

ARCANE

THE WEB3 MARKETER HANDBOOK

Selling Disruptive Products to Mainstream Users



Introduction

- 01 [How to use this guide](#)
- 02 [What is Web3 Marketing?](#)
- 03 [Existing Misconceptions](#)

04 [Concept: Ansoff Matrix](#)

Brand Building

- 06 [Web3 Brand Strategy Guidelines](#)
- 08 [5 Tips for Building Your Web3 Brand](#)

09 [Case Study: Liquid Death](#)

Digital Marketing

- 10 [Key Components of Digital Marketing](#)
- 11 [The Essential SEO Checklist](#)
- 12 [Advertising in the Metaverse](#)
- 13 [The Ultimate NFT Marketing Strategy](#)
- 14 [Tips for Successful Email Marketing](#)

15 [Concept: Consumer Buying Process](#)

Content Marketing

- 16 [A Content Marketing Plan in 6 Steps](#)
- 17 [5 Content Strategy Frameworks](#)

21 [Concept: PESO Model](#)

Social Media Marketing

- 22 [Checklist for Twitter, Discord, and Reddit](#)
- 23 [Top 20 Discord Bots](#)

24 [Case Study: Reddit](#)

Tools & Resources

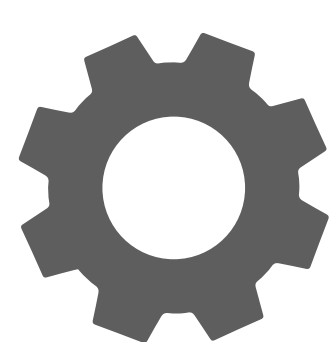
INTRODUCTION

Are you ready to take your Web3 business to the next level? In this guide, we will show you how to increase brand awareness, reach new users, and drive growth. From setting up essential processes to engaging with your community, you will learn key marketing strategies and tactics you need to succeed in this exciting new space.

How to use this guide

- Use the [Content](#) page and click on the relevant section or page that fits your marketing needs
- For more in-depth study, check out the marketing models and case studies interspersed between each section
- Note that this guide curates the most essential tasks, processes, and strategies for each marketing area. Further information can be found on the [Tools & Resources](#) section.

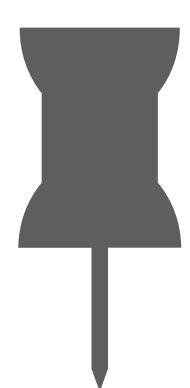
KEY SYMBOLS



Indicates an assignment that you can work on



Indicates strategic questions to ask yourself



Indicates important tips or information to pin for later use

What is Web3 Marketing?

Selling new and disruptive technology, such as Web3 products, means you are up against a number of largely unknown challenges. You will need a steady focus on your vision, value, and roadmap. Another key thing you must hone down - marketing. There is already plenty of content and resources dealing with marketing in the Web3 world. However, many do not provide you with concrete steps on how

to go about promoting your product. This guide cuts through all the noise to deliver you step-by-step approaches and checklists within key marketing verticals. This section gives a you a brief background on how Web3 and blockchain will mark a shift in the paradigms of marketing.

Key Features	Key Impacts
<div><ul style="list-style-type: none">1. Semantic Web: Marketers can leverage metadata to produce effective content in a machine-readable manner. The use of Artificial Intelligence (AI) technologies will allow marketers to automate and optimise their efforts with a more humanly touch.2. Emphasis on Content Creation: Web3 will give power back to content creators and marketers. Strong content will be recognised and compensated more generously in a more equal playing field.3. Community-driven Campaigns: Developers and users often collaborate to create and promote DApps. It becomes less about what users can do for the brands they support and more about what these brands can do for their supporters.4. Tokenisation: Web3 marketing often involves the use of tokens, which can be used to represent a wide range of assets, including physical products, digital content, services and rewards.5. User ownership: Effective marketing campaigns place a strong emphasis on user ownership, with users having full control over their data and assets.</div>	<div><ul style="list-style-type: none">1. Increased security and privacy: Safe and secure Web3 technologies and products could make users more receptive to marketing messages.2. Greater transparency: Almost all interactions with a Web3 product can be recorded and tracked on a decentralised ledger. This helps build trust with consumers and make it easier for marketers to prove the effectiveness of their product.3. Greater access to global markets: Web3 marketers will be able to reach and engage with global audiences in a more efficient and cost-effective way via dapps and crypto-centric social platforms.4. New opportunities for personalisation: Web3 technologies will enable marketers to better understand and target specific audience segments in more personalised and effective marketing campaigns.5. Changes to old methods: Traditional marketing channels could be disrupted as decentralised alternatives emerge. Marketers will need to adapt to these changes and find new ways to reach and engage with audiences.</div>

Existing Misconceptions

The marketing of Web3 products and services often involves educating customers about the benefits of decentralised technologies and how they can be used in everyday life. This may involve explaining the various differences between traditional centralised systems and decentralised systems, as well as the benefits

of using decentralised technologies for things like security, privacy, and transparency.

Unfortunately, there is a prevailing marketing strategy in the Web3 space that has been affecting the onboarding experience. This frequently-used approach includes:

- ✗ **Paid promotion and involving bots to enhance the algorithm**
- ✗ **Paid influencer promotion**
- ✗ **Retweets and tag friends to get giveaway coins**
- ✗ **Open up a Discord server for meme sharing and daily “GM” greetings**
- ✗ **Creating copy that hard sells the company’s project**

While the above strategies are reasonable starting points, they do not reap long-term benefits. Effective marketing strategies should be backed by some fundamental concepts and consumer psychology. Additionally, as Web3 expands into mainstream discussions, people are becoming more aware of the spammy and hype marketing involved in the industry. Thus, in order to differentiate yourself from the crowd, your marketing strategy needs to be modified accordingly.

Marketing models and case studies are interspersed throughout this guide for more in-depth study.

Overall, the goal of Web3 marketing is to increase the long-term awareness and adoption of decentralised technologies. As a Web3 marketer, you will need to help your users, investors, and partners understand the potential benefits and uses of your product in their daily lives.

WHAT’S NEXT?

The following sections will take you through various strategies for different marketing aspects and touch points that Web3 brands can use to improve their growth.

Ansoff Matrix

Marketing ultimately aims to drive growth of your company. This especially holds true in Web3, where adoption remains a major challenge. Whenever marketers talk about growth, the Ansoff Matrix is usually brought up.

WHAT IS THE ANSOFF MATRIX?

The Ansoff Matrix is a strategic planning tool used to analyse and plan a company's product and market growth. It is a way to explore the potential risks and rewards of different growth strategies. Companies often use this planning tool to organise marketing strategies that are essential to growth in an effective manner.

HOW DO YOU START?

The model identifies two ways to approach a growth marketing strategy: adjust the product or adjust the market. Depending on your approach, you will fall into one of the four quadrants: market penetration, product development, market development, or diversification.



STRATEGIC QUESTIONS TO ASK

- **Market Penetration:** How do you sell more of your existing products or services to your existing customer base?
- **Market Development:** How do you enter new markets or niches?
- **Product Development:** How do you develop existing products or services?
- **Diversification:** How do you move into new markets or niches with new products or services? How do you increase your growth with your existing customer base as well as acquisition?

HOW DO YOU APPLY THE MODEL TO WEB3?

To apply the Ansoff Matrix to your Web3 business, you will first need to identify the current products and niches that your company is involved in. Then, you can use the matrix to identify potential opportunities for growth. The following are some basic growth strategies to consider:

APPROACH	STRATEGY
Market penetration	<ul style="list-style-type: none">• Sell more of the same product to the same market• Increase marketing efforts to attract more users• Streamline onboarding and distribution processes• Add new features to your product to make it more appealing to existing customers
Market development	<ul style="list-style-type: none">• Sell the same product to a new market• Expand into new geographic regions• Target new demographics or customer segments
Product development	<ul style="list-style-type: none">• Introduce new products to the same market• Develop new blockchain-based applications, products, or services for existing users• Create new offerings by collaborating with other brands
Diversification	<ul style="list-style-type: none">• Introduce new products to new markets• Enter related or completely new niches• Explore synergies between existing business and new product or niche• Develop products that serve entirely new customer segments

You would need to consider the potential risks and rewards of each growth strategy, as well as the resources and capabilities of your company. By carefully analysing these factors, you can determine the best course of action for your business.



