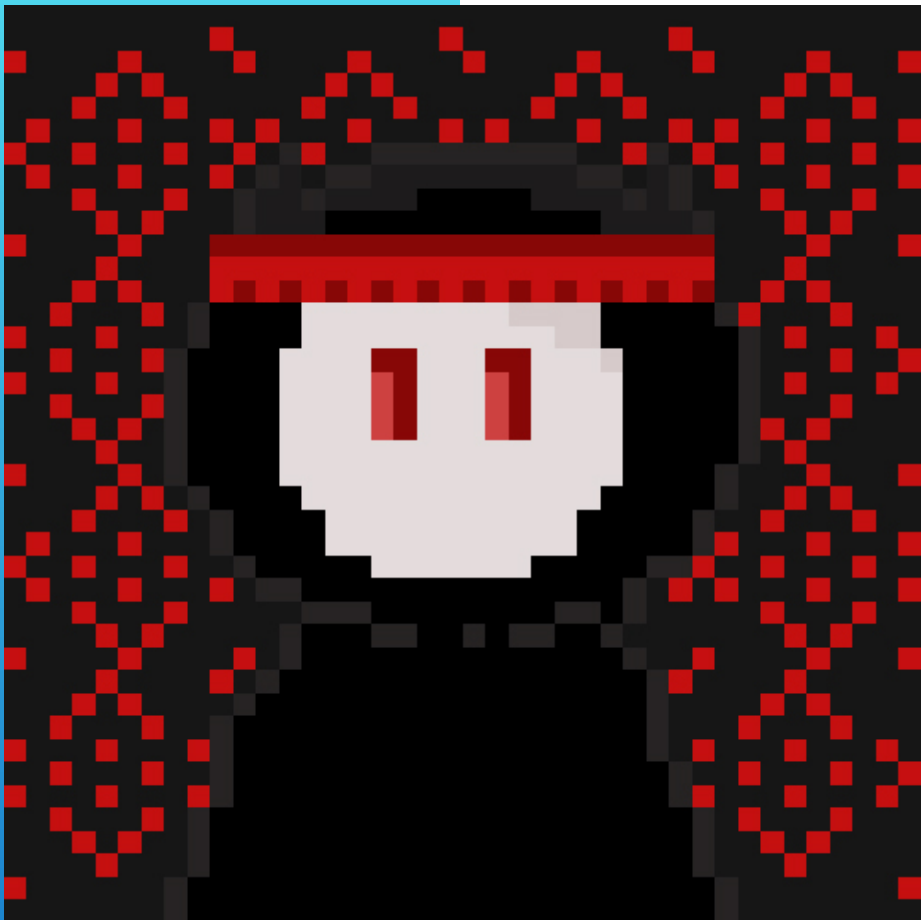




Building Communities In WEB3

R o b / R a m b o



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Guest Speaker

About me

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Your Goals in Web3

What type of Community works best to meet your brand goals in web3?

Reasons for NFT use and Low Engagement Vs High Engagement Communities



Deciding your Web3 Goals

- Reason and manner of deployment change community goals

NFT Use Cases

- Loyalty program (points/tokens)
- Building Community/Brand Following
- Raise w/ NFTs
- Sell Collectibles
- Deploy new technology to support your existing brand
- Make an entirely new company/tech



What type of community?

- Matching engagement level of your community to brand/project goals

Low Engagement Community

- NFT mainly as fundraising Vehicle
- Holders = traditional investors
- Limited engagement necessary
- Website, Twitter, Telegram, Discord w/very limited channels
- Bare Bones content creation
- Announcement Focused
- Limited staff
- Cheapest/least time consuming

High Engagement Community

- NFT as a community identity tool
- Holders = marketing team
- Active participants in brand
- Twitter and Discord are very active
- Daily content creation
- Fully staffed design team
- Community Managers, social media managers, moderators, brand ambassadors
- Very involved team, more expensive to maintain

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The Right Social Media

The importance of having the proper place for your community to gather and engage.

