

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- **Men or Women?**
 - Mostly men 80/20
- **Approximate Age range?**
 - Late 20's - 50's
- **Occupation?**
 - CEO / Decision maker of a start up company or firm
- **Income level?**
 - Medium - high 6/7 figures
- **Geographic location?**
 - Not specifically but first world countries

Painful Current State

- **What are they afraid of?**
 - "in web3 trust is everything so if we launched a campaign and didn't deliver the product in time the community wouldn't be happy" - **Fear of disappointing their peers in the community. Trust and punctuality seem important for their reputation.**
 - " I think their whole business might actually be a fraud." - **Fear of giving the impression of a scam. They need to ensure their compliance with legal regulations to maintain trustworthy status.**
- **What are they angry about? Who are they angry at?**
 - "My former co-founder selected them after speaking with them. It seems he did so in a rush to find anyone he could without qualifying their technical abilities." - **Angry about incompetence of his own colleague and the consultants**
 - "Awful. They claimed they were senior engineers but the work we saw was so junior that it was as if they had never built a real product before." **Angry because they feel misled by the consultant's lack of expertise**
 - "To keep it short, the entire industry is filled with VCs who 'invest' in tokens just to scam and dump on retail" **Angry at and about VC's who are ruining the reputation of other projects by dumping on people.**
- **What are their top daily frustrations?**
 - "With all these possibilities swirling around, I'm struggling to pinpoint where I should focus my efforts" - **Struggle finding a sense of direction or first steps into entering this advanced space of blockchain**
 - "Sometimes too much information means that it is difficult to find what i'm looking for." **Information laid out to them in an overwhelming way which stunts**

- their ability to understand it.
- **What are they embarrassed about?**
 - “but couldn't for the life of me understand how block chain impacted anything and felt like an idiot” - Realise the importance of needing to adapt and feeling embarrassed when they don't keep up
- **How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?**
 - “I'm feeling lost and unsure about what to do next.” - Feeling Lost and unsure about the next steps. Have some information and ideas, but no idea where to start when it comes to implementing them.
 - “Anytime I bring up to someone else my passion about the technology they either think I am a scammer or they want to speculate on some ridiculous coin price.” - Makes them feel demoralised that their vision isn't appreciated and the other people think they are just part of a scam-based culture
- **If they were to describe their problems and frustrations to a friend over dinner, what would they say?**
 - “I'm feeling lost and unsure about what to do next.”
- **What is keeping them from solving their problems now?**
 - They do not have the knowledge or experience to apply their ideas to their business.
 - They lack the trust that someone will be able to deliver them the correct help

Desirable Dream State

- **If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?**
 - relief from the relentless fears of unreliable partnerships or technical risks, no longer haunted by doubts about whom to trust or frustrations over being misunderstood
 - “managing our cloud infrastructure is much simpler and more efficient.” - They want simplicity for their tasks. They want to have maximum efficiency with is a little effort as possible
 - “services were groundbreaking for our company.” - They want something to give them huge results
- **Who do they want to impress?**
 - trusted not just by their customers but by their peers, whom they now impress with their informed, responsible choices - Trying to impress peers as well as customers
 - They want to impress their “tribe” the crypto community - The online crypto

culture full of innovative people makes it hard to stand out but also holds a lot of new territory and opportunity. So doing so is rewarding.

- **How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?**
 - I wake up every morning extremely happy and I find what I do extremely rewarding. I know if I wasn't doing this right now I would regret it later on in life. -They want to feel like they are making a positive difference in the world
 - seeing themselves as credible leaders recognized for their vision and innovation. -The success deep down for them is an identity they believe they should fill. They believe they can be an inventor that makes a difference
- **If they were to describe their dreams and desires to a friend over dinner, what would they say?**
 - I'd love to reach a point where our tech and team are both rock-solid, and our clients fully trust us
 - I want to be proud of the impact we're making, knowing we're genuinely helping people navigate this tech instead of wondering if they're looking at me with skepticism. It's about feeling secure, validated, and like I'm not only leading a business but setting a real standard in the industry.

