



Lumerin

Deep Dive GTM Strategy for Lumerin's Adoption: Attract Retail Users

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1 - Refined Target Audience

Mass Adoption Focus: While maintaining interest from crypto enthusiasts, prioritize attracting retail users with limited technical knowledge of crypto. Individual Bitcoin enthusiasts and potential miners.

2 - Value Proposition Tailoring

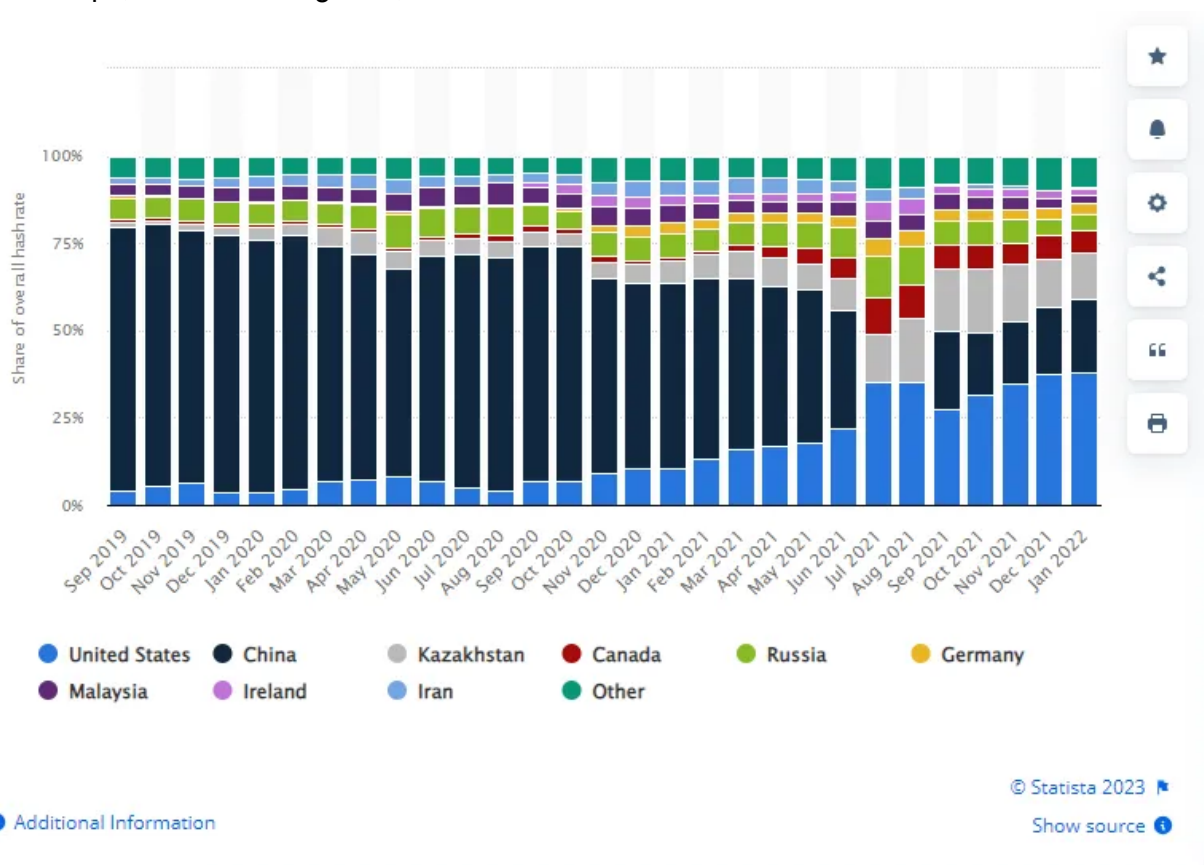
2.1 Focus on Simplicity: Emphasize the ease of mining Bitcoin with Lumerin, without needing technical knowledge.

2.2 Highlight Accessibility: Promote the ability to mine Bitcoin from anywhere with an internet connection, using a user-friendly platform.

2.3 Passive Income Potential: Frame LMR token ownership as a way to generate passive income through Bitcoin mining rewards.

3 - Understanding Right Demographics

To drive Lumerin adoption, it's essential to target the right demographic across crypto exchange Partnerships, Advocate Programs, Public Relation and Events.