Web3 Brand Strategy Guidelines

Building your Web3 brand is more than simply creating a logo and visual identity. It is not the same as posting ads. You do not need a fully developed brand book in the early part of your journey. Brand building starts with your founder’s purpose and story behind their business idea. It is about communicating how

you are creating a difference in the world, in your market niche, and for your customers.

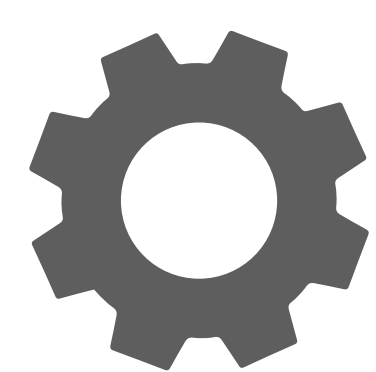
Building a brand for a Web3 project involves many of the same steps as building a brand for any other type of business. Here are some general guidelines to follow:

- ✓ **Define your brand’s mission and values:** What problem are you trying to solve and what values guide your approach to solving it?
- ✓ **Develop a brand identity:** This includes creating a name, logo, and visual aesthetic for your brand.
- ✓ **Establish a strong online presence:** This includes creating a website, social media accounts, and other online assets.
- ✓ **Build a community:** Engage with your target audience and encourage them to join your community, whether through social media, forums, and other online platforms.
- ✓ **Deliver high-quality products or services:** This is essential for building trust and loyalty among your customers.
- ✓ **Stay true to your brand:** Consistently communicate your brand’s mission and values through all of your marketing and interactions with customers.

HOW IS BRANDING DIFFERENT FROM MARKETING?

Branding and marketing are connected, but also separate. In today’s competitive and oversaturated Web3 marketplace, you need to differentiate your business and products from all others. To do this, you need both strong branding and strong marketing.

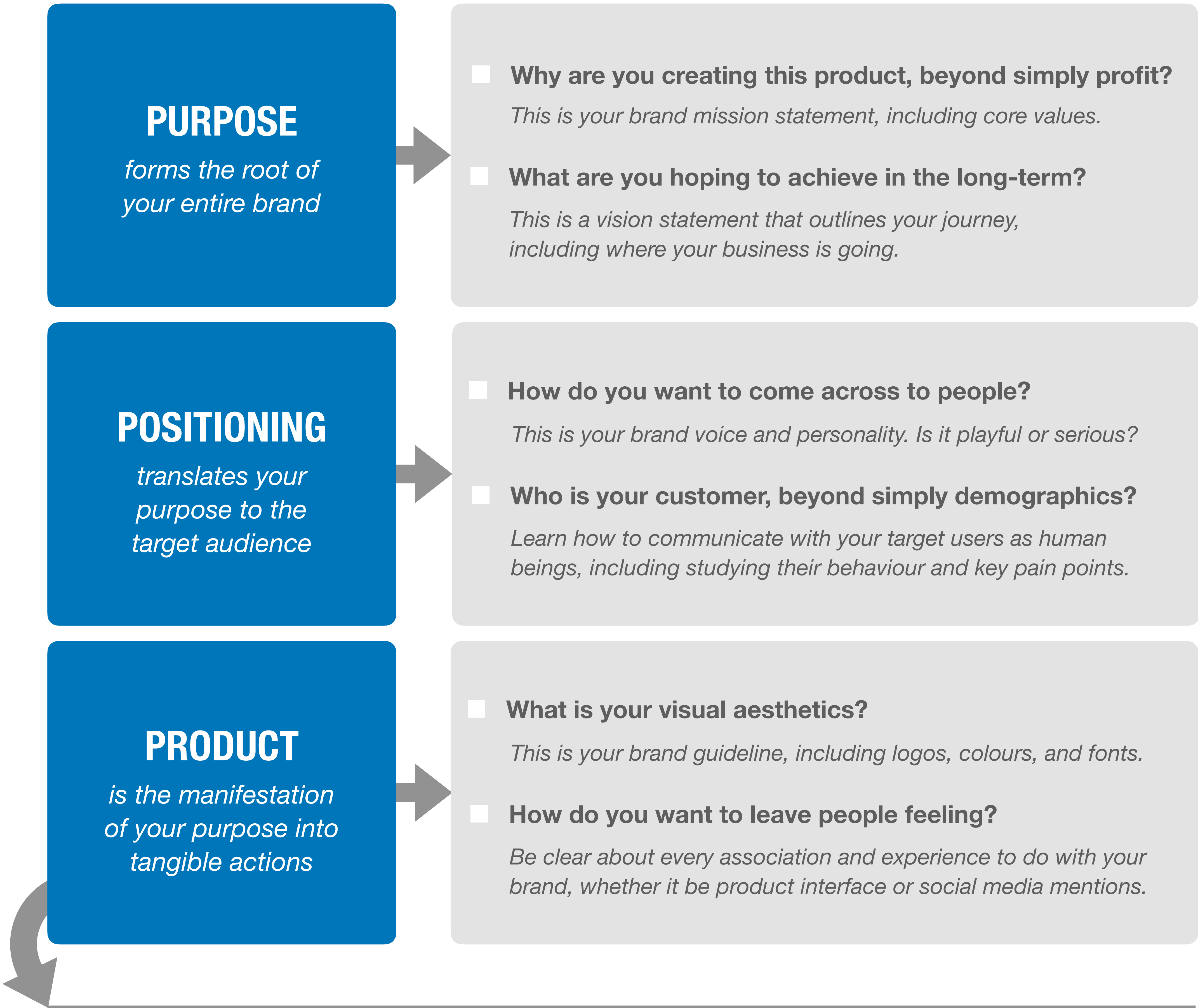
BRANDING	MARKETING
<ul style="list-style-type: none">• Focuses on who you are• Remain constant• Difficult to quantify and measure and thus, not strongly connected to KPIs <i>(Note: Emerging online tools and methods can now track branding-related metrics, such as brand recognition and share of voice)</i>	<ul style="list-style-type: none">• Focuses on how you attract customers• Changes from year-to-year, depending on various internal and external factors• Measurable and attributable, demanding the use of KPIs to prove performance and value



THE 3 P’S OF BRANDING CHECKLIST

This basic framework helps you to structure your brand building towards clear goals. Is your brand designed to answer the following questions?

Mark each question with a ✓ as you answer.



EXAMPLES OF BRANDING BUILT INTO CUSTOMER EXPERIENCE



PRE-PURCHASE STAGE

Touch points include website, social media, content marketing, and videos.

e.g. educational materials and content downloads packaged with great SEO



PURCHASE STAGE

Touch points include user-generated content (UGC), distribution, and packaging.

e.g. unboxing an immaculately designed product and packaging



POST-PURCHASE STAGE

Touch points include events, loyalty programmes, and community management.

e.g. conferences, workshops, and certifications to develop learning and brand awareness

5 Tips for Building Your Web3 Brand

1. Create a **USER PERSONA** for your target audience

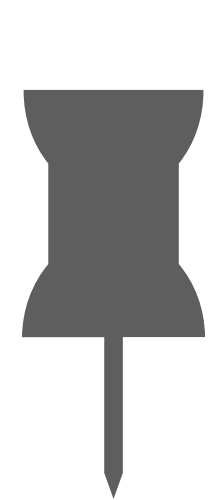
Gather comprehensive data that explains your target audience for reference purposes when you run out of ideas. It helps to ensure the rest of the marketing team maintains the same brand voice and identity

2. Encourage the founding teams to build **PERSONAL BRANDS**

More than 58% of companies get more visibility through their founding teams. As a marketer, it is advisable to leverage the popularity of your founders when marketing products. If feasible, hire a personal copywriter for your founding team to build community via their social media. Establish your founders as industry thought leaders before talking about your product.

3. Incentivise your community to create **USER-GENERATED CONTENT**

Identify the most active members of your community and incentivise them to produce content (e.g. video tutorials, guides, testimonials) through reward systems.



**“ People don’t buy what you do;
they buy why you do it.**

4. Having an amazing **DOCS PAGE** that is regularly updated and maintained

Documentation is the main entry point to your users. For open-source projects, in particular, having a no-nonsense, concise guide for developers will help them be more successful at using your product.

