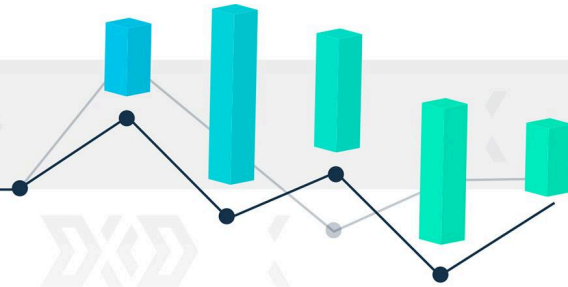




**BLOCKNET**



# Q3 Marketing Plan

July-September '18

## The Blocknet Mission

Our goal is to communicate that Blocknet is a bridge between technologies, markets, and communities. Blocknet's purpose is to serve the passionate communities behind every coin by enabling new freedoms and capabilities. We want every user to know that Blocknet was created to empower the blockchains they are already passionate about. To be for Blocknet, is to be for all blockchains.

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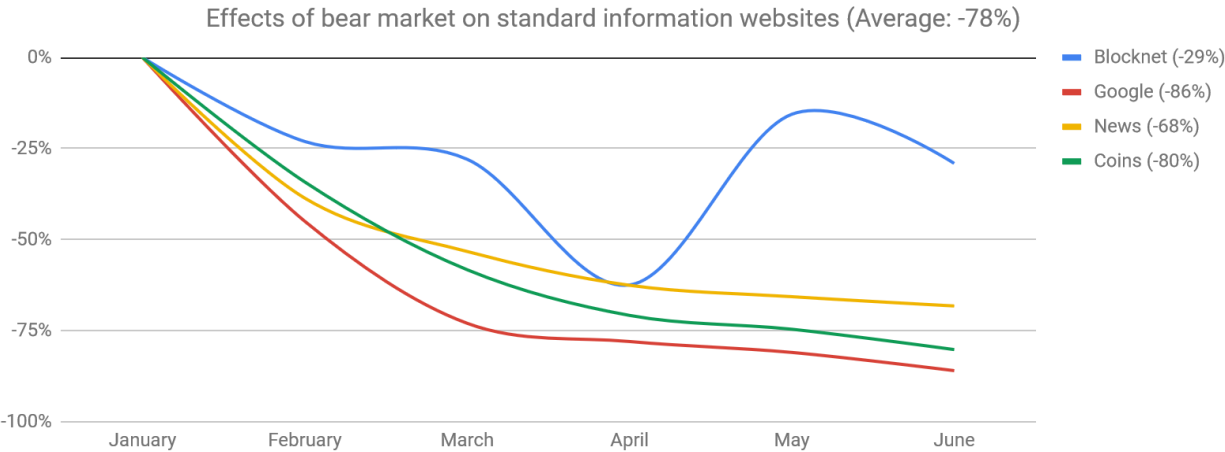
# State of the Crypto Market

## Introduction

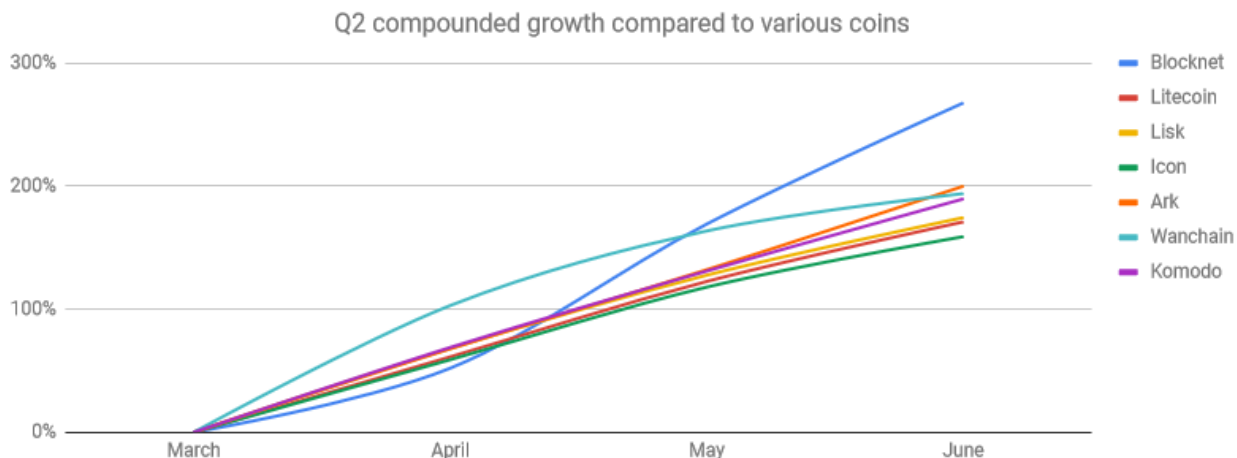
As a prelude to our marketing plan, we want to share an overview of the extensive research that went into this plan. During the early part of Q1 the crypto market began a transition from a bull market to a bear market. This has had a significant effect on the web traffic and social media. All raw data referenced can be found [here](#).