Values, Beliefs, and Tribal Affiliations

- **What do they currently believe is true about themselves and the problems they face?**
 - issues related to settlements, auditing, paperwork, logistics and even finance.
 - decentralized peer-to-peer computing is always going to be slower and more expensive than centralized computing, which severely constricts what we can do with the technology
 - It's really hard to build long term utilities on blockchain as most of the businesses there are just built on top of hype
- **Who do they blame for their current problems and frustrations?**
 - To keep it short, the entire industry is filled with VCs who 'invest' in tokens just to scam and dump on retail - They blame malicious VC's for ruining the reputation of actual good projects
- **Have they tried to solve the problem before and failed? Why do they think they failed in the past?**
 - "This may sound cliché but it's really unique in web3 space where there are not that many real experts" - They believe it is difficult to find someone who actually knows what they are doing
- **How do they evaluate and decide if a solution is going to work or not?**
 - "Hiring experts like [Tokenomia.pro](#) ensures you get the specialized knowledge and experience necessary for success. Their comprehensive approach and proven track record will save you time, resources, and deliver outstanding results." -Track record to validate and give social proof
 - "Their comprehensive approach and proven track record will save you time,

- resources, and deliver outstanding results.” - **Track record again**
 - “Their expertise and commitment have exceeded our expectations”
 - “We were watching educational materials made by Tokenomia and asked if they can support us with this project. They could.” - **Pre-watched educational content convinced of their ability to help**
 - “They make your projects their goals and make you feel like a priority!” - **Sell a collaboration like the importance of their success is equal and shared**
- **What figures or brands in the industry do they respect and why?**
- **What character traits do they value in themselves and others?**
 - “Not only did they consistently meet all project deadlines, but they also demonstrated an impressive level of responsiveness to our needs” - **They value punctuality**
 - “some of the communication could have smoothed our working progress. while in this project the late delivery did not have a major impact on our token sale, we would have preferred to have finished on time.” **Again punctuality and also clear communication is a trait they value**
- **What character traits do they despise in themselves and others?**
- **What trends in the market are they aware of? What do they think about these trends?**
 - “This may sound cliché but it's really unique in web3 space where there are not that many real experts” - **belief that The knowledge runs thin**
 - “Similar to many consultancies, BrightNode utilizes best practices and templates to provide their advisory to their clients, which are not always fully customized to meet the unique or specific needs of each project.” - **Aware of a trend of consultancies using templates rather than personalised approaches which is a flaw in their eyes.**
 - I realized how well the internet has connected people and information, but how there is still a gap in effectively coordinating them, which I feel is what the technology does through what is essentially a marketplace for decentralized trust. I am left strongly feeling like I should pivot my start up into blockchain.
- **What “tribes are they a part of? How do they signal and gain status in those tribes?**
 - Crypto degens
 - Signaling status:
 - Thought leadership - Engaging in public speaking, writing articles, or participating in panel discussions at industry conferences
 - industry events, joining exclusive online forums, and engaging in collaborative projects .

Places To Look For Answers:

1. Your client's existing customers and testimonials
2. Your client's competitors customers and testimonials
3. Talking with anyone you personally know who matches the target
4. market
5. People oversharing their thoughts and feelings online
 - a. Youtube
 - i. ("My journey" type videos)
 - ii. Comments
 - b. IG
 - c. Facebook
 - d. Twitter
 - e. Reddit
 - f. Other Forums
 - g. Amazon.com Reviews
 - h. Yelp and Google Business/Maps Reviews

Basic Avatar



Name:

Mark Thompson

Background Details

Age: 38

Occupation: CEO of a Fintech Startup specializing in blockchain technology

Location: Urban area in a first-world country (e.g., New York, London, Berlin)

Income Level: Low to medium six figures

Day in the life:

Mark starts his day early, typically around 6:30 AM. He begins with a workout to clear his mind, often reflecting on the challenges his company faces. By 8:00 AM, he's at his desk, reviewing emails and preparing for meetings. His calendar is packed with discussions about technology, product development, and fundraising efforts.

Throughout the day, he juggles tasks such as:

- **Team Meetings:** Collaborating with his tech team to refine product features.
- **Investor Calls:** Pitching to potential investors, expressing his vision for blockchain's impact on financial transactions.
- **Networking:** Engaging with peers at industry events or online forums to stay updated on market trends.

Mark is constantly concerned about delivering reliable results, fearing that any delays or technical failures could damage his reputation and business. He feels the pressure of leading his team and ensuring everyone is aligned with their goals.

Thoughts and Feelings: Mark often grapples with feelings of anxiety and insecurity, especially when he perceives a lack of understanding about blockchain technology from others. He is passionate about innovation but sometimes feels lost in the sea of competing ideas and

possibilities. He's frustrated by unreliable partnerships and is haunted by doubts regarding whom to trust within the industry.

However, Mark also experiences moments of hope and motivation, particularly when he sees his team making progress or receiving positive feedback from clients. He dreams of building a company that not only thrives but also sets a standard in the blockchain sector.

Daily Problems and Goals:

- **Problems:**
 - Difficulty finding reliable partners and experts in the blockchain space.
 - Overwhelmed by the numerous possibilities and unsure where to focus efforts.
 - Concerned about the skepticism of others regarding his business's credibility.
- **Goals:**
 - To establish a solid, trustworthy brand in the blockchain community.
 - To create innovative products that genuinely help users navigate technology.
 - To foster a strong team culture that aligns with his vision of success.

