Proposal: [Marketing strategy to attract investors and new users to the Polkadot ecosystem through Healthy Pockets brand]

Date: November, 2023

Short description: This proposal aims to attract investors and new users to the ecosystem through the creation of 51 pieces of content, taking advantage of the great reach of our brand and the community that we have created so far.

1. Background

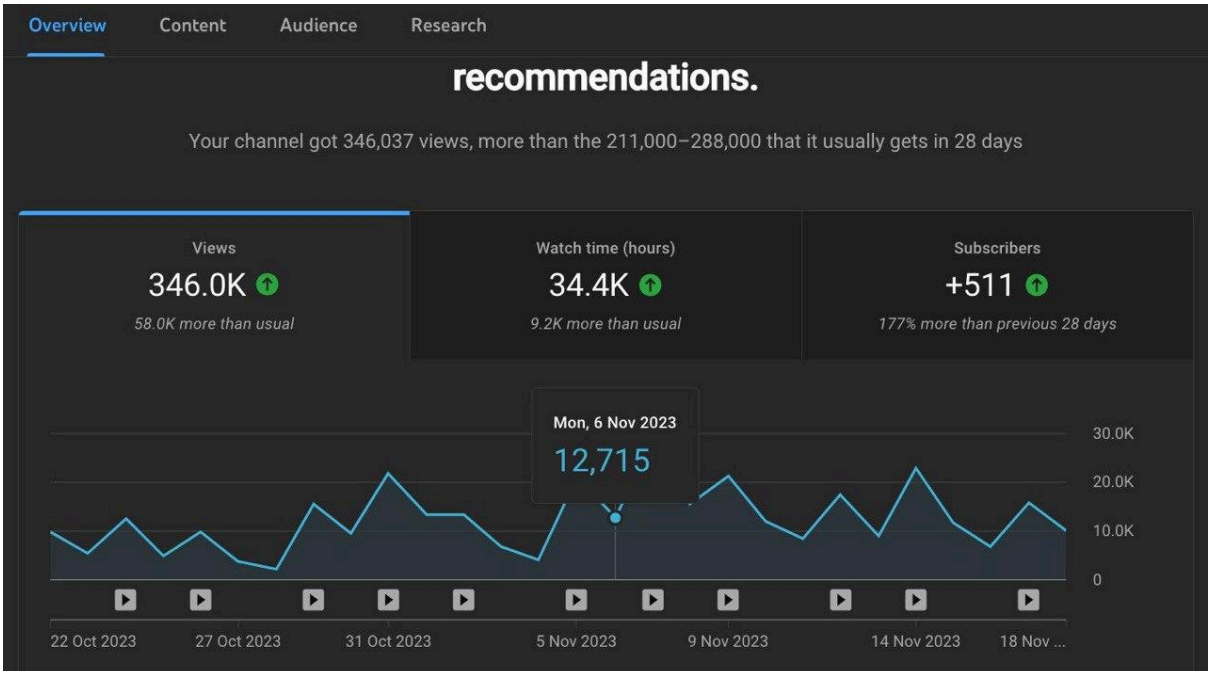
Hi, Polkadot community! I'm Hugo Botto, graduated in Marketing and Advertising, and currently living in Andorra.

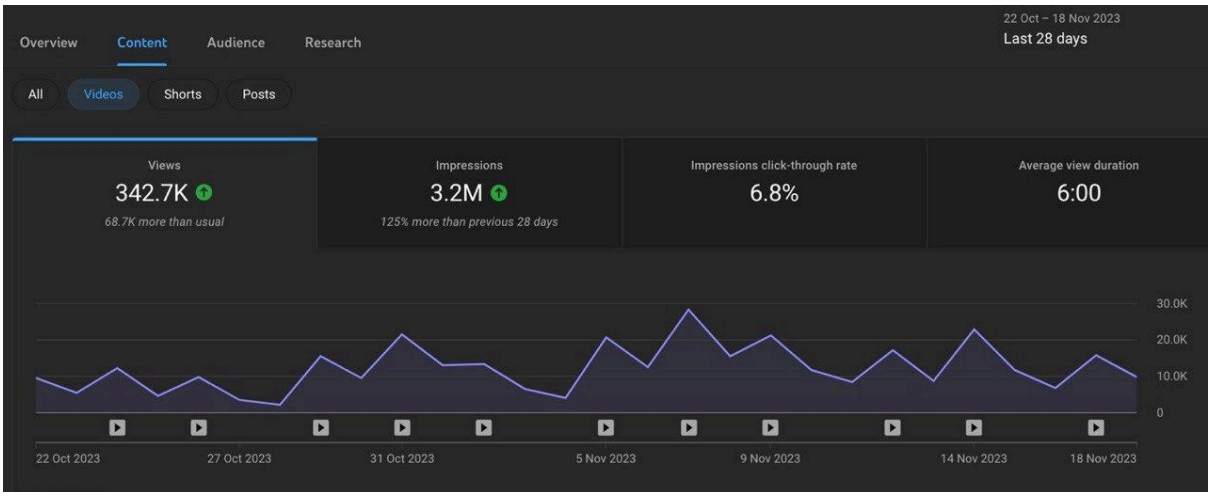
In 2019 I created the Healthy Pockets channel with the goal of helping people take control of their personal finances. In general, in the videos I share my passion and personal experience about personal finances, cryptocurrencies, real estate investing, and more.