5. Create **DEDICATED CHANNELS** for conversations to take place

Launch targeted platforms or spaces (e.g. Twitter Communities, Discord channels) for individuals in the community to gather, asks questions, and form relationships. Build trust by helping those who are not even using your product. Go beyond and create curated community chats with top builders and users in your community to explore potential marketing activities and ambassador campaigns.

Liquid Death

WHAT IS IT?

- Hardcore water brand on a mission to end single-use plastic while getting people to drink more water
- Has a targeted marketing strategy with clear branding and positioning. Instead of talking about nature, purity, and taste that are typical of water brands, it evokes darker and edgier motifs - murdering thirst and death to plastic.
- Gained a cult following in Web3 by playing with people's perceptions of their brand
- Runs a successful Web3 loyalty programme called "Country Club", where hundreds and thousands of fans "sell their souls" for early access to limited-edition merchandise drops, private events and more



Liquid Death's actual product



Liquid Death's MHDC collection

WEB3 STRATEGY

- Onboarded on Web3 e-commerce platform, [Novel](#)
- Imported their new NFT collection, [Murder Head Death Club](#) (MHDC), onto the Novel platform
- Selected items and officially token-gated them
- Holders get exclusive discounts, celebrity experiences, live VIP event access, among others
- Built Web3 community through various activities, such as holders getting to DJ on Liquid Death's radio station, a screening of horror movie on Discord, and hosting poker nights
- Set long-term plans for more NFT-gated perks, such as private access to CEO, early previews, and access to merchandise drops

RESULTS

- MHDC featured a collection of 6,666 unique NFTs
- NFTs depict severed heads of dead thirsts, created by well-known artist Will Carsola
- MHDC collection sold out in three hours after launch
- With initial minting fee of 0.0666 ETH, MHDC's launch generated around 445 ETH in sales

KEY POINTS OF SUCCESS

- Consistent brand messaging from Web2 to Web3
- Acted on company brand values of sustainability (e.g. donated 10% of royalties from MHDC collection to charities and offset 110% of carbon emissions from initial mint)
- Maintained brand message and personality in MHDC collection
- Active community-building activities and engagement both online and offline

Key Components of Digital Marketing

As a Web3 business, you will need to reach and communicate with your potential customers where they are spending more and more of their time: online. This is where digital marketing comes into play. By using digital channels and technologies, Web3 projects can

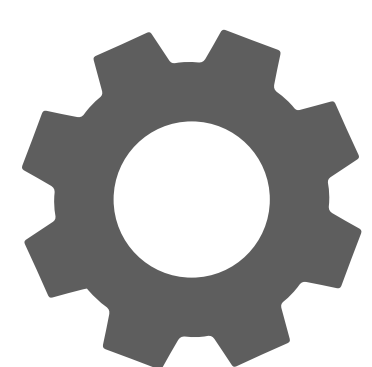
create personal and engaging experiences that can lead to increased customer loyalty and higher sales. There are 8 major components of digital marketing. This guide filters out the noise and runs through the most essential areas for blockchain-based projects.



The Essential SEO Checklist

A strong Web3 strategy for search engine optimisation (SEO) is the best approach to raising brand awareness of your project, whether it be a NFT, DeFi app, or stablecoin.

SEO can also help build your authority in the industry, increasing trust among the Web3 community. There are three basic categories in an SEO strategy, as shown below.



10-STEP SEO STRATEGY

This basic checklist helps you to improve your technical, on-page, and off-page SEO.

Mark with a ✓ as you complete each task.

TECHNICAL SEO

- ☐ **Install SSL certificate on your website**
Helps to improve your website's security
- ☐ **Include and optimise your Sitemap**
Helps speed up content discovery process
- ☐ **Optimise the website structure**
Makes access to all your web pages easier
- ☐ **Compress images and use browser caching**
Helps to reduce your page load speed
- ☐ **Consult or hire a mobile UI/UX expert**
Makes your website more mobile-friendly
- ☐ **Optimise Robots.txt file**
Helps search engine crawl the right webpages

ON-PAGE SEO

- ☐ **Include your primary keyword in your title tag**
- ☐ **Include your primary keyword in your URL**
- ☐ **Use subheadings to create hierarchy**
- ☐ **Add a table of contents**
- ☐ **Write a compelling meta description**
- ☐ **Add internal links**
Hyperlink to other helpful pages on your website
- ☐ **Add external links**
Hyperlink to other relevant resources

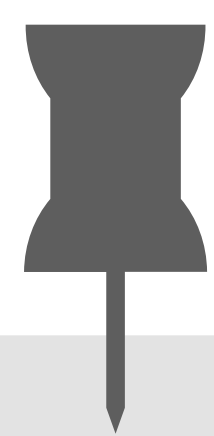
OFF-PAGE SEO

- ☐ **Create link-building content**
For more info, check out [Tools & Resources](#) page
- ☐ **Guest-posting on third-party platforms**
- ☐ **Republish content on other publications**
- ☐ **Dropping your content link on forums**
- ☐ **Share your content on social media**

Advertising in the Metaverse

Advertising in the metaverse involves creating and placing advertisements in virtual worlds or online gaming environments. The ads can take many forms, such as virtual billboards, product placement within the virtual environment, or sponsored in-game events or items. One of the key benefits of advertising in the metaverse is the ability to target a specific

audience and track engagement with the ads in real-time. Advertisers can use data from the virtual world to inform and optimise their advertising strategy. However, it is also important for advertisers to be mindful of the context and tone of the virtual world, and to ensure that their ads are appropriate and do not disrupt the user experience.



Some examples to consider:

■ IN-WORLD BILLBOARDS AND SIGNS

Virtual billboards and signs can be placed within the metaverse to promote products or services. These can be static or animated and can be interactive, allowing users to click on them to learn more or purchase the advertised product.

■ PRODUCT PLACEMENT

Products can be placed within the metaverse in a way that makes them visible to users, such as cars in a virtual city or gadgets on a virtual store shelf.

■ SPONSORED EVENTS

Sponsor events within the metaverse, such as virtual concerts or competitions, to promote your products or services.

■ AVATAR BRANDING

Avatars of users can be branded with logos or other forms of advertising, such as virtual T-shirts, with a company's logo.

■ AD SPACES IN VR CHAT, VR GAMES, OR SOCIAL VR APPS

Advertisements could be placed in loading screens, billboards, and pop-up ads.

■ VIRTUAL STORE

Virtual stores can be set up within the metaverse where users can purchase products or services.

■ BRANDED VIRTUAL SPACES

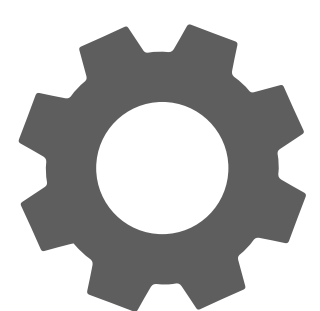
Sponsor or create virtual spaces within the metaverse, such as virtual malls or theme parks, to promote their products or services

Keep in mind that advertising in the metaverse is still in its infancy, as VR technology is still developing. However, advertising could be a big market if done well.

The Ultimate NFT Marketing Strategy

Marketing an NFT project involves a variety of strategies that you can use to raise awareness, generate interest, and ultimately drive sales of the NFTs. It is important to note that the crypto

and NFT space is fast-moving, so staying updated on the latest trends and best practices is crucial to the success of your marketing efforts.



KEY NFT MARKETING CHECKLIST

This basic checklist helps you to spread awareness of your NFT collection.

Mark with a ✓ as you complete each task.

☐ LISTING

List your collection on more than one marketplace

☐ CONTENT MARKETING

Create engaging, informational content on your NFT

☐ COMMUNITY BUILDING

Build a group of supporters to help with promotion

☐ SOCIAL MEDIA

Build a following on popular social platforms

☐ ENGAGEMENT

Host regular AMA sessions on Discord and Twitter

☐ AIRDROPS

Provide holders an appreciation gift or reward

☐ DROP LISTING

Submit your collection on NFT calendars

☐ COLLABORATION

Collaborate and cross-promote with other NFT artists

☐ INFLUENCER MARKETING

Partner with crypto influencers to generate interest

☐ EMAIL MARKETING

Update subscribers with progress and key events

☐ WHITELISTING STRATEGY

Launch early access campaigns to generate interest



TIPS ON TOKEN GATING STRATEGY

NFT token gating refers to a system in which the owner of an NFT is able to control access to certain features or benefits. This can be done by using smart contract technology on a blockchain network to create a digital "gate" that can be opened or closed based on the ownership of a specific NFT.

