

The Fàájì Marketing Campaign

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

Preliminary.

The Fàájì marketing campaign is an outreach programme developed for the Algorand Blockchain Ecosystem. It will aim to engage the community by incentivizing the best Designers, Creators, Developers and Blockchain enthusiasts who develop contents, grow the community by referral programs and also build projects on the Algorand Ecosystem. The winning submissions will have associated rewards that will facilitate further engagement within the community. Engagements may include sponsored trips to physical conferences, learn to earn campaign, revenue share for NFT holders from the display of content, representative for the Algorand Ecosystem at HackFests 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

The Fàájì Marketing Campaign Strategy

The Fàájì Web3 engagement plan seeks to outline a strategy for the Algorand Blockchain Community and its Ecosystem at large.

1. Our Market Opportunity

The problem	The major problem Algorand faces is a low level of adoption.
Our solution	We've crafted the Fàájì Web3 engagement campaign to bring in users who truly believe in crypto projects to build applications and financial products that would run on Algorand Blockchain Technology.

2. Our Target Market

Description of targeted market for example by gender, age, income, location or education.

The market we aim to reach	We are targeting Designers, Digital Content Creators, Developers and Blockchain enthusiasts.
-----------------------------------	--

3. Our Channels

Make sure the channels you use to communicate with customers suit your target market.

We will reach our target market through	<input type="checkbox"/> email <input type="checkbox"/> Bitcoin/crypto communities/conferences <input type="checkbox"/> paid digital advertising <input type="checkbox"/> push notifications <input type="checkbox"/> social media/reputation management <input type="checkbox"/> website/press releases
Customers can contact us through	<input type="checkbox"/> email <input type="checkbox"/> social media <input type="checkbox"/> on-site location

4. Our Message

We'll create competitions for every level of knowledge and experience within the ecosystem.

Our motto here is, ***there's always a REWARD for hard work....***

For Content Creators	YouTube, Medium Articles: We'll run a program and reward the best 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
For Developers	DAOs, Marketplaces, Gaming: We'll put up trainings and hackathons with juicy rewards
For Blockchain enthusiasts	Referral program: Top 100 will receive airdrops while the top 10 will have an intern role in the community.

5. How We Will Measure the Success of The Fàájì Campaign

A. Our finances and revenue for the year ahead

Initially, the campaign is slated to run over the course of 1 year. Depending on how well it goes, we may extend it...

Forecasted expenses and revenue		Quarter 1	Quarter 2	Quarter 3	Quarter 4
	Expenses	\$20,000	\$20,000	\$50,000	\$75,000
	Revenue	\$ 0	\$ 0	\$70,000	\$200,000

B. Forecasted Performances Within the Algorand Ecosystem

i. **Social media:**

- Gain 100,000 social media impressions within the first week of the marketing campaign.
- Drive traffic to the company's website with the goal of 10,000 views per day.
- Grow target audience followers on all four social media channels by 30% within three months.

ii. **Sales:** Secure sales from at least 15% of the loyal customer base.

iii. Take the **KPI Metrics** of the community at the **beginning, middle and end** of the campaign or other milestones.