## Standard Information Websites (SIWs)

Overall Google searches for “cryptocurrency” have fallen by **-86%** since the bull market in January. This signifies a sharp decline in the public’s interest in standard information on cryptocurrencies in general. Websites that serve as a destination for standard cryptocurrency information have seen a **-75%** decline in website traffic (News and Coins). This would include major news websites and coins whose website are only used as a destination for information. See the effects the bear market has had on Blocknet.co, news publications, coins with basic websites, and the “cryptocurrency” Google search term below.



When compared to coins that fall under **SIWs (-78%)** and other comparable projects, Blocknet's website growth has done **+48%** better than others in Q2.

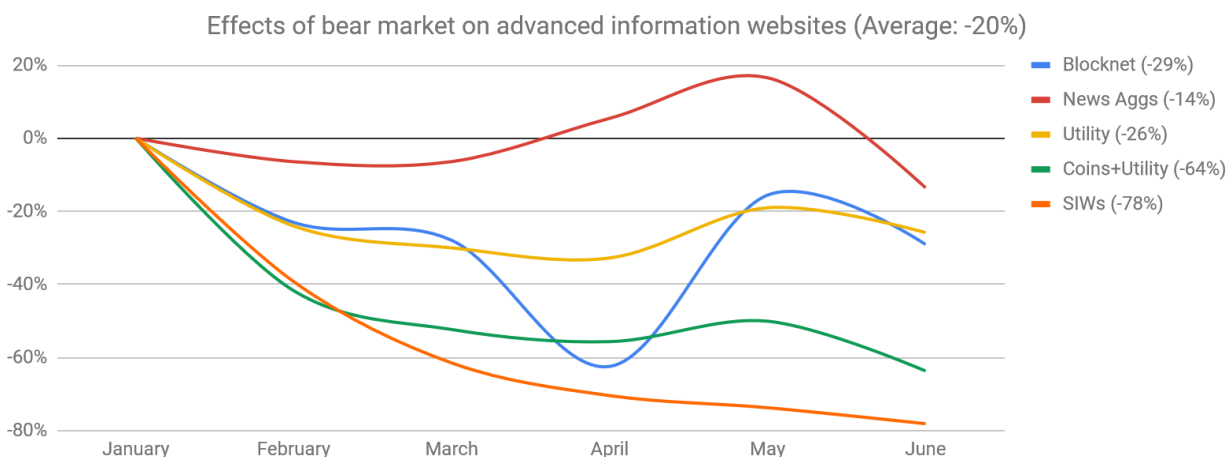


## Advanced Information Websites (AIWs)

**AIWs** (Advanced Information Websites not focused on just a single coin) provide the crypto space with advanced information and unique utilities/tools that appeal to more advanced enthusiasts.

