7. CONTENT STRATEGY

LATAM SingularityNET Community

SingularityNET

7. CONTENT STRATEGY _ LATAM SNET COMMUNITY

The SingularityNET LATAM Content Strategy aims to cultivate the local and regional developers ecosystem by engaging experts and novices in Web 3 and AI. Leveraging AI-blockchain convergence, encourages daily interactions, insightful content, and milestone events to build trust, educate, and expand the SingularityNET vibrant community in LATAM's dynamic tech landscape.

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for **LATAM @SingularityNET Community**
Creating and growing a vibrant and high-spirited community of talented LATAM innovators for decentralized AI revolution

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Content Strategy Deliverables Through Milestones

Milestone #1 / Develop a content strategy that resonates with each country's developer community while highlighting DeepFunding's appeal.

Milestone #2 / Create localized, high-quality blog articles in Spanish that focus on the unique needs and interests of each country's developer ecosystem. Set up dedicated blog sections on the SingularityNET website for each country. Development of LATAM SingularityNET website.

Milestone #3 / Develop a tailored social media plan for each country, utilizing platforms popular among local AI developers (e.g., LinkedIn, Twitter, Instagram). Schedule regular posts featuring blog content, program updates, and AI-related news. Engage with the audience through comments, direct messages, and targeted ads.

Milestone #4 / Organize a series of virtual e-town hall meetings for each country, featuring DeepFunding program managers, past participants, and AI industry experts. Promote the e-town halls through blog posts, social media, and targeted invitations. Facilitate Q&A sessions to address queries from prospective developers and encourage participation.

Introduction:

Welcome to the strategic blueprint designed to cultivate the SingularityNET community within the vibrant landscape of Latin America (LATAM). Our vision orbits around establishing a robust Spanish-speaking ecosystem, fostering trust, and nurturing a welcoming ambiance resonating deeply within the academic scenario of computer science and engineering, Web 3 community of LATAM concentrate our efforts in this first stage on Argentina, Colombia, and Mexico. This strategy is finely crafted to accentuate the unparalleled opportunity inherent in being pioneers within the inaugural steps of the AI-centric Web 3 community in LATAM. Through this endeavor, our aim is to forge a brand voice that exudes authority, placing SingularityNET as an indisputable expert in the realm of artificial intelligence.

Overview:

At the heart of this content strategy lies a dual focus on engaging both expert and non-expert audiences. For seasoned developers and Web 3 entrepreneurs already versed in niche technologies, our strategy pivots towards inviting them to join the SingularityNET Community and partake in the Deep Funding Program. Simultaneously, for novices or those curious about the world of Web 3 and high-tech innovations, our mission is to provide foundational educational content, guiding their initial steps into this AI-driven, decentralized community. The strategy unfolds across multiple tiers: from initial onboarding and engagement initiatives to a well-crafted content plan integrating articles, audiovisual materials, and social media campaigns. Central to our efforts is the convergence of AI and blockchain, emphasizing its significance within the tech domain. Leveraging the robust networks of Cardano and Ethereum, we aim to establish a compelling presence within communities already thriving in LATAM. An integral part of this roadmap involves nurturing daily interactions within the SingularityNET LATAM Discord and Telegram channels, fostering an environment teeming with dynamic discussions and the dissemination of news, particularly surrounding the Deep Funding program. Our content strategy expands into the realm of blog posts, articles, and audiovisual representations, delivering in-depth insights into SingularityNET's vision and mission, our founding members main activities, platform and ecosystem services, highlighting spin offs, grant programs and initiatives, insights into our governance and Ambassadors programs, Web 3 dynamics, and the broader landscape of AI technology. Looking ahead, envision town halls and Twitter Spaces as pivotal milestones, designed to amplify engagement and foster collaboration within a growing and energetic community. This journey is underpinned by a structured narrative—crafted to captivate, educate, and ignite curiosity—ultimately paving the way for a thriving SingularityNET LATAM Community.

Milestone #1

Content Strategy Guidelines

Objectives: The objective behind the Content Strategy is to build a spanish speaking ecosystem within SingularityNET Community, **create trust and a warm environment that resonates better with the LATAM developers ecosystem and Web 3 Community**. We will leverage LATAM's Community leaning nature and highlight the opportunity and uniqueness that represents being part of the first steps of the first AI Web 3 LATAM Community. **Our efforts will be in building a brand voice that brings up trust and authority, being SingularityNET a definite expert in the AI field.**

1. Main Target Audience: Experts

Main Target Audience will be expert, senior and junior developers, computer science entuthiast, engineers and students. Web 3 entrepeneurs who are already aware of the niche characteristics. AI projects in early stage, in consolidation stage or emerging company in scaling stage for onboarding and joining the opportunities provided by SingularityNET's decentralized application and services platform.

The Content Strategy will be focused on leading the audience to the SingularityNET Community and Deep Funding Program. We intend to encourage LATAM's developers and Web 3 entrepeners into creating valuable proposals for the next Round 4 of the Deep Funding Program.

