



Immediate Actions : Juno Communications DAO

Articles

1. "What's New with Juno" (title to be discussed) - by @anothernoise.
'How the Juno base is built' `cw advancements' land looking into all the tools that make Juno a great place to build and use with next to zero code.

Target audience : those engaged already within the Cosmos ecosystem to revitalize the Juno brand and its unrealised potential.

Min : 950 words, long form content. Bullet points, Pictures, Easy to read, Links included.

Style: Upbeat and exciting.

Distribution : Max?

Juno blog - Medium.

Telegram channels

Reddit.

Twitter

Guidelines and format to be produced by : @anothernoise @gizmingo

Signed off by DAO

2. Overview of one major new project launching on Juno.
An interview with Ethan Frey about his new project Wynd DAO, his use of cosmiasm, and where he sees the tech stack go from here....
Best tech push, background included

Style: Pushing the technology and the USPs of cosmos, ibc, was and the cross chain
WASM is amazing. Ethan is the creator of Cosmiasm and Juno has Ethan

Distribution :
Juno blog - Medium.
Telegram channels
Reddit.
Twitter.

Guidelines and format to be produced by : @anothernoise
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Short-form brief articles will track any development, ongoing or new projects, tooling, props etc. After this initial plan to re-engage Cosmos ecosystem participants.

3. AMA - **Orbem Wars** - Again to target outside audience outside the ecosystem

Solid social following. Confident enough to talk. Questions prepared in advance.

What is your purpose?
Why did you choose Juno?
Which other chains did you consider?
What are your USPs?
When are you fully live?
What can we engage with?
What can we look forward to?

Distribution:
Telegram channels
Reddit.

Twitter

Orbem Wars will produce Juno content utilizing their Youtube channel after Stage 5 of action plan - paid press releases.

Guidelines and format to be produced by : @anothernoise
@gizmingo

Signoff by Comms Dao

Other

4. **Twitter** campaign push - Competition

Orbum gaming assets - prizes as well as Juno, merch etc 3 prizes min.
Objective : Increase Juno engagement, extending reach plus acquiring new followers.

Guidelines and format to be produced by : @anothernoise
@gizmingo

Signed off by DAO

5. **PR - Orbem gaming.** - Press Releases to Crypto News Sites and the 4x gaming community.

Using the project as an example of what can be built with Juno. First of the series in order to showcase the variety of projects that can utilize Junos technology that began with such hype and has waned over time. Yet Juno is still young! CTA to site.
Paid placements. Sites to be confirmed by DAO.
Spend required.

Signed off by DAO

6. **Website**

Objective : To improve.

Better structure and CTA on the landing page. Improvement of the site in general.

Easier for consumers to engage with CTAs and USPs above the fold.

Updates of old content. Addition of new content and all technical issues to be updated.

Google analytics, etc required.

Backlinks monitored and checked

Internal linking checked etc

Ongoing task

Via @gizmingo and input via @anothernoise with content

Signed off by DAO

7. **SEO**

Junonetwork.io

Objective : Site rank number 1 for specific terms, eg. Juno crypto (it doesn't). Increase in traffic and visibility over page 1 of Google

Full technical analysis

Outreach

Ongoing

Possible spend required for links

Via @Gizmingo

Signed off by DAO

8. **Paid advertising**

Objective : New junos wallets/ Site engagement. Signups etc

Small targeted spend for certain keywords. Landing pages will be split tested.

This will come into effect after establishing competitor analysis and also keywords to be defined.

Spend required

Via @Gizmingo

Signed off by DAO