NFT token gating allows creators to reward their holders with exclusive access to certain features, which can help drive the demand for their NFTs and increase their value. This strategy opens up both marketing and monetisation opportunities for brands and creators.

5 APPLICATIONS OF NFT TOKEN GATING

1. Token gated community

Give holders access to a private exclusive community and provide members with loyalty benefits

2. Token gated commerce

Allow holders to link their wallets to your e-commerce website and gain access to special brand experiences, such as limited-edition merchandise, privileged benefits, and VIP access to events

3. NFT loyalty cards

Allow holders to use their NFT as a loyalty card on a product page to access special discounts and offers

4. Token gated events

Host events that require your NFT to gain entry or reward attendees with special POAP NFTs

5. Token gated memberships

Grant holders memberships to an elite community, voting rights, or access to exclusive experiences

Tips for Successful Email Marketing

1. Build your EMAIL LIST

Include sign-up or subscribe buttons on your blog pages, social network bios, and email signatures. Collect email addresses from website visitors, social media followers, and other sources.

2. SEGMENT your subscribers

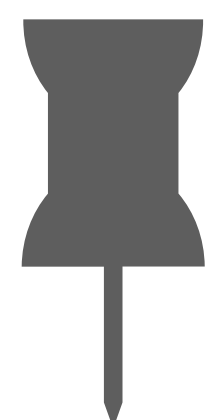
Divide your emails list into smaller groups based on factors such as interests, behaviour, and engagement with previous emails. Design highly personalised emails for the right segments.

3. Create catchy SUBJECT LINES

Make your subject lines stand out. Keep it brief. Incorporate humour if appropriate. Use questions to draw people's attention.

4. Write a compelling PREVIEW TEXT

Provide an eye-catching sneak peak into the email content. Make it brief while conveying the most important facts.



“ Effective emails reach the right person at the right time in their customer journey.”

5. Optimise your CTAs.

CTA (Call to Action) buttons help draw people to navigate through your web pages. Consider the content, colour, and location of your buttons. Use trigger action words and make sure your text button accurately describes what the button does.

6. AUTOMATE and MEASURE your email campaigns

Use marketing tools, such as [MailChimp](#) and [HubSpot](#), to automate repetitive tasks. Track key metrics, such as open rates and click-through rates.

7. INTEGRATE with your other marketing channels

Include links to your social media and other marketing platforms in your email campaign to grow your following into other channels.

Consumer Buying Process

Selling disruptive products, such as blockchain-based apps, is practically impossible without understanding the needs and preferences of your potential users. The Consumer Buying Process helps you to figure out this aspect as well as barriers and motivators to purchasing your product. The information can be used to improve your business and marketing strategy, increasing the adoption of your product as a result.

HOW DO YOU APPLY THE MODEL TO WEB3?

- 1. Problem/Need Recognition:** The consumer recognises a need or problem that they believe can be solved or improved by a blockchain product.
- 2. Information Search:** The consumer searches for information on blockchain products that could potentially solve their problem or meet their need.
- 3. Evaluation of Alternatives:** The consumer evaluates the different blockchain products that they have found during their information search to determine which one is the best fit for their needs.
- 4. Purchase Decision:** The consumer makes a decision to purchase a specific blockchain product.
- 5. Post-purchase Evaluation:** After using the blockchain product, the consumer evaluates their satisfaction with the product and their decision to purchase it.



Consumer Buying Process



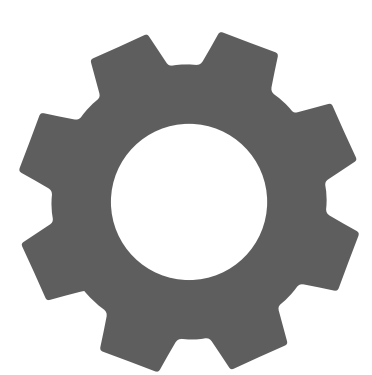
STRATEGIC QUESTIONS TO ASK

- How do your users typically recognise that they have a problem you can solve for them?
- How you improve your response when potential customers are searching for you?
- What are your competitors doing and how can you do it better?
- Why do your customers buy from you time and time again?
- How do you best target each phase of the buying cycle?

A Content Marketing Plan in 6 Steps

Whether the purpose is to inform and educate users and investors or develop credibility and authority, Web3 projects need to have some sort of content marketing plan in place. Having a perspective as well as a commitment to high-quality, transparent content are key to building trust. However, content marketing is

more than simply blogging on Medium. It needs to be planned and created with intention so that your content can create real value for your business. The following 6-step plan helps to structure your content marketing towards clear goals.



6-STEP CONTENT MARKETING PLAN

Mark each question with a ✓ as you answer.

1. DEFINE YOUR TARGET AUDIENCE

- ☐ Who do you want to reach with your content?
- ☐ What is your target audience's needs, interests, and pain points?

2. SET CLEAR GOALS AND OBJECTIVES

- ☐ What do you want to achieve with your content marketing efforts?
- ☐ Do you want to increase brand awareness, generate leads, or drive sales?

3. DEVELOP A CONTENT STRATEGY

- ☐ What type(s) of content will you create?
- ☐ How and where will you publish, distribute, and promote your content?

4. CREATE HIGH-QUALITY, VALUABLE CONTENT

- ☐ What resources and research do you need to create your content?
- ☐ Does your content align with your brand voice and personality?

5. DISTRIBUTE YOUR CONTENT

- ☐ What are the effective channels where you can promote your content?
- ☐ Are you getting your content in front of the right audience?

6. ANALYSE AND OPTIMISE YOUR CONTENT

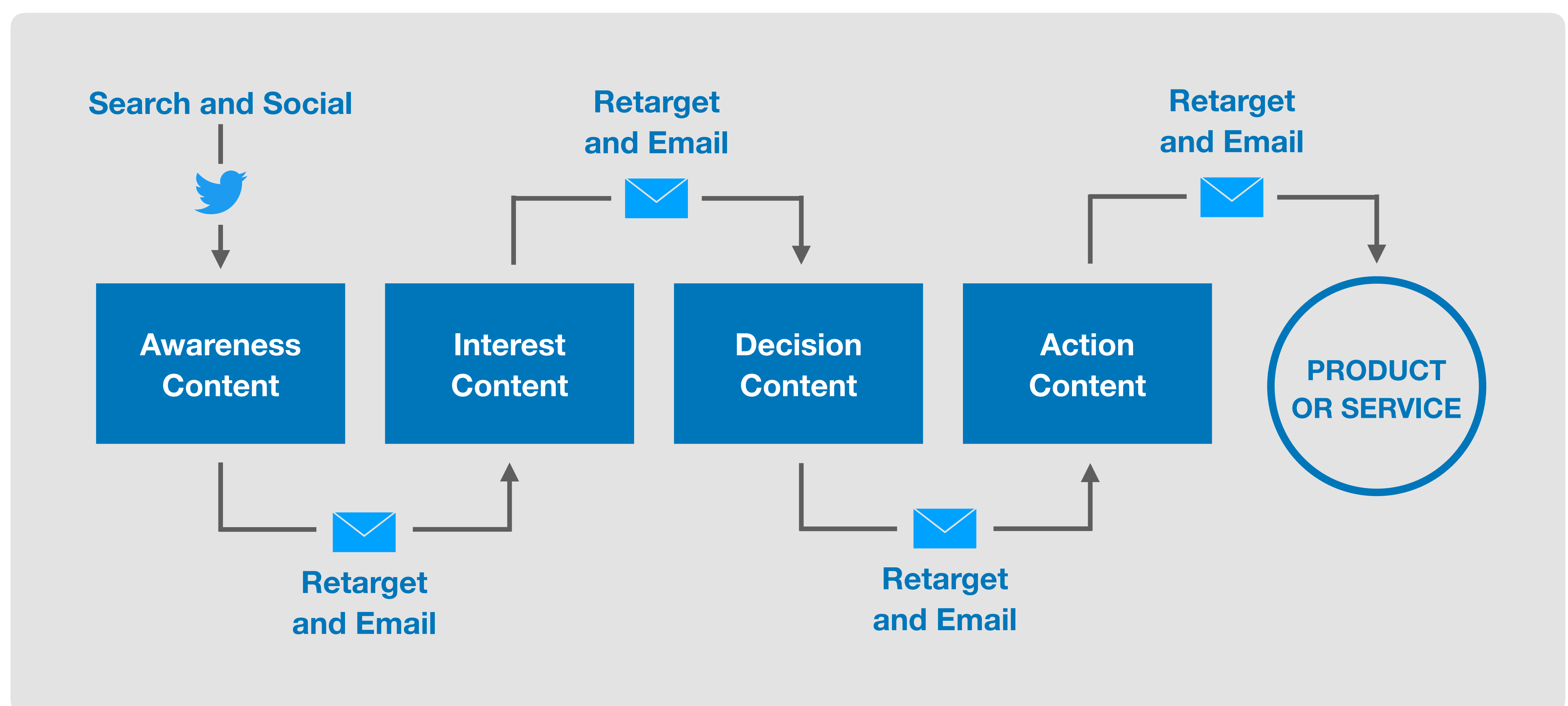
- ☐ What analytic tools are you using to track the performance metrics of your content?
- ☐ What further improvements do you need to make on your existing content?