First Target:

China, the USA, Hong Kong, Dubai, Canada, and Germany are Initial regions for targeting

The 2023 Global Crypto Adoption Index Top 20

Country	Region	Overall index ranking	Centralized service value received ranking	Retail centralized service value received ranking	P2P exchange trade volume ranking	DeFi value received ranking	Retail DeFi value received ranking
India	Central & Southern Asia and Oceania	1	1	1	5	1	1
Nigeria	Sub-Saharan Africa	2	3	2	1	4	4
Vietnam	Central & Southern Asia and Oceania	3	4	4	2	3	3

Second Target:

India, Nigeria, Vietnam, Philippines, Indonesia, Thailand, Turkey, Japan, Argentina.

4 - Marketing Channels - Deeper Exploration

1. Content Marketing:

- a. Develop social media beginner-friendly guides on Bitcoin mining, Lumerin's platform, and the benefits of LMR tokens (explain token utility and future potential).
- b. Create short explainer videos showcasing the mining process and token usage in a clear, step-by-step manner.
- c. Partner with financial influencers and YouTubers who cater to a retail audience to promote Lumerin through sponsored content or reviews.
- d. Lumerin Academy will feature channels offering beginner-friendly explanations of Bitcoin concepts, in-depth looks at Lumerin's platform features, and discussions on optimizing mining setups for cost-efficiency.

2. Search Engine Marketing (SEM):

- a. Conduct keyword research to identify search terms used by retail investors interested in cryptocurrencies or passive income. Target upcoming events to ensure our links appear at the top of Google search results.
- b. Develop targeted PPC campaigns using these keywords and landing pages optimized for conversions (e.g., signing up for Lumerin).

3. Social Media Marketing (SMM):

- a. Expand to platforms like Facebook and Instagram, where a larger pool of retail investors reside.
- b. Utilize engaging content formats like infographics, short explainer videos with captions, and social media contests with LMR token rewards.
- c. Partner with micro-influencers who have a strong following among retail investors.

5 - Public Relations

Secure media coverage in mainstream financial publications and cryptocurrency news outlets that cater to retail investors. Highlight Lumerin's mission to democratize Bitcoin mining and the accessibility of its platform.

5.1 Advocates Program:

Establish a Tier based global region-specific advocates program to enhance local logistics and regional community relations within the main targeted event's city/region. Targeting first and second regions as mentioned above.

<Have to work more on this>

5.2 Community Building:

A smooth onboarding experience is crucial for retaining new users in your Lumerin Discord server. Here are some strategies to get people on board quickly and comfortably:

Pre-Server Onboarding:

- **Clear Server Description:** Briefly explain the purpose of your Discord server and who it's for in your website, social media bios, and marketing materials.
- **Ensure Link Visibility:** Make it easy for users to find your Discord server invite link. Include it on your website, social media profiles, and any relevant landing pages.

In-Server Onboarding:

- **Welcome Channel:** Create a dedicated welcome channel with a clear message of greeting and server rules.
- **Getting Started Guide:** Pin a comprehensive "Getting Started" guide in the welcome channel. This guide should include:
 - Server navigation instructions (mentioning roles, channels, and functionalities).
 - Links to important resources like FAQs, tutorials, and video guides.
 - Explanation of how to get help or ask questions.
- **Role Assignment:** Implement a self-assign role system where users can choose roles based on their experience level (beginner, intermediate, advanced). This helps personalize the user experience and connect them with relevant channels.

Category: Marketplace

Sub-Channel 1: Available Hashrate

- **Function:** This channel displays real-time details of sellers offering hashrate on the Lumerin platform.
- **Information Display:**
 - Usernames of sellers (consider blurring usernames for privacy if desired).
 - Available hashrate amount (in MH/s or GH/s).
 - Price per unit of hashrate (with clear specification of currency, e.g., LMR tokens or USD).
 - Optional: Short description from the seller about their hashrate source or any special offers.

Sub-Channel 2: Ongoing Mining Contracts

- **Function:** This channel displays details of ongoing mining contracts between buyers and sellers facilitated by the Lumerin platform.
- **Information Display:**
 - Usernames of buyer and seller (consider blurring if needed).
 - Agreed-upon hashrate amount.
 - Contract duration.
 - Payment terms (e.g., LMR tokens per day/week/month).
 - Optional: Public dispute resolution channel link (if needed).

