

TEZ CAMPAIGN

MARKETING PROPOSAL TO SCALE TEZO

BY

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THE TEZ MARKETING CAMPAIGN

‘The Tez marketing campaign seeks to outline a strategy to scale the Tezo ecosystem’

Market Analysis

Tezos is a blockchain network that hosts the digital token Tez (XTZ), often known as tezzie. Tezos, like other cryptocurrency blockchains, enables user engagement in initiatives such as decentralized finance (DeFi), decentralized applications, and non-fungible token (NFT).

Tezos, unlike other blockchains, forbids hard forks or blockchain splits using a blockchain-based governance process that approves and implements protocol changes decided by voting proportional to users' economic stake in Tezos. Although Tezo is a top blockchain, there is still room for expansion.

SWOT

Strengths:

- ☐ The on-chain governance model is designed to make the Tezos blockchain adaptable, flexible, and potentially less prone to [hardforks](#).
- ☐ Has a high staking participation rate (nearly [76%](#) of all XTZ is staked) and the highest total value locked in staking which helps secure the network.
- ☐ Utilizes [formal verification](#) to ensure the validity of smart contracts on the blockchain and avoid bugs that other projects like Ethereum have [encountered](#).

Weakness:

- ☐ Tezos suffers from extremely high wealth concentration,
- ☐ lack of real-world use cases,

- ☐ Near [nonexistent](#) DeFi ecosystem that it outside the top 40 in terms of TVL.

Opportunities:

- ☐ Potential to take more market shares.
- ☐ Get recognised by main stream market as a self amending blockchain.

Threats:

- ☐ Competition from new smart contracting platforms like [Cardano](#), [Polkadot](#), [Cosmos](#), [Solana](#), Avalanche, Fantom, [Binance Smart Chain](#), etc.,
- ☐ Ethereum's clear first-mover advantage, pose serious threats to Tezos ever garnering serious market share.

Target Market

If you've been trading cryptocurrencies for a long, it's likely that you've run into the degens who's constantly looking for spectacular plays that will double their investment by ten and send it to the moon.

This population, which ranges in age from 20 to 40, is primarily male. They frequently utilize DeFi products first, and they compete to get their names on token presale lists.

Marketing Proposal

Our Goals

Focuses on the competitive drive and the quest of reward and recognition ingrained in the degens' DNA to scale Tezo blockchain.

We need spread the word that there is potential for successful trading on Tezo blockchain.

Let's make the blockchain known to them as a location where they may succeed while having a good time.

Marketing Initiatives

Tez Campaigns

We've come up with a quarter-long strategy centered around the Tez event: a massive trading competition in partnership with major DEXs on Tezo.

This main action will allow for the implementation of a variety of tactics and initiatives to boost engagement during each phase of the strategy.

The Breakdown

Similar to boxing, the tournament will have three classes: mino, fish, and whale. The category will determine the buy-in.

Competition Rules

Users will create a wallet and fund it with an amount of stablecoin according to the class they'd like to participate in. For example, Minos need to fund a fresh wallet with 100USDT, Fish need to fund their wallet with 1000USDT, and Whales with 10,000USDT respectively.

Then, they'll submit this wallet address on the competition website that will be used to track the performance of the competitors within the submission period.

Once the competition starts, the Tezo foundation in partnership with these DEXs will airdrop 0.25USD in XTZ to all the participants, so they have enough funds to run a few transactions.

After the airdrop, the competition will be officially live, and the participants will have 28 days to become the best trader in order to win the prizes.

Users are not allowed any inflow or outflow of value; all the value has to stay within the wallet. The competitors will be reviewed at the cut-off date to ensure there was no cheating involved.

Prizes

We'll award the top 3 users who have grown their portfolio the most compared to the rest of the people in their same class, and we'll also reward the worst trader of each class with a small surprise prize.

	Mino	Fish	Whale
1st	1000	5000	30000
2nd	500	3000	15000
3rd	300	1000	10000

The prizes above represent USD value but will be paid out in Tezo. The total cost would be \$65,800 USD.

Other costs involved in the project would involve the development of the website, influencer marketing, and paying artists to create art for NFTs. These shouldn't exceed \$25,000 USD.

What Channels Can Be Used

- ☐ Build Tezo's presence on Twitch
- ☐ Co-host streaming events with crypto influencers
- ☐ Create specific channels on the Tezo discord for the competitions.
- ☐ Host Twitter space and make all relevant announcement.
- ☐ Interact with twitter influencer in other to spread the word about the event.
- ☐ Secure partnership agreement with our tweets(Retweet, Like, Quote tweet) in other to maxize reach.
- ☐ Telegram will be used for all regular announcement regarding the tweet.

The Message That's To Be Sent Out

Tezo Has

- ☐ An active communities that not only support builders but users too.

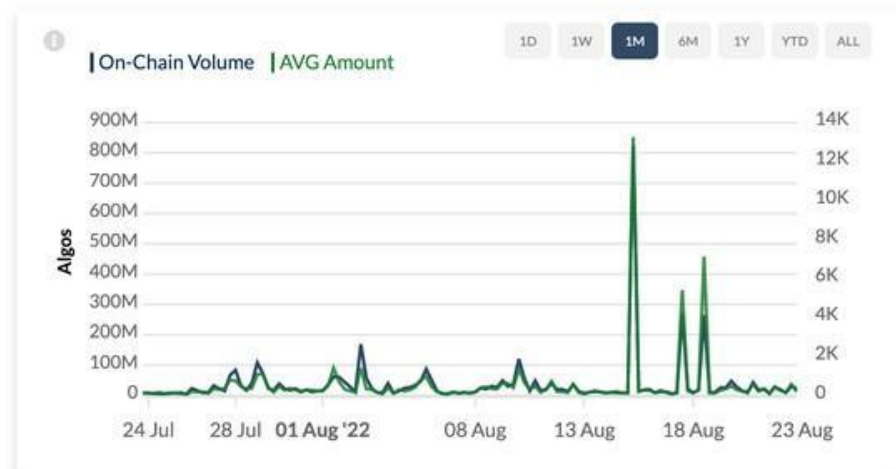
- ☐ There's a lot of onchain volume/trading which attracts the degens.
- ☐ The culture of Tezo is fun, Energetic and thriving.
- ☐ Not only can you earn, but also learn through participating in our social media.

Measuring Success

KPI's

We want to see a rise in the number of on-chain :

- ☐ Volume
- ☐ Transaction
- ☐ Active user's with a minimum balance of \$100 USD.
- ☐ Growth on social media audience (reach, engagement, social followers count)





Number of Accounts by Balance

- ☒ OVER 1K ALGOS
- ☐ OVER 10K ALGOS
- ☐ OVER 100K ALGOS
- ☐ OVER 1M ALGOS
- ☐ OVER 10M ALGOS
- ☐ OVER 100M ALGOS