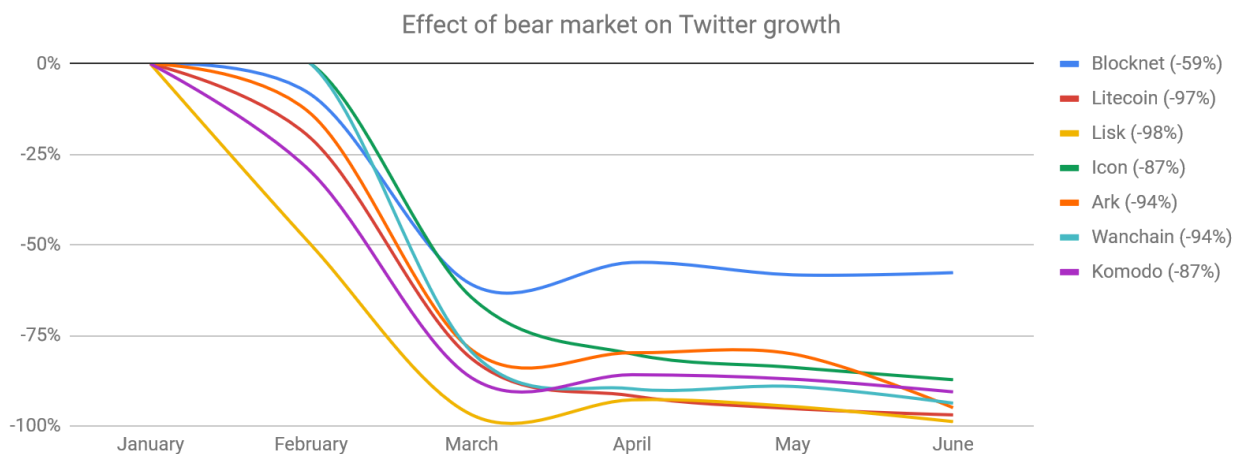
**AIWs (-20%)** have done significantly better than **SIWs (-78%)**. This signifies that though the general public has lost interest, there is a base of crypto enthusiasts that are very active. As websites that self publish news have declined by **-68%** since January, websites that serve as a unbiased news aggregator utility for crypto enthusiast are only down **-14%**, and even hit **+17%** in May.

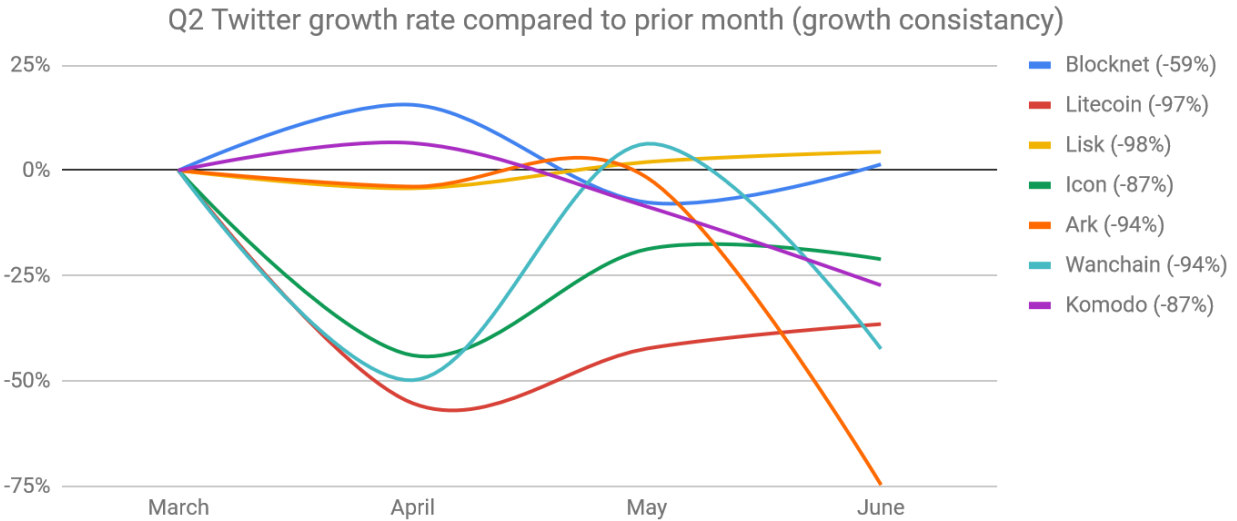
Coin+Utility (coins that have an utilities components to their website, such as web wallets, voting mechanism, forum, etc.) only saw a **-64%** decline vs the **-80%** decline from **SIWs** coins. Blocknet.co is only down **-29%**, thus ranking up with **AIWs (-20%)**.



## Twitter Growth

The bear market greatly slowed the growth of cryptocurrency on Twitter. The average decline from comparable projects shows a **-94%** drop in growth. Blocknet sustains a drop of **-58%**, indicating a growth rate **+38%** compared to the rest of the crypto space.