Create a Dedicated Category: "Lumerin Academy"

This category will house several channels focused on educating users about Bitcoin mining and Lumerin's platform in an engaging and gamified way.

Channels:

- **Bitcoin Basics:**
 - Cater to beginners with easy-to-understand explanations of Bitcoin concepts (blockchain, mining, wallets).
 - Utilize infographics, short explainer videos, and pinned FAQs.
- **Lumerin Platform:**
 - Deep dive into Lumerin's platform functionalities, including hashrate marketplace usage, LMR token utility, and wallet management.
 - Consider walkthrough videos and interactive tutorials.
- **Mining Strategies:**
 - Target intermediate users with discussions on optimizing mining setups, hashrate calculations, and cost-efficiency strategies.
 - Encourage users to share their experiences and best practices.
- **Lumerin AMA Archives:**
 - Archive past AMAs (Ask Me Anything) with Lumerin team members or industry experts for reference and future learning.

Gamification Elements:

- **Weekly Quizzes:**
 - Conduct weekly quizzes on Bitcoin and Lumerin topics with multiple-choice questions.
 - Award LMR tokens or badges for correct answers and participation.
- **Scavenger Hunts:**
 - Hide clues within different channels or pinned messages related to Bitcoin or Lumerin.
 - The first user to find all the clues wins a prize (LMR tokens).
- **Mining Simulations:**

-
- Develop a Discord bot or integrate a simulation tool where users can test different mining strategies and compete for the highest virtual mining rewards.
 - **Level System:**
 - Implement a level system based on user activity within the educational channels.
 - Higher levels can unlock access to exclusive channels, roles, or participation in more advanced discussions.

Promoting the Program:

- **Announcement Messages:** Regularly announce program updates, contests, and high achievers on the server.
- **Advocate Recognition:** Publicly recognize top-performing advocates within the server and social media platforms to incentivize participation.
- **Community Recognition:** Publicly recognize top-performing members and reward them with LMR to encourage them to start using the marketplace by participating in Lumerin Academy.

6 - Event Strategy

1. Host webinars and online workshops:

- a. Partner with cryptocurrency educational platforms or communities to conduct webinars specifically targeting retail users.
- b. Offer introductory sessions on Bitcoin mining and Lumerin's platform, with indirect focus on the benefits of our solutions.

2. Attend relevant industry events:

- a. Participate in crypto conferences, meetups, and expos that attract retail investors.
- b. Set up a booth to showcase Lumerin's platform and offer educational materials about LMR tokens with its use case.
- c. Staying ahead of meeting people, constant follow-up on Telegram, email newsletter, and asking them to participate in education quests around Bitcoin mining.

3. Potential events:

- a. Non Fungible Conference, May 28
- b. Consensus2024, May 29
- c. ETH Belgrade, June 3
- d. ZuBerlin, June 8
- e. TOKEN2049, September 18
- f. Permissionless III, October 9
- g. CoinDcx Unfold24, TBD Oct 2024
- h. [<More Events from Initial Region>](#)

7 - Additional Considerations

1. **Develop a user-friendly mobile app:** Make it easy for users to manage their mining operations on the go.
2. **Security:** Prioritize education for security measures to protect user funds and prevent fraud.
3. **Partner with cryptocurrency exchanges:** Ensure LMR tokens are easily tradable/stakeable on reputable cryptocurrency exchanges to increase liquidity and accessibility for retail investors.
4. **Implement a token buyback and burn program:** Demonstrate a commitment to increasing the value of LMR tokens by strategically buying back a portion of tokens in circulation and removing them from supply.

8 - Conclusion

By implementing this comprehensive GTM strategy with a focus on user education, community engagement, events and strategic partnerships, Lumerin can effectively attract a large pool of retail users and drive demand for its LMR token.

Remember, success hinges on building trust and transparency. Consistently deliver clear communication, exceptional customer support, and a secure platform to build long-term relationships with your retail user base.

Appendix A - This section contains all credible sources

In this section, we outline the research links.

1. [Distribution of Bitcoin mining hashrate from September 2019 to January 2022, by country](#)
2. [The 2023 Global Crypto Adoption Index: Central & Southern Asia Are Leading the Way in Grassroots Crypto Adoption](#)
3. [Bitcoin Miners May Shift Focus to AI After Halving, CoinShares](#)