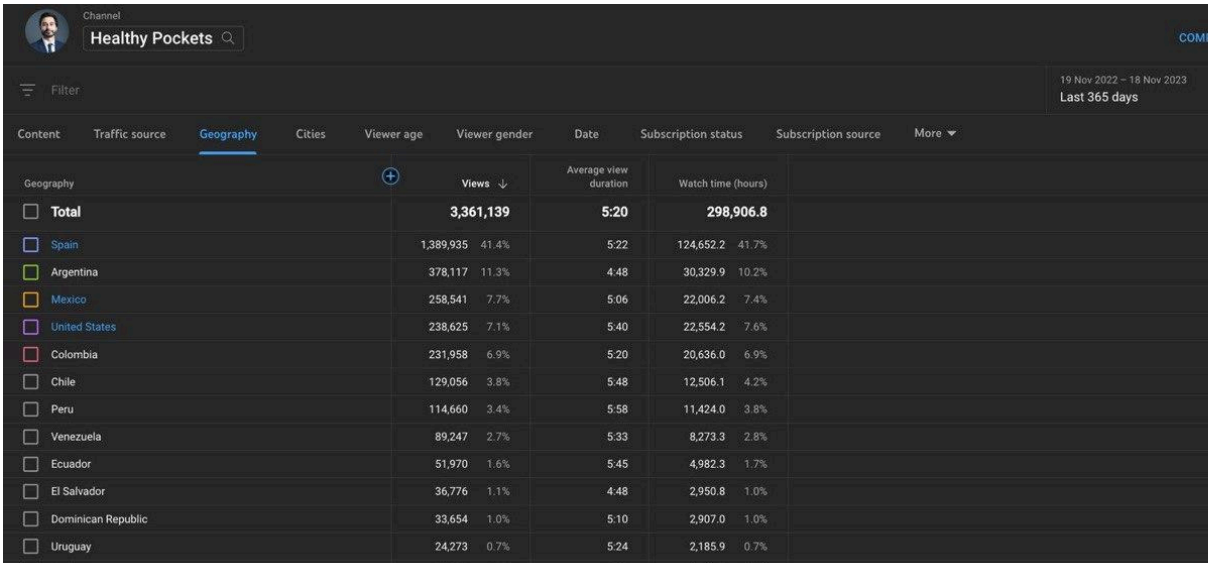
Consistency and professionalism at work has brought me a large volume of audience in recent years, consolidating and making the Healthy Pockets brand recognizable and positioning the channel among one of the most relevant Spanish-speaking channels in the crypto field.

Over time, this has also generated the creation of a loyal and committed audience with the Healthy Pockets brand.

The YouTube channel has 438k subscribers, more than 26M views and 2.7M hours of viewing. Below you can see my channel stats in a more detailed way.


Overview
Content
Audience
Research
recommendations.
Your channel got 346,037 views, more than the 211,000–288,000 that it usually gets in 28 days
Views
346.0K
58.0K more than usual
Watch time (hours)
34.4K
9.2K more than usual
Subscribers
+511
177% more than previous 28 days
Mon, 6 Nov 2023
12,715
30.0K
20.0K
10.0K
0
22 Oct 2023
27 Oct 2023
31 Oct 2023
5 Nov 2023
9 Nov 2023
14 Nov 2023
18 Nov ...


Overview
Content
Audience
Research
22 Oct – 18 Nov 2023
Last 28 days
All
Videos
Shorts
Posts
Views
342.7K
68.7K more than usual
Impressions
3.2M
125% more than previous 28 days
Impressions click-through rate
6.8%
Average view duration
6:00
30.0K
20.0K
10.0K
0
22 Oct 2023
27 Oct 2023
31 Oct 2023
5 Nov 2023
9 Nov 2023
14 Nov 2023
18 Nov 2023