5 Content Strategy Frameworks

Blog and pray is not a strategy. An effective content strategy outlines how you will use your content to achieve your business goals. It focuses on how you distribute content to grow

your audience and hit your performance metrics. The following five content strategy frameworks involve tactics that cover the most common business goals.

1. LEAD GENERATION



WHO IS IT FOR

For big project launches that require making more touch points with a prospective customer at every step of the consumer buying journey

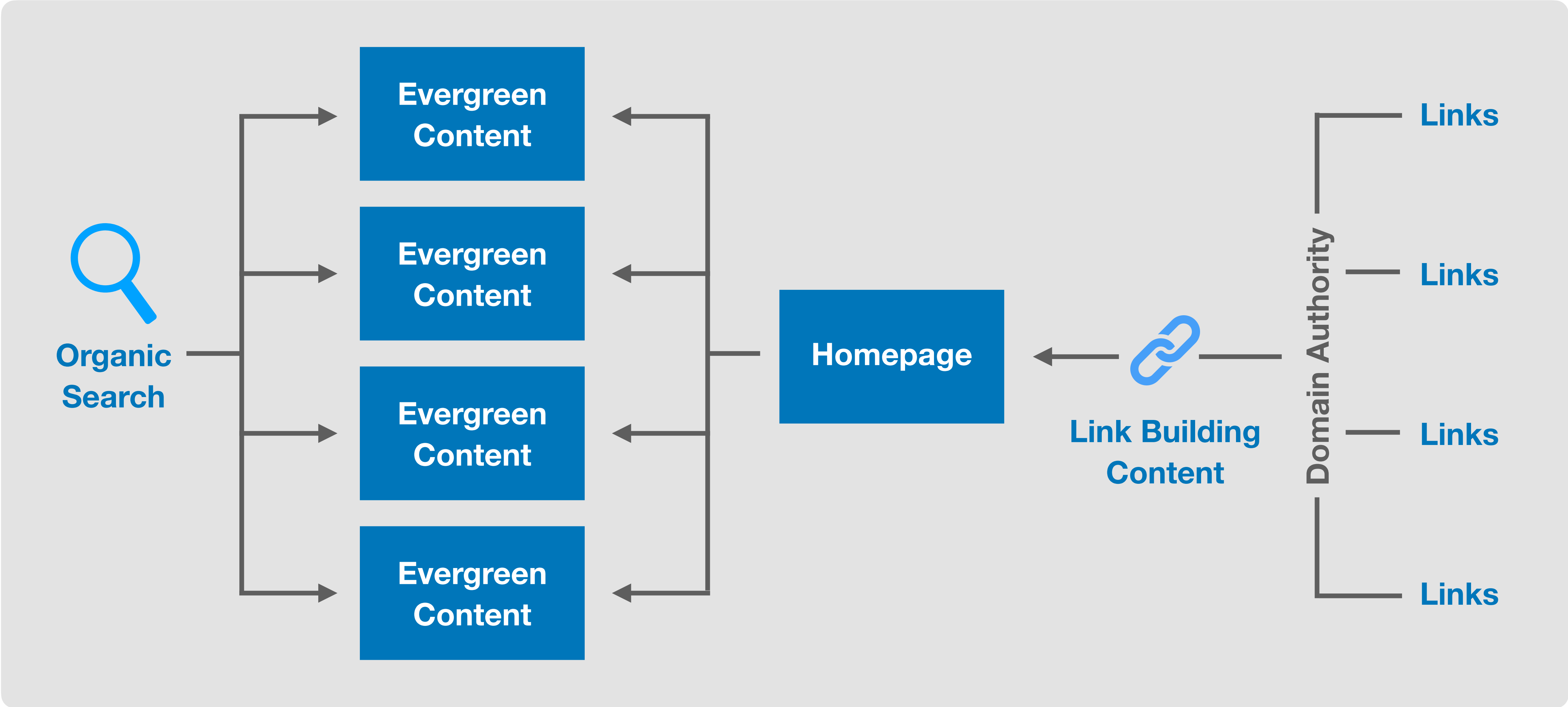
HOW IT WORKS

Rather than going from content directly to offer, this framework move people from the awareness stage toward taking action - from stranger to customer.

1. Produce one piece of content for each stage in your sales funnel (awareness, interest, decision, action)
2. Start driving traffic to your “awareness” (i.e. not hard selling) piece using paid and/or organic social
3. Organise and create custom audiences for visitors who read each post
4. Run retargeting or email campaigns with the next article in your series catered each custom audience

For example, target people who have already visited your “interest” content with “decision” content and so on in a continuous cycle.

2. EVERGREEN FOREST



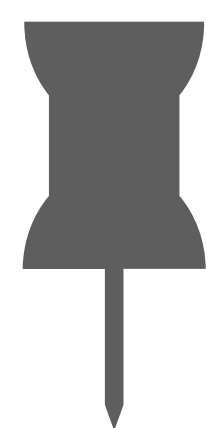
WHO IS IT FOR

For businesses that want to raise the dominance and visibility of their content on search engines

HOW IT WORKS

This low-cost approach focuses on letting organic search do most of the heavy lifting, meaning that it will take some time to generate results. Your website’s authority will grow gradually over time, meaning your content will slowly make its way up from #100 to #3 in search engines.

