

BLOCKCHAIN\_DRYVEN

# SERVICES FOR BLOCKCHAIN, CRYPTO AND NFT STARTUPS

This document will give an overview of the services that dryven offers - from the Status Quo analysis at the start of a project up to the planning and realization of communication measures, performance and inbound marketing measures. We support our clients in creating a successful launch and market the product to the right target group.

For the realization of communication measures we work together with partners, all of which already have experience in the blockchain sector. Due to this, we can offer a wide range of services without losing focus about what we're really good at.

## 1<sup>st</sup> Phase: Status Quo Analysis

The strategy process starts with a status quo analysis.

### PESTLE

During the PESTLE analysis, the market, market conditions and anticipated trends and changes are elaborated. Through the PESTLE analysis it is possible to adapt the communication concept to likely changing market conditions and to see these before the change takes place.

### Status Quo of the company

Within the status quo analysis the status quo of the company is written down. How does the website, the already existing campaigns, social media channels and other customer touchpoints perform? In addition, the status quo of the customer journey is outlined as part of this analysis in order to show which touchpoints exist and how they can be designed optimally.

### Competitor analysis

In order to get to know the competitors, a comprehensive competitive analysis is also carried out. Not only direct, but also indirect competitors that fulfill a similar need for the customers can be examined in order to gain a clear understanding of the market (e.g. companies that offer NFT ticketing services).

The competitors are examined on the basis of both qualitative and quantitative criteria to guarantee maximum insights and transparency. Only when the competitors are known, realistic goals can be set and actions can be recommended.

#### Qualitative approach

- What is the positioning of the competition?
- What values do they stand for?
- How do they present themselves in terms of corporate design?
- What is the tone of the competition?

#### Quantitative approach

Social media presence:

- Average Posting frequency
- Average likes
- Available channels
- etc.

Website:

- Domain authority
- Ranking keywords
- Number of pages
- etc.

Overview of inbound measures:

- Ebooks available?
- Podcast available?
- Blog available?
- etc.

The data gathered will be visualized in an excel sheet to make all insights available at one glance.

## **2<sup>nd</sup> Phase: Goals**

Based on the insights gathered in the above mentioned competitor analysis, realistic goals of the respective campaign will be derived.

## 3<sup>rd</sup> Phase: Target Group Analysis

To gain a clear understanding with who we're talking, a **clear characterization and description** of the target group, their values, their media consumption behaviour etc. is indispensable. Only then we know which further measures must be taken to be able to reach the target group.

The target groups pose a first basis and will be enhanced by additional information relevant for the concept. To achieve a mutual understanding of the target groups, **buyer personas will be defined**.

## 4<sup>th</sup> Phase: Measures

### Rough Concept

Based on the status quo of the customer journey, an **ideal customer journey** is developed as part of a rough concept. This defines the **touchpoints** that will be available in the future and goes into more detail about how these are to be implemented as part of the strategy. After the rough customer journey (linear approach), a **process flowchart** depicting the customer journey in more detail will be defined, in order to get an enhanced overview of the customer journey which is not strictly linear.

All **touchpoints** that will be optimized or newly created will be **outlined** briefly to give an overview over the planned measures which will be conducted within the phase Realization.

Within the rough concept a detailed **time schedule as well as a budget plan** of the proposed measures are created and proposed.

After the finalization of the rough concept, the results will be **presented**. Feedback to the planned measures can be given and together, it is defined on what measures dryven will elaborate on further within the detailed concept.

Since the approach of dryven regarding marketing measures is **data based**, without having concluded a thorough market and competitor analysis beforehand to gain an overview over the company environment, measures can **only be recommended superficially** based on the current status quo of the company.

### Detailed Concept

Based on the rough concept, the detailed concept will be elaborated where the measures will be **planned in more detail** and from a more operational point of view. Furthermore, a detailed strategy for the community building, SEO strategy, inbound strategy and content strategy will be defined (if necessary).

Also **quotes of providers** needed to realize the measure will be obtained and a **variety of tools** for implementing the defined measures will be tested within the scope of the detailed concept.

The measures will be planned and outlined within the concept, however not directly realized, since the realization of measures will take place during phase 5 (Realization).