The common denominator, an effective and appropriate discord build.



Effective Social Media Strategy

- Project Centric Socials



3 Main Project Socials for Web3

- Twitter
- Telegram
- Discord

Less Effective for Web3

- Instagram
- TikTok
- YouTube
- Facebook

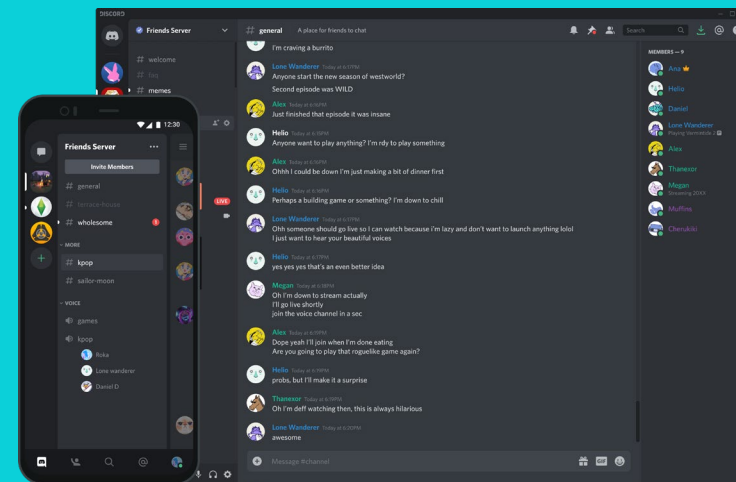


Building a Discord

- A powerful tool in Web3

Effective Discord for Community Management

- Slack ++
- Fully customizable interactive chat app
- Can wallet tie, token gate
- Hire the Right Staff to build/maintain security
- Hire experience Mods/CMs to guide the community
- An effective discord can make/break a project.



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Attracting and Onboarding Users

What combination of Utility, Marketing, and Hype is right to attract users to your brand?



Utility, Marketing, and Hype

Utility/Art Balance

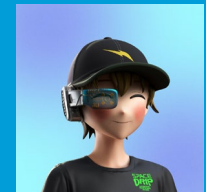
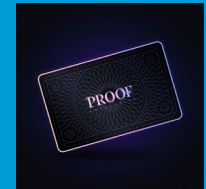


Utility

- How holders interact with your brand.
- Membership Card
- Token Emissions
- Avatar in Game
- Revenue Share
- Upgradable Art
- Savings Program
- Merchandise

Art

- Match right utility to Art
- Pixel vs Line Art
- Side/Front Profile picture
- Spinning Cards
- 3D vs Non 3D art
- Use as PFP = Free Marketing
- Brand Loyalty





Utility, Marketing, and Hype

Marketing Push

Who do I tell first??

Top Down

- Form Consensus among top players
- Can be paid/unpaid
- Attract Users through promotions
- Traditional Marketing Campaign
- "Celebrity Endorsements"

Bottom Up

- Grassroots Marketing
- Directly influencing buyers at their info source
- Threads/Ama/Spaces
- Alpha Groups/DAOs/Data Driven Influencers
- Can be "Astroturfing" (less effective)
- Know your audience/Influencers



Utility, Marketing, and Hype

“The Hype Campaign”



Hype

- Using Anticipation to Drive Engagement
- Consistently Narrowing the focus until Launch Date
- Start with broad messaging
- Keystone Tweet
- 6-8 week final push

Mechanisms

- “Drip Campaign”
- Whitelists/Allowlists
- Giveaways
- Presale/Pre purchase
- “Gamefied Purchasing”

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Congrats! You have a Community!

If you can keep it.

Preparation is everything when capturing and maintaining your
Web3 Community.



Welcome Home!

Planning is Everything



Capturing Attention is EASY....Maintaining it is HARD.

- To Flip or Hold?
- 24-48 hours Post launch = Vital time
- Active Mods/CMs
- Active Socials
- Active Updates
- Discord Holders Management
- Return Value to Holders = Long term support



THANK YOU

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