Channel
Healthy Pockets
Filter
19 Nov 2022 – 18 Nov 2023
Last 365 days
Content
Traffic source
Geography
Cities
Viewer age
Viewer gender
Date
Subscription status
Subscription source
More
Geography
Views
Average view duration
Watch time (hours)
Total 3,361,139 5:20 298,906.8
Spain 1,389,935 41.4% 5:22 124,652.2 41.7%
Argentina 378,117 11.3% 4:48 30,329.9 10.2%
Mexico 258,541 7.7% 5:06 22,006.2 7.4%
United States 238,625 7.1% 5:40 22,554.2 7.6%
Colombia 231,958 6.9% 5:20 20,636.0 6.9%
Chile 129,056 3.8% 5:48 12,506.1 4.2%
Peru 114,660 3.4% 5:58 11,424.0 3.8%
Venezuela 89,247 2.7% 5:33 8,273.3 2.8%
Ecuador 51,970 1.6% 5:45 4,982.3 1.7%
El Salvador 36,776 1.1% 4:48 2,950.8 1.0%
Dominican Republic 33,654 1.0% 5:10 2,907.0 1.0%
Uruguay 24,273 0.7% 5:24 2,185.9 0.7%

As you can see, I've been creating content on YouTube and other social networks for almost 5 years. Polkadot is not new to me and, of course, it's a cryptocurrency that I have in my portfolio and that I have mentioned quite a few times on my channel. Below, I show you some of the mentions of Polkadot that I've made on the channel and also quick statistics for each video to give you an idea of the reach of my content.

https://youtu.be/5CHknAqAhNo

Published on Jan 17, 2021 | 106K views | 6,8K likes and 901 comments

https://www.youtube.com/watch?v=5V_17648r9g

Published on Apr 6, 2021 | 48K views | 3,7K likes and 725 comments

https://www.youtube.com/watch?v=vD-CVdG08_g

Published on Oct 2, 2021 | 212K views | 10K likes and 651 comments

https://youtu.be/OO_CURFhaXk

Published on Oct 30, 2021 | 89K views | 9,9K likes and 465 comments

https://youtu.be/BD4sXvBdyvU

Published on Oct 13, 2022 | 32K views | 2,3K likes and 182 comments

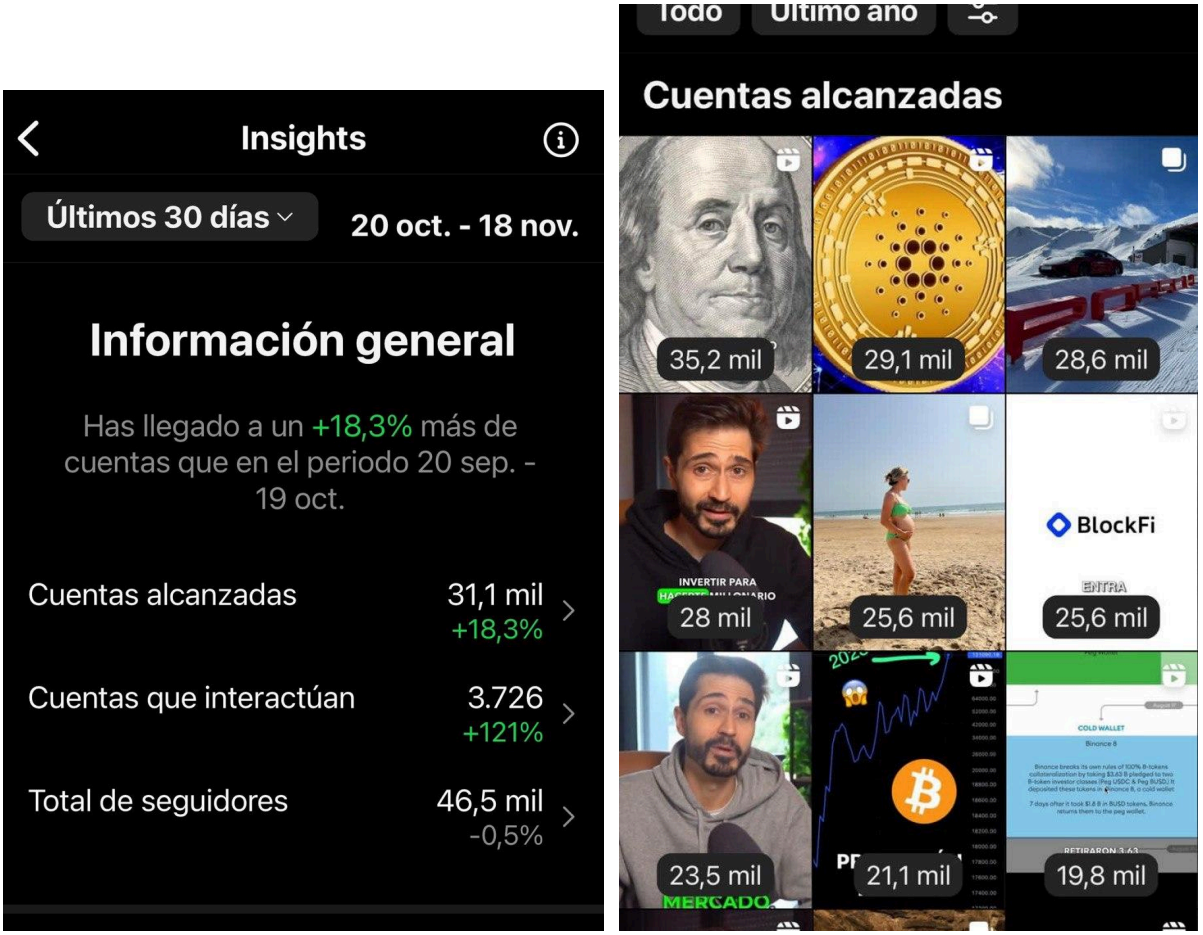
https://www.youtube.com/watch?v=-Q8nOiLTznw