### Tonality

Since it is important to not only talk to a technically affine target group, on the one hand the content must be **written for people** that **don't have deep know-how** about NFTs and blockchain. By offering content on the website that **explains the basics**, the target group can be picked up where they are at the moment regarding their know-how and buying phase.

On the other hand, it is crucial to also offer **content**, that **shows our know-how** and demonstrates our high level of expertise in this area, thus also having content for a target group that has a high technological affinity.

**A selection of measures that could be planned and specified within the communication concept include:**

#### Optimization of the website

*Goal: Offering the website visitors the necessary information to convert to leads and to make an informed decision about the product.*

Finalizing the website by

- using a **robust CMS** so that the site can be easily expanded and has excellent page speed
- offering **specific content** about what services are offered and what use cases there are to enhance the understanding for the product (especially if the target group that isn't technically affine needs to be addressed too).
- controlling the **user flow** and **adding visual anchors** to guide the users through the website.
- offering **additional content formats** (f.e. videos, ebooks, whitepapers) to make it easy to inform the customer about the branche, the product and the milestones that are already reached.

- o creating **guidelines** on how to write **engaging content** for crypto related topics for the defined target group. The goal is for the internal content team to be able to steadily extend the website and its content on their own.

### Conduct SEO

*Goal: Increase the findability and build authority of the website on search engines.*

Conduct SEO to increase the findability and authority of the website by

- o increasing the number of **external backlinks**. We can help with **building** them, but also help to **setup the processes** to build backlinks themselves.
- o increasing the **mobile speed** of the website to at least 90. The page **speed** will be optimized and also **guidelines will be created to keep it that way**.
- o increasing the **domain authority** by regularly posting content on the website and by publishing articles in external magazines and platforms.
- o creating a **content plan** and **strategy** as well as a **backlink strategy** including **keyword research and tracking** depending on the detailed concept.
- o creating **guidelines** for **content creator** for different types of content.
- o strengthening the **internal link structure** of the website.
- o building **topic clusters** on the website, thus strengthening the positioning as expert.
- o adding a **blog** to the website to increase the session duration thus increasing the relevance for search engines.

### Building a community on Discord/Telegram/Twitter

*Goal: Increase the reach and awareness for the product.*

To achieve the above mentioned goal a community on Discord/ Telegram/Twitter will be built by

- o creating a **concept for the three phases of growth** for a DAO (depending on the concept):
  - o **Attracting Community Participants** with outreach, content creation, communications, events, other marketing channels.
  - o **Keeping Community Members Engaged** by conducting activities and incentives that reward users and increase their engagement in the community.
  - o **Consolidating Community Ownership** with giving community leadership positions, and long-term incentives.
- o designating a **team of moderators** who can be the pillars of the community.

- developing engaging, creative, & informative **content** to create a connection between the client and its community.
- providing a **secure environment** for each user to feel comfortable interacting within the community and being part of it
- maintaining a **healthy ecosystem** by using Discord Bots that keep the spammers away.
- working with **Discord Bots** (e.g. Votings, Meme Contests) and integrations to keep the users engaged with the client.
- **sharing related news** that still generate more interaction among users and educate them.

### Blockchain marketing/Guerilla marketing in the metaverse

*Goal: Increase reach by setting up ad promotion on blockchain based applications*

The reach and awareness of the product in the target group will be increased by

- Placing **Brave ads** in Brave browser (e.g. Sponsored Images, Push Notifications).
- Setting up **guerilla ad campaigns within the metaverse** (depending on the possibilities of the respective metaverse)

## 5<sup>th</sup> Phase: Realization

After the concept is created, the measures suggested above will be implemented step by step, as defined in the timeplan and budgetary plan.

## 6<sup>th</sup> Phase: Controlling

When realizing the measures, the **controlling and continuous reassessment** and optimization of these measures are essential in order to continuously increase the performance of the respective measures.

A **stable and scalable measurement** system will be set up, in order to being able to track the success of inbound and other online measures.

Providers which can be used herefore are:

- Google Analytics
- Google Search Console
- Google Data Studio

If alternatives to Google services shall be implemented or self-hosting is preferred, e.g. Matomo can be implemented instead of Google Analytics (especially if the market doesn't support Google products).