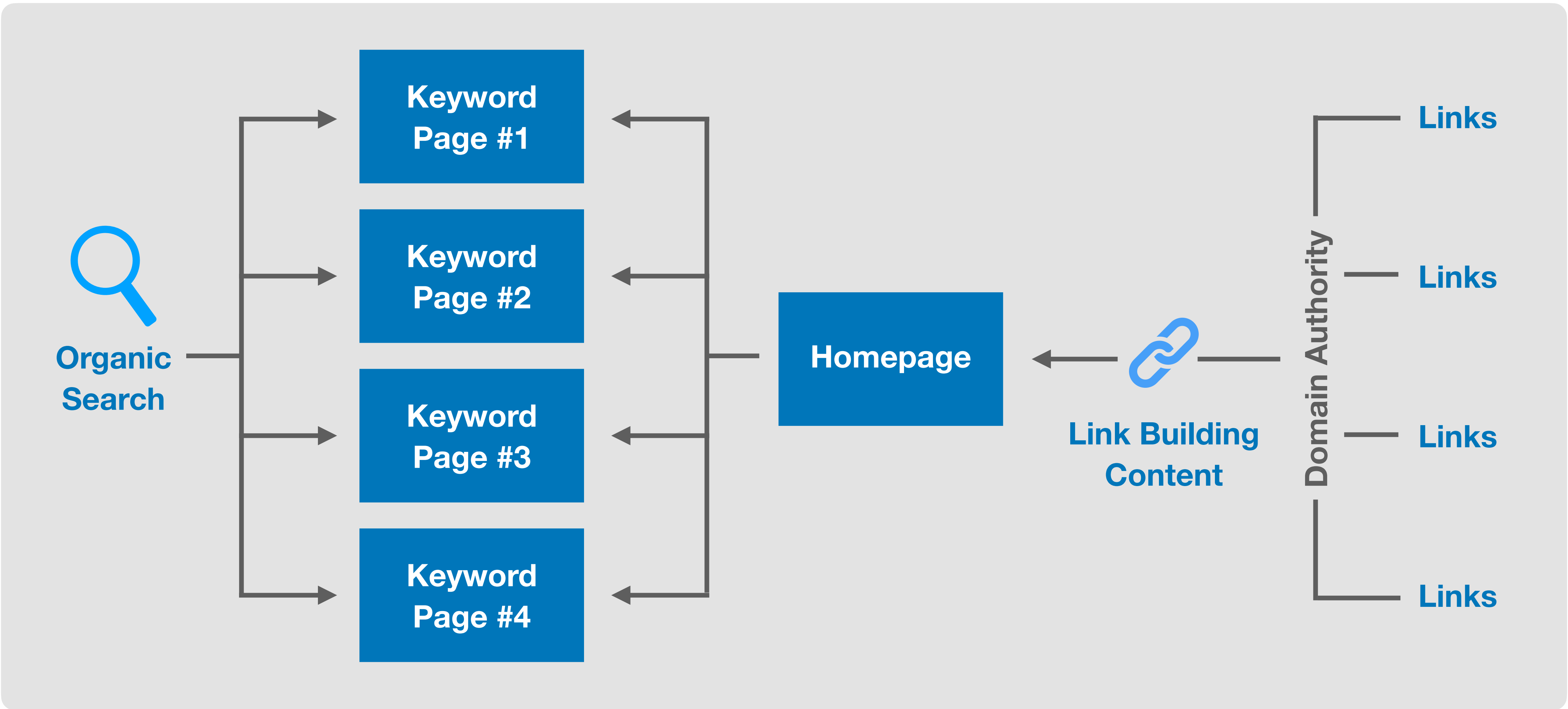
1. Produce evergreen content on your website or blog. Evergreen content are search-engine optimised and stay continuously relevant over a long period of time.
2. Organic search on your evergreen content on its own does not work. You will need to raise the authority of your website’s domain in order to increase the visibility of your content. Use link-building content to grow your domain authority. For an in-depth dive into the link building strategy, go to our [Tools & Resources](#) page.
3. As you create more link-building content, you will begin to see compounding growth as you publish more search optimised evergreen content. Each content piece should ideally grow higher in search ranking.



TYPES OF CONTENT MARKETING FOR WEB3 PROJECTS

- Whitepaper
- Product Guides
- Blog (e.g. Substack, Mirror)
- Newsletters
- Infographics
- Podcasts
- Video Tutorials
- Thought Leadership or Opinion articles
- Guest-posting on blockchain news sites (e.g. Coindesk, Cointelegraph)
- Writing collaborations with Web3 bloggers
- Memes on current affairs
- Videos and interactive infographics on a metaverse land (e.g. Sandbox, Decentraland)

3. COMPETITIVE SEO



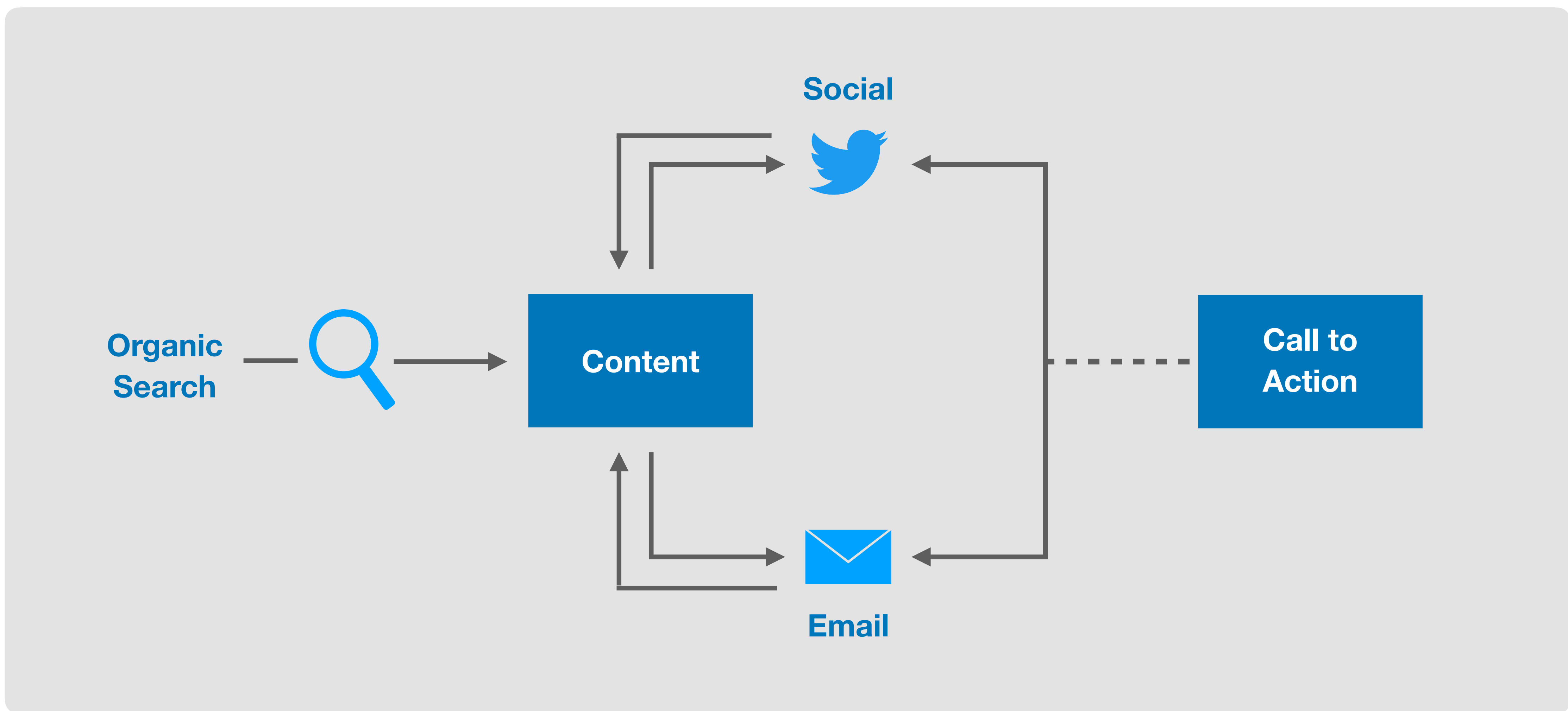
WHO IS IT FOR

For businesses that want to raise the dominance and visibility of their website, aligned with specific searches relevant to their target market. For example, you have a SocialFi platform and you want to rank #1 for searches on “SocialFi”.

HOW IT WORKS

This approach is similar to the Evergreen Forest framework. However, instead of creating evergreen content, you will need to create content targeting a single, competitive keyword that is relevant to your business or product.

