

Factom Authority Node Operator Committees

Marketing Committee

Monthly Report: October 2018

Overview

In October the committee has added 3 new members; Henry Liu, Nikola Nikolov, and Xavier Chen.

The committee completed a survey of the ANOs to find out the activities that the community feels the committee should be focusing on. The results showed a near-even split between targeting enterprise customers and developers. You can read the full report at the following link:

https://drive.google.com/open?id=1nKFVFSLOl5fnwcvQuldeW53_Q_bIJPR8

The committee has also applied for a grant which will pay for social media monitoring tools. This will allow the committee to better interact with social media accounts held by the neutral information website after it launches. The request also includes money to purchase solutions to drive traffic to the website.

Given the reduction in grant proposal size, it will be important that the ANO community assists with marketing the protocol. The committee is putting together a team to define our sales funnels and organic growth strategy, which we hope all ANOs will assist with by being active on social media with Factom reposts and retweets.

Our stated goals for last month were:

- **Completed** - Create a report for ANO survey findings
- **Completed** - Complete WG1: Neutral website content creation
- **Ongoing** - Discuss further ways to help with Factom and ANO marketing

Our goals for the next month are:

- If awarded our grant, begin activities stated in the grant as pre-payout
- Continue to assist DBGrow with WG1: Neutral website content creation
- Create/take responsibility for social media accounts for neutral website
- Outline organic growth plan for Factom community

Anyone wishing to apply to become part of the Marketing Committee can use this Google Form:
<https://goo.gl/forms/bzj2OyJBgNpCGi0k2>

A PDF copy of the onboarding documentation for the Marketing Committee can be found here:
<https://drive.google.com/open?id=1g0rtaV7jpHdpjcLENDdMeN7E74d2NK7d>