Call to Action [CTA]:

CTA 1: Join the SingularityNET LATAM Community in Discord and Telegram. Engange and be aware of SingularityNET's activities and dynamics.

CTA 2: Design and create their own proposals for the next Deep Funding Round.

A. **AI & Blockchain intersection**

Highlighting AI and blockchain intersection might wake awarness in the blockchain and AI world.

B. **AI Community Building**

There's an opporunity in AI Community building, gathering enthusiasts and high-tech lovers.

C. **Centralizing Threat**

Generating awarness of AI centralizing dangers might be an onboarding opportunity.

D. **Leveraging Cardano & Ethereum networks**

As SingularityNET works with both Cardano and Ethereum networks, we will leverage this opportunity to reach out to both Commuities that are already super active in LATAM.

E. **Educational Content**

Basic educational content creation will amplify the audience and the onboarding frontiers.

2. Secondary Target Audience: Non-expert

Secondary Target Audience will be a non-expert audience who has zero or almost zero Web 3 or high-tech awarness but is intereseted or willing to learn.

Educational content will be focused in widening the SingularityNET LATAM Community frontiers and onboard fresh people into our ecosystem by giving them **first tools and guiding their first steps into this Web 3 and AI Community**

Call to Action [CTA]:

CTA 1: Join SingularityNET LATAM Community channels, Telegram and Discord. Explore SingularityNET platform and socials

CTA 2: Create their first digital wallet and hopefully get some AGIX!

Milestone #2
SingularityNET LATAM Community Content Developement

1. **ONBOARDING MESSAGE:** we will send an onboarding and welcoming first introductory message in written word and audiovisual format in Spanish to our already gathered contacts and connections in Twitter, Linkedin, Telegram & Discord with 4 clear CTAs: **1)** Invite everyone **to share their mail** with the objective of creating an email list for future where we will share latest SNET news and published articles to generate real and personal engagement, **2)** invite everyone to **join our Telegram and Discord** channel to have daily and active interactions, **3)** invite everyone to **follow us in Twitter and Linkedin** to start growing and enhacing our Social Media

2. Daily and active conversations and sharing SingularityNET and Deep Funding news will be fundamental but we also believe in actively expanding our reach with constantly openning connections and bonds with high-tech leaders and influencers from the region. This will involve a dynamic and constant engagement work that might not be strucutred in concrete objetives and will be flexible with the objective of being able to adapt to social media trends and audience's interests

Blogs Posts and Articles
Medium: Featuring **two articles per week and eight per month**, we will delve deeper in SingularityNET activities and dynamics and the Deep Funding program news and characteristics. We will also share different and general insights from the Web 3 and IA landscape **following the Content Guidelines.** Each article will have it's own audiovisual representation in short videos of 1 or 1:30 minutes deploing it's highlights to effectivly connect with a more wider audience.

SingularityNET LATAM Community Website
Ideally, in next stages, SingularityNET LATAM Community Website will be a platform where different projects and Web 3 Communities that align with SingularityNET decentralizing mission and vision will share their ideas and latests activities, leveraging the engangement that this kind of content would bring to our Community, while at the same time we will giving everyone a voice and a saying in the decentralizing AI landscape

Milestone #3
Social Media Strategy

Content will be mostly introductory. We will focus our efforts in building during the first month a strong, consistent basis of information and background that will serve as the pillars of future content production. The objective of this first stage content, and of course following the Content Guidelines that resulted from the previous research, is having this first initial source of information regarding SingularityNET Community and Deep Funging program in spanish so every interested could reach out and discover by its own the amazing universe of SingularityNET Community.

We believe in the power of words and narratives, so for this first month's content we visualzied a story-telling narrative structure that will help to set the foundations for the better understanding of the SingularityNET platform.

Social Media Strategy: Both formats and its audiovisuals will be shared in this first stage in **Twitter, Reddit and Linkedin in regular and daily threads and posts**. Daily tweets and Linkedin Posts about blog content and retweeting.

Narrative Lines: The content will be developed under different categories in order to structure the narrative lines addressing all spectrums of the colorful SingularityNET ecosystem, giving rise to a complete development of information and covering all areas of development within the mission and vision of decentralized AI, emphasizing the relevance of community contribution and highlighting the importance AI with positive impact and its development under ethics of common good. Following the Content Guidelines built upon the research, we divided our blog production into the five narrative lines as detailed below.

CTA
The "CALL TO ACTION" section will be focused on delivering short and concise articles that will draw attention to specific subjects with the objective of creating clear Call to Actions. This section will be focused on a more commercial driven strategy and will be directly related with copywriting and publicity efforts that we consider esential in order to grow our beloved Community.

SNET

The "SNET " section will be dedicated to every basic and institutional content that will help the audience understand the complex universe of SingularityNET Community. This content is ideally not to change and will be reapted one or twice a month like a mantra. Storytelling and repetition will be the key strategies we will count on to make sure bigger audiences are drawn to the amazing universe of SingulartiyNET

NEWS

This "News" section will be focused on sharing the internal news regarding the SingulartiyNET LATAM Community, SingulartiyNET Community and Deep Funding program

GRAL

"GRAL " Stands for General, this section is designed to cover general topics and interests of the wide audience. Being AI a super hot topic nowadays, we believe this section will be key for engagement. Creativity and imagination will be our drivers to create high quality and appealing articles in Spanish with the specific objetive of drawing the audience's attention and interest towards SingularityNET and Deep Funding.