Published on Oct 29, 2023 | 38K views | 2,7K likes and 267 comments

https://youtu.be/RIYTNVOui74

Published on Nov 9, 2023 | 24,2K views | 1,5K likes and 84 comments

My Instagram account has 46k followers and there I share content about my daily life and hot topics about crypto and finance.



My X account has 251k followers. Here I show you a compilation of all the tweets and threads that I have published over time with #Polkadot and #DOT, and below I attach some of the ones that have obtained the most interaction.

https://twitter.com/healthy_pockets/status/1455166292919525378

Published on Nov 1, 2021 | 38 replies, 165 retweets and 1K favs

https://twitter.com/healthy_pockets/status/1477620098089328640

Published on Jan 2, 2022 | 20 replies, 36 retweets and 516 favs

https://twitter.com/healthy_pockets/status/1510637937872064513

Published on Apr 3, 2022 | 22 replies, 129 retweets and 869 favs

https://twitter.com/healthy_pockets/status/1588213470226522113

Published on Nov 3, 2022 | 1,4K replies, 1,1K retweets and 1,5K favs

https://twitter.com/healthy_pockets/status/1721926886077399332

Published on Nov 7, 2023 | 22 replies, 164 retweets and 998 favs

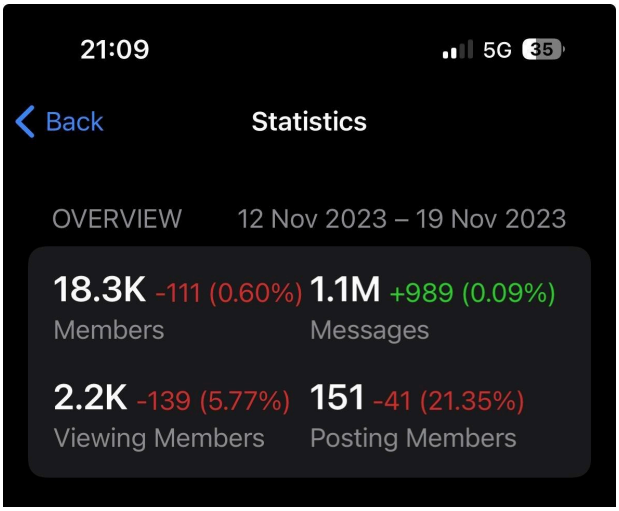

Healthy Pocl @healthy_po · 12 sept.
0:10
🔥BREAKING🔥
#TwitterX ha INTEGRADO una NUEVA animación de #AppleEvent al dar al botón d...
Mostrar más
10,01 mil
109
31
Impresiones
1 M
Interacciones
102 mil
Ampliaciones de detalles
1.087
Nuevos seguidores
36
Visitas del perfil
523


Healthy Pock @healthy_poc · 17 nov.
🔥SORTEO #BITCOIN ₿ 🔥
Para celebrar mi Cumpleaños voy a sortear $50 dólares en #BTC ₿ para un ganador 🏆 ...
Mostrar más
1,96 mil
1,5 mil
1,66 mil
Impresiones
104 mil
Interacciones
6.601
Ampliaciones de detalles
733
Nuevos seguidores
65
Visitas del perfil
492


Healthy Pock @healthy_poc · 9 nov.
💥BREAKING: Han descubierto a una BALLENA de #Bitcoin ₿ comprando 15 Millones de DOLARES en #BTC ₿ cada 3 horas 👀‼️ ...
Mostrar más
1,17 mil
248
43
Impresiones
118 mil
Interacciones
6.155
Ampliaciones de detalles
1.359
Nuevos seguidores
24
Visitas del perfil
315


Healthy Pock @healthy_poc · 8 nov.
💥¿#BITCOIN ₿ HA EMPEZADO YA EL BULL RUN? 💥
Uno de los factores más ...
Mostrar más
675
137
19
Impresiones
115 mil
Interacciones
2.537
Ampliaciones de detalles
1.020
Nuevos seguidores
18
Visitas del perfil
219

I also created a Telegram group, with more than 18k members currently, where I invite the entire community to join, chat and debate about different cryptos, projects and financial aspects.



