



# ALGOVEND

## MARKETING STRATEGY

# A Marketing Strategy for the Algorand Blockchain Ecosystem by **@ZahraColt** for Greenhouse Hackathon 2 (Codeless Bounty)

## PRELIMINARY.

The AlgoVend marketing campaign is an outreach programme developed for the Algorand Blockchain Ecosystem. It will aim to engage the community, both old and new users, by incentivizing the best Designers, Creators, Traders and Blockchain enthusiasts who will develop contents, grow the community by referral programs and also perform volumes of trades on the Algorand Ecosystem.

The winners will have associated rewards that will facilitate further engagement within the community. Engagements may include learn to earn campaigns, quizzes, revenue share for NFT holders from the display and sales of their NFTs, sponsored trips to physical conferences and many more!

The following marketing plan will highlight the key aspects of running this campaign within the Web3 space.

*\*Disclaimer: This is for this Hackathon purpose only\**

# INTRODUCTION

**ALGORAND** is an open-source, decentralized blockchain network that leverages a two-tiered structure and a unique variation of the Proof-of-Stake (PoS) consensus mechanism to increase transaction speeds and achieve finality while being environmentally sustainable.

## Marketing Proposal

### Our Target Market:

We are going to be focusing on young adults between the ages of 18 to 35 years. They are the most active users on the internet, looking for ways to generate multiple streams of income.

### Our Goal:

Is to attract Degens to the Algorand ecosystem by focusing on the opportunities that lie within the crypto space, giving them an opportunity to “earn” while having fun and, in turn, giving the ecosystem a great visibility.

## THE MARKETING STRATEGY: ALGOVEND

We designed a strategy that will run quarterly, centered around the AlgoVend campaign: a huge event that will bring together Degens from all over the world.

The AlgoVend will boost Algorand’s visibility, engagement and drive growth through the roofs which in turn will generate maximum traffic and profits.

### How it works:

There’ll be competitions among members, both old and new, of the community for different categories. It will run for a period of 4 weeks.

- **For Traders:** The highest amount of Algos to any stable coin traded within the specified period on any partnered exchange platform will be rewarded.

Also, Degens who:

- ❖ Deposit Algos or stablecoins into their wallets
  - ❖ Borrow Stablecoins for less
  - ❖ Transfer stables to DEX platforms
- ...will also be rewarded!

- **For Content Creators (YouTube, Medium Articles, etc):** We'll run a program and reward the best 3 content creators who explains the ecosystem with incentives. We'll also reward the best contents that pulls in the most referrals.
- **For Designers (Arts and NFTs):** We'll reward our best designers with physical displays of their digital content, not only limited to online channels, and also give them the opportunity to sell their artworks on the platform.
- **For Blockchain enthusiasts (Referral program):** There will be a referral contest where members within the ecosystem will be allowed to refer others into the community using their unique referral link. Each person referred also get their unique referral link so they could also participate in the contest.

## Rewards

There will be a community voting from which the Algorand Foundation judges will determine their winners. The top 3 from each category will be rewarded and also every participant's address who took part in the competition will be whitelisted for minting their **NFT Certificate of Participation**.

Categories	1 <sup>ST</sup>	2 <sup>ND</sup>	3 <sup>RD</sup>
For Traders	\$1000	\$700	\$500
For Content Creators	\$800	\$500	\$300
For Designers	\$1000	\$700	\$500
For Blockchain enthusiasts	\$300	\$200	\$100
<b>4<sup>TH</sup> – 10<sup>TH</sup> positions within EACH category will receive airdrops worth \$50 each.</b>			

The prizes above represent the USD value but will be paid out in ALGO. The total cost would be \$8,000 USD. Other costs involved in the project are:

- the development of the website,
- influencer marketing, and
- paying artists to create art certificates for NFTs.

These shouldn't exceed \$10,000 USD.

## STRATEGY TIMELINE

### **1<sup>ST</sup> MONTH: *INTRODUCTION & EVENT PROMOTION***

- Competition Announcement: Partnerships will be presented throughout the month to build up hype as the starting date approaches.
- Weekly Twitter Spaces should be held on Algorand's main account, showcasing partners and revealing details about the event.
- Establishing the event's brand, and launching an official website (could be a section within Algorand's main website). Marketing team will recruit influencers from other blockchains and YouTube to enter the competition.
- Releasing educational materials for newcomers.

### **2<sup>ND</sup> MONTH: *COMPETITION & SIDE EVENTS***

The competition will last 4 weeks (28 days). Each week, side activities will be announced, such as:

- weekly Twitter spaces to share updates
- streaming events co-hosted by YouTube influencers to analyze leading wallets' movements
- a prediction survey for people to bet on their favorite traders.

