



Communication Plan: Incentivizing NFT Transfers from Astar to Soneium via NFT Bridges

Objective

This communication plan aims to engage the Astar and Soneium communities, encouraging them to utilize NFT Bridges for cross-chain transfers. We will achieve this by offering **Teleport token incentives**, distributed via an **on-chain, fair, and transparent raffle using Chainlink VRF**.

Core Messaging

1. Seamless Cross-Chain NFT Transfers

- Educate the community on how our bridge enables smooth movement of NFTs between Astar and Soneium.
- Showcase the security and efficiency of our infrastructure.

2. Teleport Token Incentives

- Users who transfer NFTs using our bridge will automatically be entered into a raffle.
- Prizes range from **100 to 100,000 Teleport tokens**, making participation exciting and rewarding.
- The drawing is powered by **Chainlink VRF**, ensuring a **provably fair** process.

3. Native Integration on Astar

- Teleport token will be a **native Astar asset** with **multi-chain functionality** through Chainlink CCT.
- The mechanism will be available to all NFT collections on Astar, **not just Astar Degens NFTs**.

Communication & Marketing Strategy

1. Community Engagement & Education

- **Twitter/X Campaigns**

- Announce the incentive program in a thread.
- Weekly reminders with success stories of users who won tokens.
- Collaborate with Astar and Soneium community influencers to spread the message.

- **Telegram & Discord Announcements**

- Dedicated FAQ session explaining how to bridge NFTs.
- Regular AMAs to answer community questions and drive engagement.
- Pinned messages with step-by-step instructions.

- **Blog Posts & Medium Articles**

- Explaining the importance of cross-chain NFT movement.
 - Highlighting the fairness and transparency of Chainlink VRF.
 - User testimonials and case studies of winners.
-

2. Strategic Partnerships

- **Collaborate with Astar-Based NFT Projects**
 - Encourage existing NFT collections on Astar to promote the bridge and raffle to their communities.
 - Offer **exclusive bonuses** for partnered projects that integrate with our bridge.
 - **Work with Soneium Developers & Projects**
 - Drive adoption on Soneium by ensuring their ecosystem promotes the bridge as an entry point for Astar users.
 - **Influencer & Key Opinion Leader (KOL) Engagement**
 - Partner with trusted voices in the Astar/Soneium ecosystem.
 - Have them demonstrate the NFT bridging process in short videos.
-

3. Gamification & Viral Growth

- **Referral Program**
 - Users who refer others to the bridge can get additional entries into the raffle.
 - **Leaderboard for Most Active Users**
 - Recognize and reward top NFT movers.
 - **NFT Holder-Exclusive Benefits**
 - Additional perks for users who have actively used the bridge multiple times.
-

4. Transparency & Trust-Building

- **On-Chain Proofs & Verification**
 - Publish raffle transactions and winners on-chain for full transparency.
- **Public Raffle Drawings**

- Host live sessions where the VRF process is showcased, reinforcing its fairness.
 - **Community Feedback Loop**
 - Run polls and feedback sessions to improve the user experience.
-

KPIs (Key Performance Indicators)

To measure success, we will track:

- ✓ **Number of NFTs bridged** from Astar to Soneium.
 - ✓ **Total number of raffle participants** per month.
 - ✓ **Engagement on Twitter, Telegram, and Discord** (likes, shares, comments, AMA attendees).
 - ✓ **Growth in Teleport token holders** across Astar & Soneium.
 - ✓ **Partnerships established** with Astar and Soneium projects.
-

Timeline & Execution Plan

Phase	Activity	Timeline
Phase 1	Announcement & Awareness Campaign	Week 1
Phase 2	Community AMAs, Blog Posts, and Tutorials	Weeks 2-4
Phase 3	NFT Collection Partnerships & Influencer Push	Weeks 3-5
Phase 4	First Raffle Draw & Winner Announcements	End of Month 1
Phase 5	Expansion, Refinement, & Additional Promotions	Ongoing
