NEAR Arabia proposal - August : Mid September.

Event "Learn and Earn"

It will be the first event of its kind in Arabic.

The idea is to make a similar page like: https://coinmarketcap.com/earn on our website: Cryptoblarabi.com

Objectives:

3 lessons will be provided about NEAR(300 - 400 words per lesson) :

1- Introduction about NEAR
2- NEAR token
3- Will be determine (we probably will make a poll on telegram to let the members choose it, also we welcome your suggestions)

What tasks are required from the users (and what is the expected benefit of this)?

- Taking lessons about NEAR and solve the quiz (promoting NEAR)
- opening a wallet from wallet.near.org (increase the number of NEAR wallets)
- Joining NEAR Arabia Telegram group and follow NEAR Arabia Twitter account (increase the number of Twitter and Telegram users)

* There will be 200 winners (randomly). 10$ to each.
* Event duration: 3 weeks

Goals & Promotion plan :

We have many goals, the most important :
- Increasing the number of the community by 50-60% for Telegram and Twitter :
https://twitter.com/NEAR_Arabic
https://t.me/NEAR_Arabic
- Get new designers, developers, investors to involve them in the NEAR ecosystem
- Also in terms of engagement, we look forward to increasing the rate by at least 20% - 25%.
We can define engagement rate by Like, comment, and retweet on Twitter
And the active members of the telegram group
We will track active members by Combot, also the community managers will give a bi-monthly statistical work on the members' interests and what their questions were.

We will launch an advertising campaign through social media channels: Facebook, Twitter, YouTube : For example :
https://www.youtube.com/c/Cryptola/videos

https://www.facebook.com/dAppNEAR
https://twitter.com/NEAR_Arabic
. and will publish an article about the event on our website and some other sites.
In addition, we are in contact with some groups specialized in development and design (on Facebook - Telegram) and we will invite their members to attend the webinars and to participate in the event.
We will look into the best advertising opportunities available at the time of the event.

Some groups:

https://web.facebook.com/groups/287462498043674/
https://web.facebook.com/groups/605590316203882/
https://web.facebook.com/groups/JoDevelopersGuild/
https://web.facebook.com/groups/777143179498808/
https://web.facebook.com/groups/designerexperience/
https://web.facebook.com/groups/1113702735472769/
We will work hard to achieve our goals, God willing.
There will be a daily follow-up of the results after the first week, we will make a comprehensive evaluation of the performance and see the number of participants and its kind (developers, designers, investors, bounty hunters) and the numbers of the open wallets.. etc., in order to improve and develop the marketing campaign if necessary.
-We'll look at the number of registrants overall.
-The number of group members (Telegram and Twitter)
-Interacting people on telegram
-impression, engagement on Twitter.
- People who have registered to attend the webinars

3 Webinars :

- **we already did** 2 webinars in June :
  https://gov.near.org/t/near-arabia-monthly-report-june-2021/3324

The duration of each webinar is +40 minutes
Expected number of people: between 40-60
Platform : Zoom
We will provide the data of the participants who registered for the webinar, such as the e-mail - the telegram account - the NEAR wallet.

After the event ends and while the participants are waiting for the results, we will hold 3 webinars, to involve them in NEAR.
-The first one targets interested parties and investors.
(What is NEAR, what's make NEAR unique, NEAR token, NEAR wallet, backers, exchanges,..etc)
-The second one targets designers
(What is NFT and why you should care about it, how to get started as a designer, Paras, Mintebase, .. etc)

-The third one targets developers
(How to get started as a developer, what features NEAR provides to the developers, learn and earn, grants,..etc).

So we will work on three main pathways (investors,designers,developers)
and we can measure success by:
- The number of new wallet set up
- Set up a store on mintbase,minted NFT,register on Paras
- Complete lesson/courses on learnear.club,NEAR academy, and building a DApp.

Set up a bot & what can I do for near page

We are going to set up the rose bot to welcome members and guide them according to their interests.
We can also use this idea that Sheryas posted earlier:
https://gov.near.org/t/what-can-i-do-for-near/505
We already create the website a long time ago but we didn't yet launched it:
https://cryptoblarabi.com/near
** It still needs to be developed, this will facilitate the process of reaching the goal faster and smoothly, instead of searching through Google and finding a lot of links, it will become easier and faster.
But we can do the event without it if you see it's not good value.
we can update the Arabic content and share the link on the event page.

We are expecting a large number (At least 250-350 participants, and I think we can reach +1000 participants easily.) of people participating in the event, then it would be good to attract these users to make them start their way on NEAR, and we will highlight opportunities for them to participate in the NEAR ecosystem, and thus we will succeed in building a good relationship with the user, God willing.

3 original articles :

Each article will consist of 800-1000 words, with infographics.

It will be a comprehensive reference for developers, investors, and designers
We expect each article will get **at least** 600 to 800 views
the articles will be posted on : https://cryptoblarabi.com/ (metrics
https://imgur.com/a/pQJjB0H)

 Managing social media channels:

This includes creating posts and tweets, providing support and mentoring new members, creating some infographics, translating official announcements and retweets.

We now have about 292 followers on Twitter. And 615 on Telegram.

We aim to increase this number by 50-60%.

Engagement we aim for: like, retweet, participate in discussions on the telegram group.
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https://twitter.com/NEAR_Arabic
https://t.me/NEAR_Arabic

Telegram, there is a daily follow-up to answer inquiries and guide members + there will be a daily post.

On Twitter, we will be retweeting with quotes for most of the tweets from the main account of NEAR + we expect there will be 7 tweets per week.

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With a bi-monthly statistical work on the members' interests and what their questions were.

Funding required (Basic):

- Create the "Learn and Earn" event page including the manage panel and the content of the lessons : 500$
- Event management and promotion: 500$ (to get at least 250 - 350 participants)
- Rewards for the 200 winners: 2000$
- 3 webinars: 1200$
** The webinars will be posted here: https://www.youtube.com/c/Cryptola/videos

the video will be posted on the same channel + will use it in the ads post on Facebook
- 1 video to promoting the event: 300$
- 3 original articles: 600$
** each article will consist of 800-1000 words, with infographics.

It will be a comprehensive reference for developers, investors, and designers.
- Managing social media channels: 600$

** https://twitter.com/NEAR_Arabic - https://t.me/NEAR_Arabic

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Total: 5700$ (2000$ will go to the winners)
Target DAO: neararabia.sputnikdao.near

(Bonus) funding

Our team consists of 9 people:
- 3 people to manage social media accounts (Telegram and Twitter)
- 2 translators and content creation
- 2 promoters
- 1 designer - video maker
- 1 developer

We ask for a bonus as the number of participants increases, as this means that we have succeeded in managing and promoting the event.
The bonus is for each additional 150 participants.
In other words, if we reach 500 participants. there will be a bonus x token for us (determine by you)
And when we reach 650 participants, there is a bonus x token for us.
And so on.