2. Objectives

The main objective of this proposal is to boost the growth of Polkadot in its phase of attracting new investors and users so that the project grows significantly and continues its development.

The education and community side of Polkadot has been and continues to be worked on excellently. However, there is a lack of a strategy that aims to attract new users so that the community and ecosystem grows in leaps and bounds.

In that sense, one of the actions we must take is to give exposure to the project through media that have a wide audience that is interested in the topic.

3. Content proposal

In order to reach the greatest number of new investors and users possible, in this proposal we will work on the creation of content on the different social networks: YouTube, Instagram, Telegram and X. The content will be divided as follows:

Type of content	Social network	Episodes
Videos entirely dedicated to the Polkadot ecosystem	YouTube	3
Video integrations* *Videos in which I will talk about various projects and among them I will include Polkadot. At least 30% of the video length will be about Polkadot.	YouTube	6
IG Stories talking about Polkadot or showing anything related to the project.	Instagram	12
Telegram posts	Telegram	12
Dedicated tweets explaining about Polkadot and adding the $DOT tag	X	12
Retweets of interesting content about Polkadot	X	24
Detailed and expertly threads about Polkadot and how it works	X	6

4. Long-term vision

Our purpose with this proposal is to continue promoting the project and producing content as we have done until now under the Healthy Pockets brand, increasing the frequency of content related to Polkadot and giving more presence and importance to the project. In the long term we are committed to contributing to its growth in the coming years.

Proposal: [Marketing strategy to attract investors and new users to the Polkadot ecosystem - Salvilla]

Date: December, 2023

Short description: This proposal aims to attract investors and new users to the ecosystem through the creation of 14 pieces of content, taking advantage of the great reach of our social networks and the community of investors that we have created so far.

1. Background

a. About me

Hi to the entire Polkadot community! I'm Salva and I've been a content creator since 2014. I started with content focused on entertainment, reaching more than 10M followers on all my social networks.

Little by little I grew and my profile began to evolve towards finances and I began to invest in various areas, including cryptocurrencies.

It was in 2021 when I learned about Kusama and Polkadot because a friend recommended me to collaborate in parachain auctions. I delved deeper into Polkadot technology and became fascinated by the problems it was solving in blockchain. Since then, I've always been watching it closely.

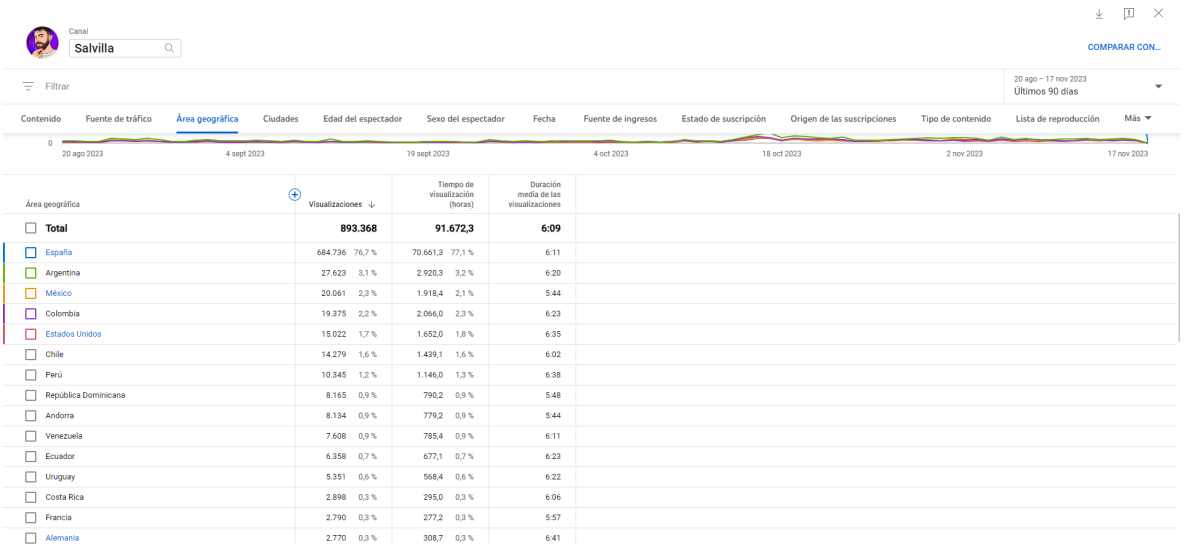
From there I decided to start a new project and create a secondary channel focused on finance and investments.

b. About my YouTube channel and social networks

When I started to be active in the world of finance, I shared quite a few stories on Instagram about my actions and some of my movements. Although cryptocurrencies are currently still considered a "taboo" topic or one that many people do not like at all, perhaps because of all the stories about scams that surround it, I detected that many people reacted to my stories and were interested in this area. Therefore, I decided to expand this content to YouTube and cover it in a professional, mature and coherent way.