## Blocknet Q2 Review

The crypto space has taken a beating since the begin of the bear market. Blocknet was not immune to the dip in web/social traffic, but we still performed an average of **+43%** better than comparable projects. Unfortunately our main exchange Bittrex took a **-87%** hit in traffic, which is **-31%** worse than the average for other major exchanges. Of the sources we can control, we've seen positive growth. With the expansion of the Marketing Cell, we've had the manpower to maintain daily operations and tackle this in depth market research, which we expect to be the norm for future marketing plans.

Here's the breakdown our Q2 KPIs with our research data:

### WEBSITE DEVELOPMENT

**KPI:** 90,000 unique visits (+33% goal)

**Outcome:** 42,500 unique visits. Through the bear market of Q2 we took an **-11%** hit. Considering other comparable projects averaged **-40%**, we are up **+72%** compared to the rest.

**KPI:** 20+ coin profiles

**Outcome:** Coin Hub has 76 coins listed. Coin Portals are still under construction, and as stated in Q2 Marketing Plan *"This is a very ambitious project and the development may extend into Q3."*

**KPI:** 1 project profile

**Outcome:** Project Portals are still under construction, and as stated in Q2 Marketing Plan *"This is a very ambitious project and the development may extend into Q3."*

**KPI:** Community news feed visual design

**Outcome:** The two feed designs can be found [here](#) and [here](#): Feeds will be released with Coin Portals.

## TUTORIALS AND INFORMATION VIDEOS

**KPI:** Within two clicks a user should be able to access support resources

**Outcome:** All support resources are accessible via [Directory](#) in the “Resources” tab of the main menu on the website.

**KPI:** 10 tutorial videos

**Outcome:** 2 tutorials have been released. The team’s consensus was other tutorials should come after the new wallet is released so that our content is relevant. The Support Cell is taking the lead on producing tutorials in the future as this is their area of knowledge. They will do raw recording of pain points they find in the community, and the Marketing Cell can assist by editing and branding the videos.

**KPI:** 3 information videos

**Outcome:** Informational video production began in June, but had to be sidelined to tackle organizational challenges, leading to the creation of the Marketing Organizational Framework (see Extra Initiatives). A proof-of-concept draft video was created and can be seen [here](#).

## PROMOTIONAL ARTICLES

**KPI:** 2000+ average hits per article

**Outcome:** We increased our article output on Medium by **+51%** with the introduction of Weekly Coin Recaps and more frequent press releases. Article views from Q1 to Q2 took a **-38%** hit in the bear market.

Blocknet published **2** articles on the front page of CCN.com, a top crypto news source. Unfortunately, large publications do not give individual article analytics, thus our article figures here do not include our two biggest articles. The two articles can be found here:

[XRouter Press Release](#)

[Blocknet and Evernote: A Comparison Of Digital Revolutions](#)

**KPI:** 1200 email subscribers by the end of Q2

**Outcome:** 1238 email subscribers by the end of Q2

**KPI:** 1 high profile Youtuber interview

**Outcome:** Blocknet had significant coverage from youtubers in Q2. Here’s the breakdown:

100k+ Subscribers: **2 videos**

10k+ Subscribers: **4 videos**

Other: **7 videos**

## SOCIAL MEDIA

**KPI:** Increase followers by 20% across all social platforms (Twitter, Facebook, Steemit, Reddit, Medium, etc)

**Outcome:** Our primary social platforms saw an average of **+28%** in Q2. Medium was our top performer with a **+43%** growth and Twitter came in second with **+12%**.

Blockfolio added Blocknet to their Signals program which pushes important news updates directly to the Blockfolio app. Blocknet was brought into the closed beta, and has done very well. Specific analytics are not available, but Blockfolio is the most used crypto app on iOS and Android.

## ADVERTISING

*KPI: 150,000 impressions across all Q2 ads leading to 2000 click-throughs*

**Outcome:** We booked banner ads for Coingeko.com and Masternode.pro in May to begin a campaign in July once XRouter was launched. The Coingeko campaign was **1.5 million** impressions which resulted in around **500** visits to our website. Masternode.pro campaign was **200k** impressions which we project will result in **400** visits. The resulting clicks are very underwhelming, despite great ad design. We can't say if it's the bear market or some other factor, but we suspect there is a reason the majority of crypto ads are ICOs and gambling tokens-- they are all about short term returns.

