

Factom Authority Node Operator Committees

Marketing Committee

Monthly Report: September 2018

Overview

After a number of resignations in August, a new marketing committee has risen from its ashes.

This month has mainly been taken up with the setting up of the committee. We've discussed how to run the committee as well as how to recruit new members. As it stands we have 13 members but we're still processing applications and expect that number to rise by the end of next month.

The committee is very keen to find out what ANOs expect most from the marketing committee and help deliver upon those needs. This resulted in the setup of a survey and which will conclude and a report will be created for our next meeting. We expect this will better inform the committee's direction.

The committee has set up a working group to aid DBGrow with the neutral website. The neutral website is still very much DBGrow's project but the committee is there to give advice and make contributions to web copy when needed.

Our progress this month:

- We've elected a new committee chair Ben Jeater (BuildingIM)
- Agreed upon a bi-monthly meeting
- Setup a new onboarding process to recruit new members
- Created two working groups
 - WG1: Neutral website content creation oversight (Chair - Spencer, DBGrow)
 - WG2: Investigate marketing grant proposals (Chair - Ben Jeater, BuildingIM)
- Discussed Neutral Website Progress
- Created ANO survey to align us with ANO needs

Our goals for the next month:

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

If you would like to participate in the ANO Survey please use the link below:

<https://factomcommittee.typeform.com/to/dD5JMb>

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>