4. COMMUNITY BUILDING



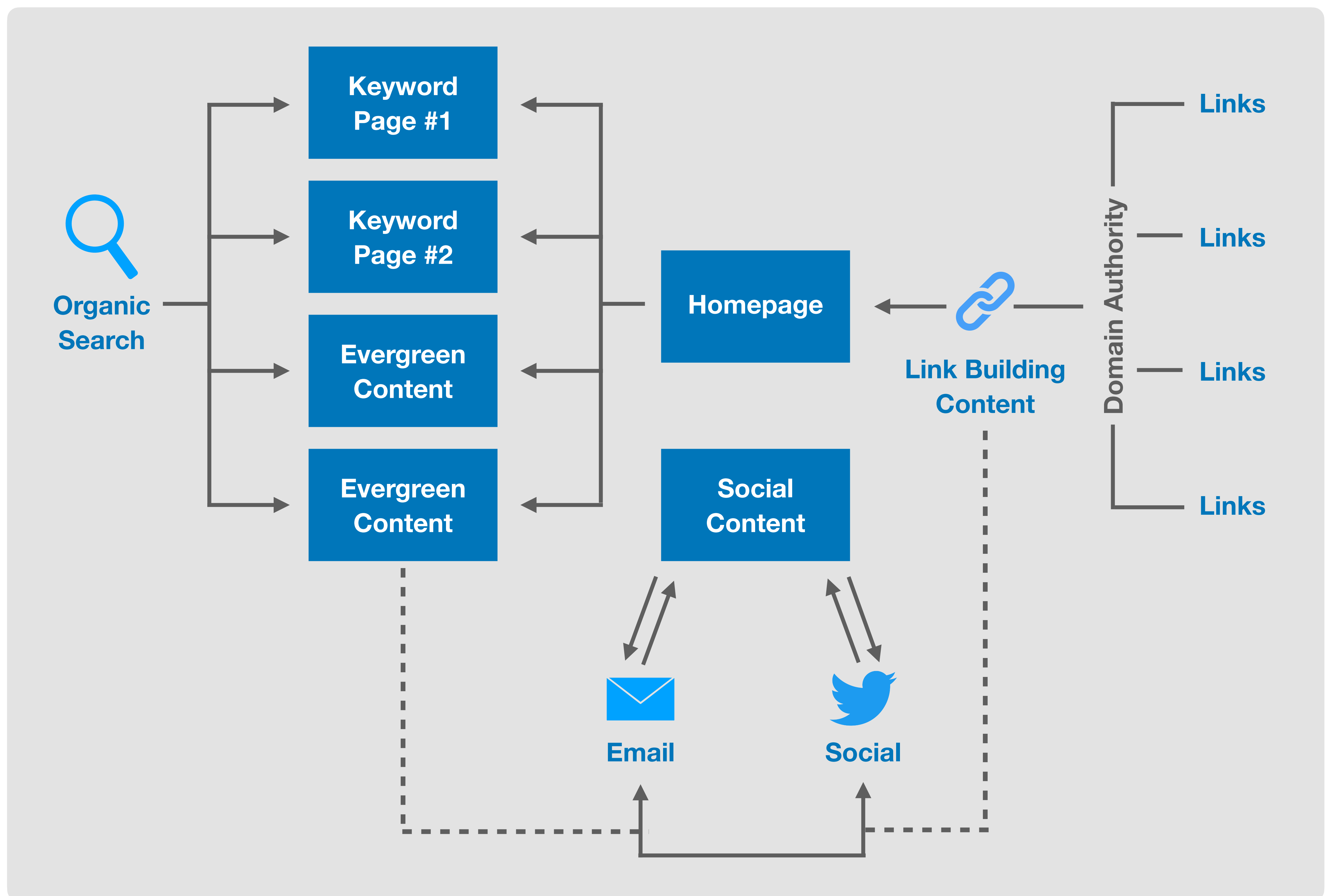
WHO IS IT FOR

For projects that are more interested in using content as a way to foster and build community than directly sell a product or service

HOW IT WORKS

The goal of this approach is to drive engagement, return visitors, and conversation between community members. To accomplish this, you will need to engineer content that is specifically designed for people to share through their networks. As a result, your content will be cast out to a wider network within your target market.

5. TRIFECTA



WHO IS IT FOR

For companies with ample resources because while this strategy can meet almost any high-level business goal, it also involves many moving parts

HOW IT WORKS

There are two ways to approach this strategy. Invest more into content marketing to handle all of the various types of content or have a slower build up as each piece starts to generate both long- and short-term results.

1. Build a library of evergreen content that is closely tied to specific keywords relevant to your target audience.
2. Use link-building content to elevate the visibility of the evergreen content over time, driving organic traffic.
3. Generate short-term results by using viral social content that drives traffic and engagement through social and traditional distribution channels. Examples include infographics and Twitter thread summaries of your blog articles.

PESO Model

The **Paid, Earned, Shared, and Owned (PESO)** model is a great tool to categorise the types of communication that a brand has with consumers. It allows you to see the bigger picture when it comes to your marketing activity. You can see where your efforts are being channeled into and where the gaps are in order to create a seamless integrated mix.

EARNED MEDIA

Link building
Blogger networks
Media and PR
Word of mouth

PAID/EARNED

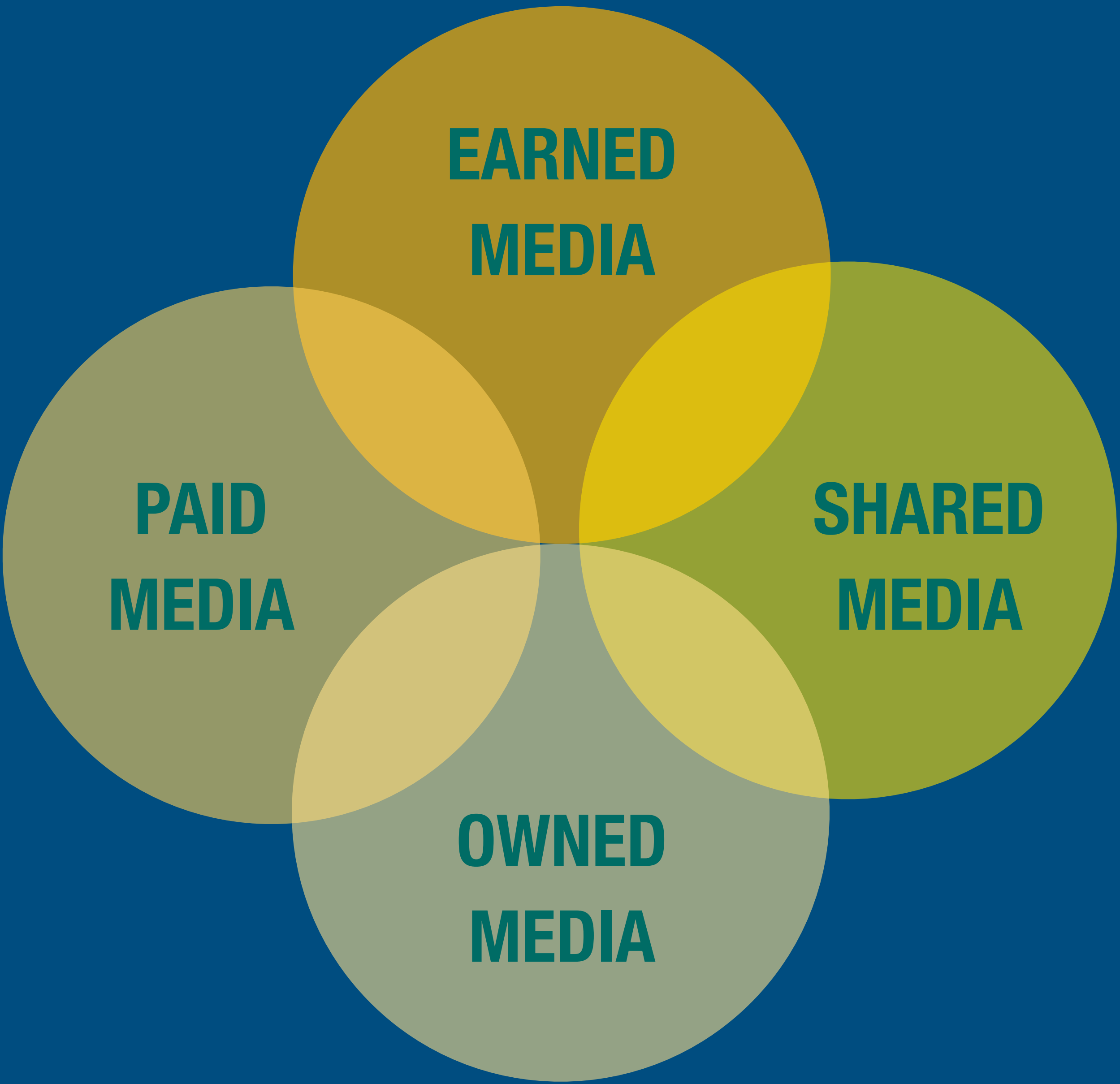
Influencer marketing
Event marketing
Experiential marketing

PAID MEDIA

Social media ads
Sponsored content
Boosted content
Paid publishing

OWNED/PAID

Email marketing
Affiliate marketing
Inbound marketing
Contests & quizzes



SHARED MEDIA

Social forums
Organic social
Reviews
Media sharing sites

EARNED/SHARED

Brand ambassadors
User-generated content
Partnerships

OWNED MEDIA

Content marketing
Videos & webinars
Blog & podcast
Brand journalism

OWNED/SHARED

Publishing platforms
Content curation
Content distribution



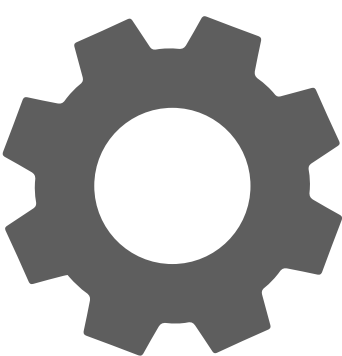
TIPS TO CONSIDER

- Ensure you have clear goals and objectives from the start. Then, you can measure your success from each channel.
- Start with owned content and distribute it throughout the remaining platforms.
- Create an editorial calendar to track your content creation strategy.
- The success of PESO is in how well you integrate and combine the four channels.
- The best campaign strategy has a consistent message across all four channels and each element works in harmony.

