

Factom Authority Node Operator Committees

Marketing Committee

Monthly Report: November 2018

Overview

Firstly we would like to welcome Kevin Casper who was voted into the committee this month. We look forward to working with him in the months to come.

We would also like to say a big thank you to all the ANOs who voted in favor of the marketing grant this month. It means a lot to us that you support our work and we've already set to work on discussing how best to achieve the goals set out within our proposal.

This month marks a big turning point for the marketing of the protocol. The neutral website has now been officially launched. Many thanks to DBGrow for creating something we can all be very excited to show off. This is only the beginning for the website, the marketing committee is already collaborating with DBGrow to work out how best to market and add content to the site. Due to delays in the launch of the website, organizing the neutral websites social media accounts has been delayed. The committee hopes to resume this task next month.

The first version of a document for "how ANOs can help market the protocol" is nearly complete and we're looking forward to releasing this document after the committee has voted its approval on December 4th.

The committee is excited to be part of helping with ANO AMA. A big thank you to David Chapman for organizing the AMA. If you haven't seen this already one way you can help promote the AMA is by [clicking here to view our tweet guide](#).

We've also begun collecting ANO contact information, which we plan to use for organizing announcements and general protocol marketing. We've already had a lot of responses submitted to this form but if you've not yet submitted your details you can do so by [clicking here to view the form](#).

And finally, as the end of 2018 fast approaches, work is also continuing on creating a roadmap document for the committee to help plan out our activities for 2019.

Our stated goals for last month were:

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

Our goals for the next month are:

- Create/take responsibility for social media accounts for neutral website
- Continue to assist DBGrow with WG1: Neutral website content creation
- Create a Developer Survey
- Release “How ANOs can help market the protocol” document

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>