AI Gral News

Knowing how the AI worldwide landscape is in pivotal moments, we consider it fundamental to have this "AI News" category, where we will update the audience about the latest and hottest news about AI & AGI. We believe this will be very appealing to larger audiences and can generate interest and engagement within the community.

Milestone #4
Town Halls & Twitter Spaces

By the end of the FIRST STAGE and for the 4th Milestone, and with an already small but active and vibrant Community we will be **co-producing and desinging 2 Town Halls and 2 Twitter Spaces with Arturo Grande**

Arturo Grande is a product designer (UX/UI) specializing in web3. He is passionate about regenerative finance and the combination of exponential technologies such as AI/blockchain with sustainability and social impact. He is an advisor to the Argentine Society of Artificial Intelligence and co-founder of the web3makers community, which has more than 250 enthusiasts and developers of web3 technology in Argentina.

Strategy For Validation, Quantification and Engagement

Validation and Quantification:
Data Collection Tools: Utilize web analytics tools (such as Google Analytics), social media insights, and email campaign tracking to gather quantitative data on website visits, blog engagement, social media reach, click-through rates and virtual event participation.
User Surveys and Feedback: Periodically distribute surveys to participants in virtual e-town hall meetings, blog readers and social media followers to collect qualitative feedback on content relevance, quality, and impact.
Conversion Tracking: Implement tracking mechanisms to monitor the number of DeepFunding program applications that originated from the blog, social media and e-town hall event participants.

Audience Goals, Engagement Targets, and Conversion:
Awareness: Introduce the DeepFunding program to 1,000 developers in Argentina, Colombia, and Mexico in this first phase.
Engagement: Encourage 2,000 AI developers to actively engage with content and virtual e-town hall meetings.
Participation Growth: Achieve a 20% increase in DeepFunding program participation from the LATAM region.

Engagement Targets:
Blog Engagement: Average 350/500 views per article in the first four months.
Social Media Reach: Achieve 50,000 cumulative impressions with 5,000 total engagements in this first phase.
Town Hall Participation: An improvement rate of 35% per month.
Community Interaction: Foster a minimum of 500 direct interactions.
Telegram and Discord Channels: Engage LATAM developer community through the creation of telegram and discord channels.

Conversion Metrics:
Applications: Our goal will be to attract a minimum of 20 DeepFunding program applications, targeting and showcasing a 25% increase compared to the previous period.

Engagement and Conversion Strategy

Content Quality: Regularly publish high-quality blog articles that address specific themes of interest of AI developers in each country, promoting engagement and nurturing trust. with a minimum of 3 articles per week.

Social Media Interaction: Encourage conversations and discussions around blog content, DeepFunding benefits and AI trends through interactive social media posts.

Virtual E-Town Hall Experience: Create engaging and informative virtual e-town hall meetings featuring prominent speakers and real-time Q&A sessions to maximize participation.

Call to Action (CTA): Include clear CTAs in blog articles and social media posts, guiding users to learn more about the DeepFunding program and participate.

Feedback Loop: Encourage participants to provide feedback after virtual events and interactions, helping refine future engagement strategies.

Conversion Tracking: Monitor the number of applicants identified as active members of LATAM community or who mention blog articles, social media, or virtual events as their source of information.

Regular Analysis: Continuously analyze engagement metrics, user feedback, and conversion rates to assess the effectiveness of the strategy and make data-driven optimizations.

By employing this comprehensive strategy, we aim to validate engagement and quantify results through a combination of data-driven metrics and user feedback. The established audience goals, engagement targets, and conversion metrics will guide our efforts to ensure the success of the project in promoting the DeepFunding program within the LATAM region.

Conclusion

We plan to establish a strong LATAM ecosystem emphasizing trust-building and SingularityNET's authority in AI. We aim to captivate experts like developers and entrepreneurs, inviting them to join our community and explore the Deep Funding Program. We're dedicated to educating the community, guiding them into the world of AI-driven decentralized communities. Our milestones and clear metrics for audience goals, engagement, and conversion. Our strategy revolves around top-quality content, interactive social media, engaging events, clear calls to action, and a feedback loop for continuous improvement. Geared towards establishing a thriving community by blending education, engagement, and the power of AI and blockchain intersection. Success hinges on achieving milestones and continuously refining our approach based on data analysis.

We are excited about the road ahead and the challenges of representing with responsibility and a high quality standard the vision and mission of SingularityNET, the founding partners and its community. We aspire to share the results of our efforts and to respond to the trust that the foundation, the DeepFunding program and its community has placed in us and validate the expectation of our actions with tangible results that strengthen the community and its objectives of developing in collaboration a strong and virtuous decentralized AGI for the common good.