Checklist for Twitter, Discord, and Reddit

By building a strong community of users who are invested in the success of your Web3 product, your project can gain valuable feedback, support, and contributions that can help you improve and grow over time. In order to achieve this, social media is required - practically indispensable. Through social media, community members can get updated

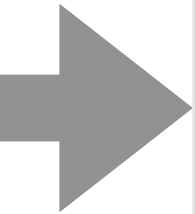
on your project's progress, new developments, and answers to questions about your product's technology and roadmap. This helps to increase transparency and trust in your project, which is crucial in the decentralised and often complex world of Web3.



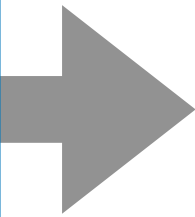
MARKETING IN TWITTER, DISCORD, AND REDDIT

These are basic checklists for three social media channels most often used by the Web3 community.

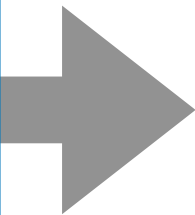
Mark with a  as you complete each task.



- ☐ Post informational Twitter threads to create conversations
- ☐ Publish memes, if relevant to your brand personality
- ☐ Share regular announcements and updates
- ☐ Conduct AMA sessions and polls
- ☐ Retweet information that is relevant to your target audience
- ☐ Collaborate with crypto Twitter influencers to promote your brand
- ☐ Run targeted ads or promote key posts to boost visibility



- ☐ Create dedicated channels for different topics or sub-communities
- ☐ Incentivise members to write content or provide other value
- ☐ Use bots to automate repetitive actions, such as welcome messages
- ☐ Assign roles to community members and have them moderate servers
- ☐ Engage with users regularly, take feedback, and conduct AMAs
- ☐ Use customer bots to listen to issues faced by users and members
- ☐ Host events, giveaways, and contests to encourage engagement



- ☐ Create subreddits and invite followers to discuss their opinions
- ☐ Conduct AMAs to get input from your followers
- ☐ Interact with users in other subreddits that are relevant to your product
- ☐ Add value to your posts to spark engaging, viral discussions
- ☐ Run ads to target specific communities, but do so sparingly
- ☐ Create and share custom content, such as videos and infographics
- ☐ Partner with popular subreddit moderators to promote your brand

Top 20 Discord Bots

Much has been said about how challenging it can be to navigate around Discord, particularly for first-time users. The following are some tools to help you create more organised and seamless experience for your community members.

1. Mee6

Helps automate tasks, like sending welcome messages, assigning roles, and setting up custom commands

2. Dyno

Offers a wide range of features, including music streaming, server backups, and custom commands

3. Tatsu

Helps with server engagement, offering features such as custom reaction roles, leaderboards, and server stats

4. Ticketbot

Allows users to create, manage, and close support tickets directly from Discord. Helps collect user feedback.

5. ServerStats

Allows you to see statistics of your server, like how many messages have been sent and how many people joined

6. Xenon

Helps backup, duplicate or clone your Discord server, make archives, and synchronise changes

7. Dank memer

Offers bot commands for you to share memes or create your own

8. Invite Tracker

Tracks where your new members are coming from and who is inviting them. Often used to fill whitelisting spots.

9. Bump Reminder

Offers various features, such as general reminders, a vote tracker, the question of the day, and welcome messages.

10. Epic-RPG

Offers mini, chat-based role-playing game to keep your server's community members engaged and alive

11. Quizbot

Create customised quizzes and host trivia nights to reward users and enhance engagement

12. Helper.gg

Enables you to reply to user queries by creating support tickets within your Discord server

13. PollBot

Allows you to construct time-sensitive polls, simple yes-or-no polls, and polls that require custom answers

14. Apollo

Assists with events management tasks, such as scheduling events and meetings and setting reminders

15. Zira

Assign server roles depending on user responses. Greets hello and goodbye to new and returning members.

16. Statbot

Displays statistics, such as total number of members, server activity, and other customisable options.

17. GiveawayBot

Allows you to organise and streamline the process of your giveaways

18. Arcane

Moderates your server using a levelling system to offer members a chance to gain XP and rewards

19. ProBot

Offers various features, such creating welcome graphics, using social commands, and monitoring rule violations

20. Captcha.bot

Conducts account verification and anti-phishing to authenticate new users joining your community

Reddit

WHAT IS IT?

- Popular social news and discussion platform that has an active Web3 community
- Launched new NFT-based digital collectible avatars on the Polygon network
- Reddit Collectible Avatars are limited-editions and based on the social platform's mascot, Snoo
- Collection was designed by Reddit creators and independent artists



WEB3 STRATEGY

- Avoided using Web3-related lingo, such as NFTs and wallets, in their content marketing based on their prior market research that 35% of Reddit community believe that brands can ruin the future of NFTs
- Created a frictionless onboarding experience through social media platform, with buyers simply needing to create a “Vault” on Reddit that acts as a digital wallet
- Reduced barrier to entry by removing the need for buyers to own cryptocurrency to purchase
- Holders receive perks on their Reddit profiles, such as the ability to customise and switch out gear and accessories
- After a month from launch, top contributors and builders on Reddit received free airdrops to reward their contribution and also have them act as brand ambassadors to promote the collection

RESULT

- Launch of avatars led to the creation of more than 3M crypto wallets, 99% of which are unique users. This figure surpasses OpenSea's 2.3M active wallets.

KEY POINTS OF SUCCESS

- Avoided technical terms, such as “wallet”, in order to entice largely non-crypto users to turn into this new digital initiative
- Conducted market research of their potential buyers beforehand
- Provided its community a product that it wanted, packaged aesthetically, and sold with ease using simple interfaces and hassle-free processes
- While blockchain technology powered the product, it was not the star of the show. This helps make a somewhat disruptive product more digestible and appealing.

TOOLS & RESOURCES

MARKETING ANALYTICS

- [Mixpanel](#)
- [Heap Analytics](#)
- [Google Analytics](#)
- [Matomo](#)
- [Cyfe](#)
- [Klipfolio](#)

CONTENT MARKETING

- [HubSpot](#)
- [WordPress](#)
- [Contenttools](#)
- [Ceros](#)
- [BuzzSumo](#)
- [PathFactory](#)
- [Uberflip](#)

AI TOOLS FOR CONTENT CREATION

- [ChatGPT](#)
- [CopyAI](#)
- [GrowthBar](#)
- [Scalenut](#)
- [Beautiful.ai](#)

EMAIL MARKETING

- [MailChimp](#)
- [SendX](#)
- [Postr](#)

SOCIAL MEDIA MARKETING

- [Hootsuite](#)
- [SocialPilot](#)
- [Sprout Social](#)

ONLINE GIVEAWAY AND CONTEST

- [Vyper](#)
- [Gleam](#)
- [Woorise](#)

PR DISTRIBUTION

- [PR Newswire](#)
- [Chainwire](#)
- [Luna PR](#)
- [ReBlonde](#)

ADVERTISING

- [A-Ads](#)
- [Adshares](#)
- [Cointraffic](#)
- [Coinzilla](#)

FURTHER READING

ANSOFF MATRIX

- [4 Strategies under Ansoff Matrix](#)
- [Bitcoin Case Study](#)

CONSUMER BUYING PROCESS

- [How to Build a Customer Journey Map](#)
- [How and why consumers buy crypto assets](#)
- [Visualising the Buyer Experience](#)

LINK BUILDING

- [Semrush's Beginner Guide to Link Building for SEO](#)
- [Backlinko's Definitive Guide to Link Building](#)

PESO MODEL

- [Ultimate Guide to Integrated Marketing](#)
- [Planning Comms Campaigns with the PESO model](#)