We'll also reveal surprise prizes (such as an NFT airdrop) to happen during the competition to keep the community engaged.

### **3<sup>RD</sup> MONTH: *CLOSING CEREMONY AND FOLLOW UP***

- Release winners' announcement and award prizes.
- Twitter spaces wrap-up.
- Release articles about the event's success to be shared on every of their social media channels including newsletters.
- Airdrop a participatory NFT to all the wallets that made at least 100 transactions. NFT art should be based on meme culture and evoke the Degen spirit.
- We'll be building the foundation of the Degen community through competitions & NFTs.
- Host meme competition in partnership with an NFT marketplace.

## WHAT CHANNELS WILL BE USED?

We will...

- ❖ Build Algorand's presence on **Reddit**,
- ❖ Co-host streaming events with crypto influencers on **YouTube**,
- ❖ Create specific channels on Algorand's **Discord** server for the competition. This will be the AlgoVend community first's meeting place,
- ❖ Host **Twitter Spaces** and make all relevant announcements to the Degen community,
- ❖ Interact with **Twitter Influencers** to spread the word about the event,
- ❖ Secure partners' engagement with our **Tweets** (*RT, like, Quote Tweets*) to maximize reach,
- ❖ **Telegram** will be used for all relevant announcements regarding the event,
- ❖ Participants & the public will be able to opt in if they want to receive competitions and side-events' updates via **Email and Newsletters**.

## WHAT'S THE MESSAGE THAT WILL BE SENT OUT?

*WE'LL TELL THEM THAT ALGORAND HAS:*

- ✓ An active community that not only supports builders but also users
- ✓ There's lots of on-chain volume/trading which attracts the "Degen"
- ✓ The culture on Algorand is fun, energetic, and thriving
- ✓ Not only can you earn, but you can also learn by participating through our social channels

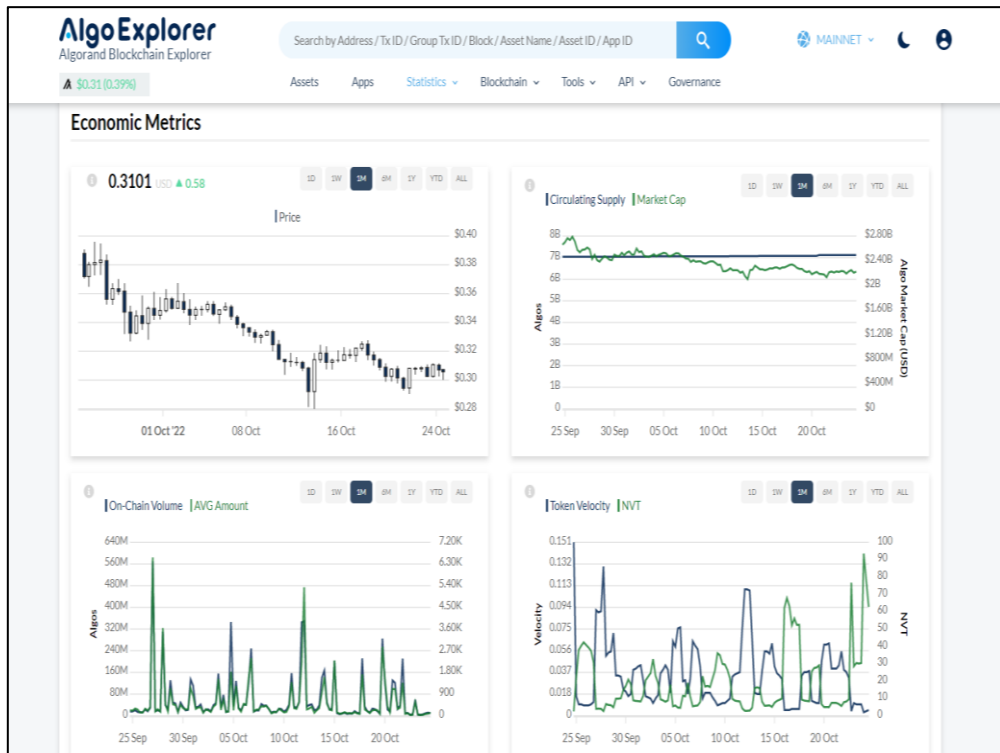
## HOW WE WILL MEASURE SUCCESS

KEY PERFORMANCE INDEX (KPIs):

There should be a rise in the number of on-chain:

- Volume
- Transactions
- Active users with a minimum balance of \$200 USD
- Growth on social media channels (through reach, engagement, followers count, etc), especially for new channels such as Reddit.

## STATISTICAL CHART TO SHOW ECOSYSTEM GROWTH.



Click [here](#) to see the source of the chart