

Marketing Strategy for Algorand

1. Capitalize on shorts/reels/tiktok

As you already know, short form content is very trending and a great funnel for getting leads which we can convert into users.

This content will be focused on Algorand and talking about different products on it. Some of the content ideas are as follows:

- Comparisons between different protocols and Algorand
- New products coming to Algorand
- Some of the notable features of existing or upcoming products
- Incentive mechanisms of different projects
- Upcoming NFT projects
- And much more about alpha you can get from being in algorand not only economic but in other ways too

This strategy will be focused on creating a large number of pieces and sharing it on many social media platforms that allows short form content from YouTube to WeChat.

These videos will be made in such a way that we can translate them to many prominent local languages to cover wide range of audience. People feel more comfortable listening to things in their own language so converting videos into different languages is important aspect.

Main Platforms will be as follows:

- TikTok
- YouTube shorts
- Instagram Reels
- Snapchat
- WeChat

Not all the local platforms are covered here but we can still post there to see what happens with the content and after looking over the analytics we can decided which platforms are performing well.

For following we will need support from Algorand Foundation and their marketing team

2. Starting Algorand Challenge

Idea here is to start a challenge where current algorand users will tell a story about algorand. After creating the video, we can pick a winner per week or per day and give them some tokens.

User generated content is always a great source to get more people interested in the product.

3. Giveaways and contest with projects in the ecosystem

This will help us to get more people involved in different projects from ecosystem. We have to decide on which project to partner with for these giveaways but I am sure top projects would love to partner in these campaign

4. Twitter campaigns and related things

Writing threads on Algorand and projects in the ecosystem.

These three are the main part of the strategy. These strategies will involve more engagement from users so that's why I included them here. I will try to add more strategies related to written content but most written content doesn't go viral except for written content on twitter.