We did attempt to do campaigns on both Twitter and Reddit in May, but neither were accepted since we are a cryptocurrency.

## EVENTS

**Blockchain Expo London - April '18 (Sponsoring) - Success**

**Consensus 2018 - May '18 - Success**

**Blockchain Expo Amsterdam - June '18 (Sponsoring) - Success**

*KPI: Raffle to engage attendees & 100 newsletter signups per sponsored event*

**Outcome:** Organizing raffles in London and Amsterdam did not work out with the workload the team had during these events. Blocknet's booth was always busy and the primary purpose of making connection and getting exposure was a success. In Amsterdam, Blocknet won the Best Developer Award during Block Awards 2018.

## EXTRA INITIATIVES

In Q2 the Marketing Cell took on three major initiatives that were not directly in the Q2 Marketing Plan but are essential for future growth. They were very large and time consuming projects that focused on scaling the Marketing Cell to involve the greater community.

### Social Media Guidelines

The Blocknet Social Media Guidelines were created to enable Blocknet to scale the Marketing Cell and allow more community members to participate in social media management, while maintaining a unified voice, message, and brand. The Blocknet Social Media Guidelines can be found [here](#).

### Social Media Teams Initiative

The Social Media Teams Initiative was created to allow our social media presence to grow to multiple teams around the world. This would allow Blocknet to always have an active social media presence and scale to other languages. To learn more about Social Media Teams, click [here](#).

## Marketing Organizational Framework

The Marketing Cell took the community's recent conversations about decentralized organizations and created an executable framework to address potential bottlenecks, open doors to greater participation, and provide a clear path to growth in the future. This framework will be the foundation for growth moving forward. See the Marketing Organizational Framework [here](#).



## Q3 Initiatives

We are building the foundation that will empower our brand and community to reach every other crypto project. As Facebook, Google, Microsoft, Twitter, and other try to stifle and control the message of crypto by limiting ads, we want to enable our community to stand on its own. Just as the Blocknet protocol is a hub for blockchain technologies through interoperability, the Blocknet brand is a hub that connects all projects and communities. Just as Block DX is a free market exchange of value, the Blocknet brand represents a free-flowing exchange of ideas and participation. We want to do this by creating cross-community tools and original content.

### LONG TERM FOCUS

The target audience of the majority of Blocknet's marketing focus is the crypto enthusiast. Until our technology has scaled for mainstream use, our primary focus is expanding the primary demographic of our current community, which is the crypto enthusiast. Their experience/understanding of the space varies from novice to an early adopter. The majority do not have dev backgrounds or a deep technical understanding of blockchains as a whole. They understand the purpose of blockchain technology and the fundamental philosophy the tech represents-- decentralization, anonymity, self-responsibility, trustlessness, etc.

Our focus is to create a foundation that speaks to this audience. When the next bull run comes, it's going to be powered by this demographic. The majority of new users that will be coming into the space will not have deep understanding of the tech, but have a basic understanding of what blockchains are trying to do. We want to reach these kind of people with the message of Blocknet and provide tools that empower them to learn/explore more.

### WEBSITE DEVELOPMENT

We are the community that connects other projects together, and we want our website to reflect that in tangible ways. The purpose of [blocknet.co](http://blocknet.co) is to be a hub of tools that serve every coin and project on the Blocknet. By creating features and tools that can serve all communities, we can provide services that organically draw in other communities. Since Q2 these tools have been in development, and will begin rolling them out in Q3.

### COIN PORTALS

Coin Portals give each community a home on the Blocknet to streamline access to news, information, and bounties. With easy management tools, admins from each coin can manage their feeds, community tools, and information.

Features include:

- Coin overview and information
- News Feed - A feed of news and important announcements.
- Social Media Feeds - Aggregates social media into a customizable feed to showcase their activity across
  - Twitter



- Reddit
- Medium
- Steemit
- Facebook
- Instagram
- Community Tools
  - Forum
  - Bounty tools for crowdsourcing articles, tweets, news mentions, memes, etc

## PROJECT PORTALS

Project Portals is similar to Coin Portals, but are for projects built upon the Blocknet platform. This will allow communities to form around projects they are passionate about to follow progress, provide feedback, and share ideas. See Coin Portal features.