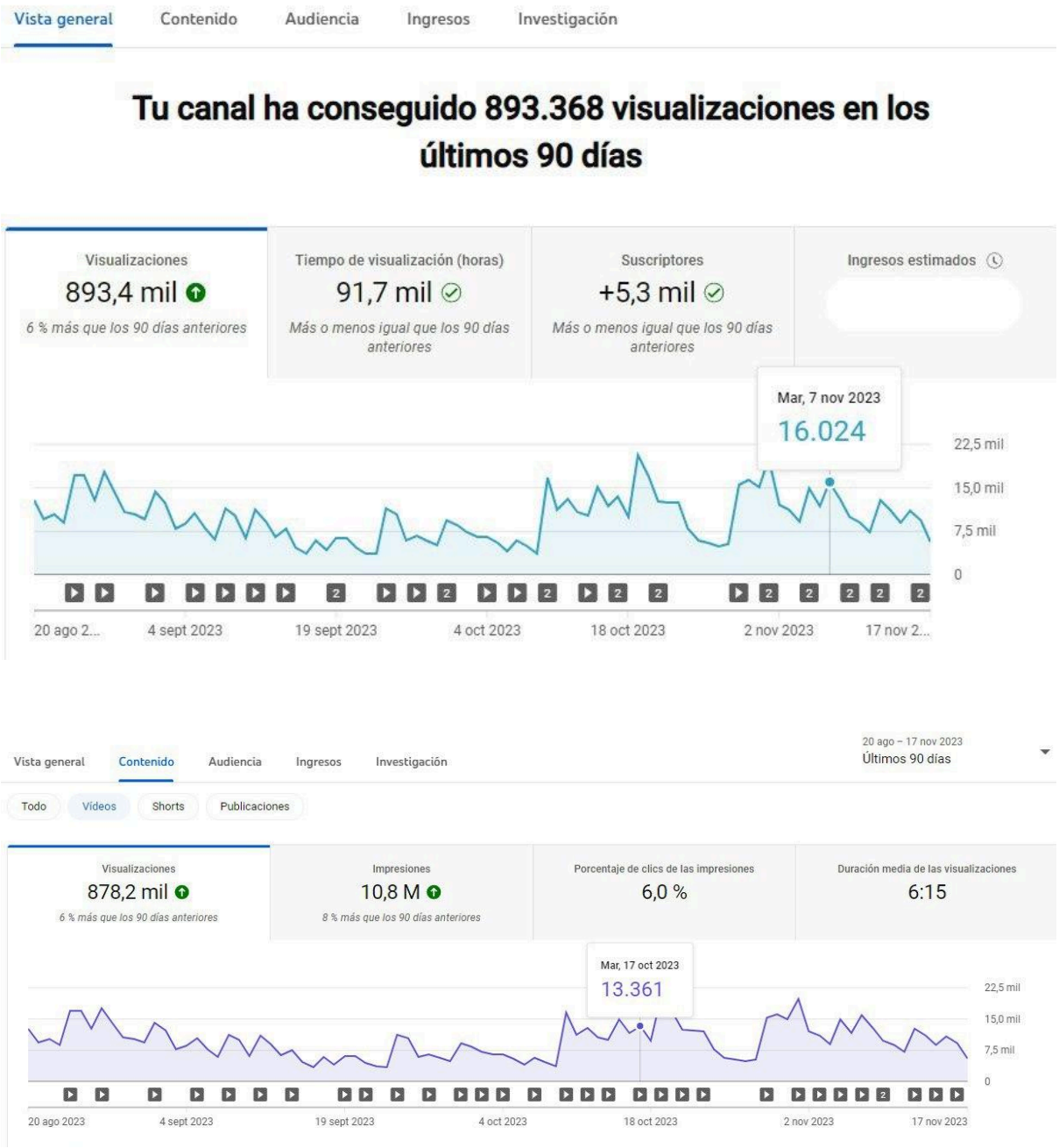
The channel is called Salvilla and there I share investments, undertakings in new projects, interviews with successful people, some tips to increase personal and professional motivation and a variety of experiences from business life.

