some NEM games.

Create a corporate design theme.

Establish what we can do for businesses, and try to develop a very appealing marketing strategy to help businesses accept NEM.

Establish a target to get at least 30 companies to list on our asset exchange until the end of 2014 and plan how we can achieve that.

Establish a target of reaching at least 30000 users until the end of 2014 and plan how we can do that.

Establish a target to find at least 10 companies that will pay salaries in NEM until the end of 2014.

Establish a target to fund at least 20 big NEM projects to enrich the NEM ecosystem until the end of 2014.



## Our Movement

The New Economy Movement was founded on the principles of **Financial Freedom**, **Decentralization**, and **Equality of Opportunity**. In Solidarity. These principles, bound together create the foundation for a new financial system that will not be easily corrupted. It is our responsibility as community members of the New Economy Movement to present NEM in a way that upholds these core values. It is these values that are desired by humans all over the world suffering under corrupt financial systems that promote greed, envy, and hatred. The New Economy Movement could be the great liberator. We should ensure it is just that. When you think about the great potential NEM has, please understand this: we're only at the very beginning and trust me, you've seen nothing yet.



New Economy Movement

[www.ournem.com](http://www.ournem.com)

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