## USER PROFILES

Users can follow their favorite coins and projects which aggregates news and announcements into a personal feed. Users can set up notifications for news, announcements, forum posts, etc via Discord integration which will send a notification DM.

This is a very ambitious project and the development of some elements may extend into Q4.

## Key Performance Indicators (KPIs)

- +20% growth compared to comparable projects
- New Forum launch with Discord notification integration
- Launch Coin Portals with active social media feeds
- User Profiles with aggregated news feed
- Add 2 languages to our website
- New Press Info page
- Publish articles directly on blocknet.co

## CONTENT CREATION

We have found that content that connected Blocknet with another coins performed the best over content only about Blocknet. With this in mind, we want to increase production of content and produce works that connect communities together. We have an extensive network of coin partnerships we've made through our Coin-a-day campaign and we are looking for clever ways to fully utilize those connects in our original content.

## ARTICLES

We have found that articles and content that connected Blocknet with another coins performed the best over content only about Blocknet. With this in mind, we want to increase our article output and partner with more coins/projects.

### KPIs

- 3 cross-project articles
- +20% Medium growth
- +15% email subscribers

## VIDEO PRODUCTION

These would be short videos with a Youtube style personality that would briefly tackle topics relating to Blocknet or other popular subjects in the crypto space. Professional graphics would accompany the script of the video to give visuals to the subject matter. A proof-of-concept video was created in Q2 to help iron out the vision. This draft video can be seen [here](#).

Example topics:

- What is the Blocknet?
- What is an atomic-swap?
- How is Block DX different from other exchanges and services?

### KPIs

- 2 Youtube videos

## MEDIA LIBRARY

We are putting together a Media Library of graphics and templates to allow for greater community participation in content creation. This will not only help Blocknet's Social Media Teams with creating more engaging social media posts, but can also serve as resources for community members to create content for their own social media posting. With a variety of templates, layouts, and media, we want to empower everyone with the freedom to create. These templates are critical for creating engaging content as we scale into more languages and regions. Templates include:

- Announcements
- Promotional material
- Quotes
- Market News
- Feature lists
- Comparison charts
- Events
- Block DX facts
- Block DX application submitted
- Block DX listings

## KPIs

- 8 templates ready for social media use

## BLOCK DX

As our current roadmap comes to fruition, Block DX will have all the fundamental features needed for MVP, opening the door for more mainstream adoption. We are preparing for this time and are excited to jump fully into getting the word out about Block DX. This will be Blocknet's first fully realized product and are excited to find creative ways to get this message known.

## KPIs

- 1 feature highlight video
- Block DX promotional graphics and templates

## SOCIAL MEDIA TEAMS

In Q2 we dramatically increased our frequency and quality of social media posting, and now we want to focus on scaling our social media interaction with other communities. With everything in place for [Social Media Teams Initiative](#) we can begin expanding Blocknet's reach to new regions and languages. We have several community members actively participating and are looking for more to join the team. Click [here](#) to learn how to join.

## KPIs

- Increase followers by 20% across all social platforms (Twitter, Facebook, Steemit, Reddit, Medium, Discord, Telegram, etc)
- Add 2 languages to our social media outreach

## MARKETING ORGANIZATIONAL FRAMEWORK

We recently released the [Marketing Organization Framework](#) (MOF), and in Q3 we want to begin using it to expand the Marketing Cell to allow more community participation. Our goal is to see Blocknet grow into a mature decentralized organization that is ready for contributors of various skills and abilities. Click [here](#) to see the areas we've identified that we want to scale into.

## KPIs

- Add 2 contributor writers
- Add 2 contributor translators
- Add 1 contributor designer

## Vision

This is a challenging time for crypto, which makes it even more important to have a clear vision of what we want to accomplish. The whole of our vision comes down to connecting communities, empowering community participation, and creating approachable resources. The progress being made on Block DX this quarter, gives us an exciting message to get out to the world. This is our opportunity to come together, share ideas, and work together as a unified community. Join the conversation and let's utilize our strengths to build a lasting future.