Transparency and always speaking from my personal experience is very important to me. That is to say, before communicating something I always put it into practice first and then share my experience. This practice has promoted the creation of a great community like the one we have now. A loyal community of investors and entrepreneurs who trust the channel and take my recommendations into account.



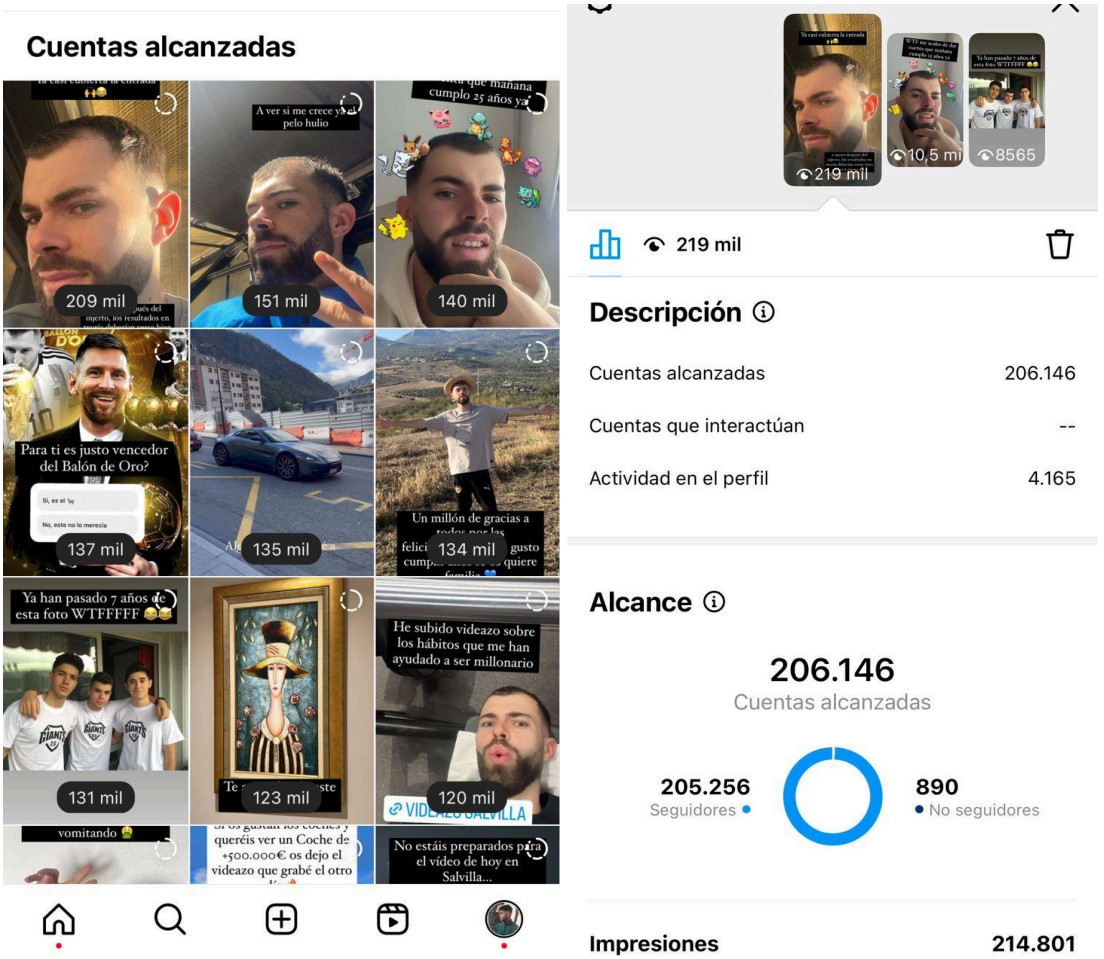
Área geográfica	Visualizaciones	Tiempo de visualización (horas)	Duración media de las visualizaciones
Total	**893.368**	**91.672,3**	**6:09**
España	684.736 76,7 %	70.661,3 77,1 %	6:11
Argentina	27.623 3,1 %	2.920,3 3,2 %	6:20
México	20.061 2,3 %	1.918,4 2,1 %	5:44
Colombia	19.375 2,2 %	2.066,0 2,3 %	6:23
Estados Unidos	15.022 1,7 %	1.652,0 1,8 %	6:35
Chile	14.279 1,6 %	1.439,1 1,6 %	6:02
Perú	10.345 1,2 %	1.146,0 1,3 %	6:38
República Dominicana	8.165 0,9 %	790,2 0,9 %	5:48
Andorra	8.134 0,9 %	779,2 0,9 %	5:44
Venezuela	7.608 0,9 %	785,4 0,9 %	6:11
Ecuador	6.358 0,7 %	677,1 0,7 %	6:23
Uruguay	5.351 0,6 %	568,4 0,6 %	6:22
Costa Rica	2.898 0,3 %	295,0 0,3 %	6:06
Francia	2.790 0,3 %	277,2 0,3 %	5:57
Alemania	2.770 0,3 %	308,7 0,3 %	6:41

To delve a little deeper into YouTube, the channel has 108k subscribers, more than 7M views and 655k hours of viewing.