Desires: Mark desires to feel secure and validated in his role, wanting to be seen as a credible leader in the industry. He envisions a future where his company is respected and trusted by both clients and peers, ultimately impacting the industry positively.

In conversation with a friend over dinner, he might say, "I just want to get to a place where our tech and team are solid, so our clients can trust us without hesitation. It's about making a real difference, not just in profit but in how people view this technology."

Summary

Mark Thompson embodies the target client for a blockchain consulting company. He represents the struggles, aspirations, and emotions experienced by many CEOs in the tech startup space. This avatar can guide marketing efforts by highlighting the importance of trust, expertise, and innovative solutions in addressing the challenges faced by similar clients.

Key Components of Web3 Marketing

1. Community Building

Community is the backbone of any Web3 project. Unlike traditional marketing, which often focuses on top-down messaging, Web3 marketing prioritises building trust and engagement from the ground up.

- **Discord and Telegram Management:** Platforms like Discord and Telegram are critical hubs for communication. Effective management involves fostering meaningful discussions, addressing concerns promptly, and sharing updates transparently.

- **Incentivising Engagement:** Gamification techniques, airdrops, or token rewards encourage active participation, turning passive followers into loyal advocates.
2. **Token-Gated Strategies**

Web3 marketing often involves exclusive access for token holders.

 - **VIP Communities:** Projects can create token-gated spaces that offer early access to features, special events, or unique content. This approach not only increases token utility but also fosters loyalty among holders.
 - **Dynamic Rewards:** Implementing mechanisms like staking bonuses or exclusive NFTs for loyal members drives sustained engagement and boosts perceived value.
 3. **Content Marketing in Web3**

Educating and informing potential users is vital, especially in a space where many are still learning about blockchain's potential.

 - **Thought Leadership:** Blogs, whitepapers, and case studies help establish a project's credibility. Providing value through insights builds trust with a sceptical audience.
 - **Explainer Videos and Tutorials:** Visual content simplifies complex topics, making it easier for newcomers to engage with the project.
 4. **Go-to-Market Planning**

Launching a Web3 project requires a highly synchronised strategy.

 - **Pre-Launch:** Build anticipation with teaser campaigns, partnerships, and community-focused events.
 - **Launch Events:** Token airdrops, live AMAs (Ask Me Anything), or coordinated social media campaigns can amplify visibility.
 - **Post-Launch Growth:** Ongoing community interaction, product updates, and iterative marketing campaigns ensure the project remains relevant and gains momentum.
 5. **Decentralised Marketing Platforms**
 - **Blockchain-Based Advertising:** Platforms like Brave and Minds offer decentralised ad placement, ensuring transparency and direct value to users.
 - **Social Tokens:** By issuing tokens tied to user engagement, projects can align incentives with community growth, turning supporters into stakeholders.
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The Process of Web3 Marketing

A structured, data-driven approach is essential for success in Web3 marketing. Here's how the process unfolds:

1. **Discovery and Research**
 - Define the target audience, focusing on demographics, behaviours, and Web3 adoption levels.
 - Conduct competitor analysis to identify gaps and opportunities in the market.
2. **Strategic Planning**

- Develop a comprehensive go-to-market strategy with clear KPIs for community growth, engagement, and retention.
 - Establish a narrative that highlights the project's unique value proposition (e.g., solving a specific problem in Web3).
- 3. Execution**
- Launch initial campaigns across platforms such as Twitter, Reddit, and decentralised advertising networks.
 - Actively engage in community channels, responding to questions and addressing concerns.
- 4. Monitoring and Iteration**
- Use analytics tools to track engagement metrics, token adoption, and community sentiment.
 - Adapt campaigns based on performance data, ensuring the strategy evolves with the community's needs.

Web3 Marketing: Driving Innovation and Engagement

The Process of Web3 Marketing

Our Web3 marketing approach is structured and data-driven, ensuring every decision is informed by research and tailored to your project's needs:

✓ Discovery and Research

We define your target audience by analysing demographics, behaviours, and Web3 adoption levels. Competitor analysis identifies gaps and opportunities, providing a foundation for a focused strategy.

✓ Strategic Planning

We develop a comprehensive go-to-market plan with clear KPIs for growth and retention. By crafting a compelling narrative that showcases your project's unique value, we ensure your messaging resonates with the right audience.

✓ Execution

We launch targeted campaigns across platforms like Twitter, Reddit, and decentralised advertising networks. Our team actively engages in community channels, responding to questions and concerns to build trust and excitement.

✓ Monitoring and Iteration

Using advanced analytics tools, we track key metrics like engagement, token adoption, and community sentiment. Continuous optimisation ensures your marketing evolves to meet the community's needs and maximise impact.