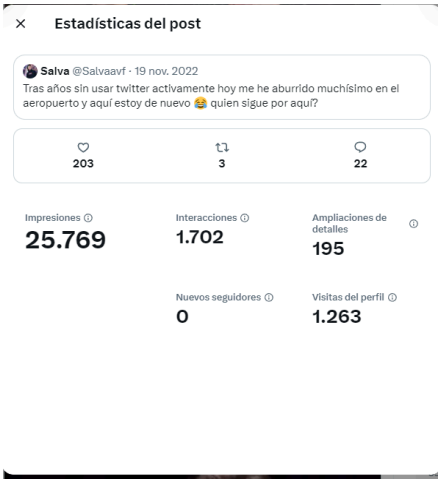


Apart from me, who is the visible face of the channel, a magnificent group of people works behind the cameras, consisting of a video editor, a thumbnail editor and a team of advisors who help me with research, collecting all the information and writing the scripts.

My Instagram account has 1.4M followers, and there I share my daily life, my actions and some reflections on financial topics in a closer way. The average views currently is 150k.



My X account has more than 300k followers and there I share interesting projects and tokens and points about economics and finance.



I also have a Telegram channel with more than 4,500 subscribers where I share the videos I make, the investments I make and some thoughts related to economics and finances. In the

last week the average number of views per post has been 781 people, although in previous weeks it has reached more than 1,000.



Since the profile of my viewers is mostly investors, I consider that this channel is a good option to expand knowledge about Polkadot and can bring benefits to the ecosystem, given that these types of profiles are the target audience that Polkadot is currently looking for.

On the other hand and in the same way, the project can offer all my viewers what they are looking for, such as new projects to invest in, projects in which to obtain profitability (for example, through staking), or even start undertaking any project within or related to Polkadot.

2. Problems

During all the time I've been observing the ecosystem I've come to the conclusion that there are certain areas that need to be improved.

First of all, without a doubt, attracting investors to the ecosystem is one of them. Until now we've been able to observe that work has been done on the community and education side of the ecosystem, but little has been done on attracting new users and investors. It's necessary to give exposure to the brand through channels that reach a larger audience that is interested in these topics.

In addition, we constantly avoid talking about prices, but really if we listen to a large part of the viewers who consume content about finances and cryptocurrencies, this is something really key and that interests them. And, even if we don't want to see it, it is still part of the foundations of this project.

3. Objectives

Based on the previous problems and given the potential of my channel, the main objective of this proposal is to attract investors and new users to the ecosystem.

Polkadot has a very strong and solid community. So far I think a good job has been done. However, I think the time has come to expand the audience and reach as many people as possible. I'm sure that if we work as a team, some taking charge of attracting users and investors and others retaining and educating them, success is assured.

Taking advantage of the impact and community that we have created on the channel, to achieve the goal we will create a series of varied videos on YouTube talking about Polkadot and its technology, and we will also work through our different social networks.

4. Content proposal

Throughout the proposal I'll share content on different social networks: YouTube, Instagram, Telegram and X about the potential of your token, ways to collaborate and/or invest in the project, etc.

Type of content	Social network	Episodes
Videos entirely dedicated to the Polkadot ecosystem	YouTube	2

Video integrations* *Videos in which I will talk about various projects and among them I will include Polkadot. At least 30% of the video length will be about Polkadot.	YouTube	4
IG Stories	Instagram	4
Telegram posts	Telegram	4
Dedicated tweets explaining about Polkadot and adding the $DOT tag	X	4

We will work on SEO by searching for keywords that generate interest to our viewers, so that we reach an organic audience. In addition, YouTube videos will have a title that is attractive to the viewer, suggesting the need to click to discover the content of the video.

5. **Content report**

At the end of the proposal, all the content created will be shared in a report sheet where the results obtained can be observed.

6. **Long-term vision**

Our long-term goal is to stay in the ecosystem and provide space for the project in our channel in a natural and balanced way. We would like to continue working throughout 2024 providing news, advances on DOT and even interviews with members of the ecosystem, all with the aim of attracting more and more investors and users to the ecosystem. We're committed to working on expanding the Polkadot brand and educating the public about responsible investing within the sector.