

1Hive Gitcoin Marketing Plan (WIP)

Our marketing plan will consider the recommendations from [Gitcoin on how to market a round](#) plugged in with our collective web3 marketing experience.

Pre Round

1. Tease the collab -Announce the announcement
2. Announce the collab and the round with a big splash on socials
3. Thread on the round and motivation
4. Pre-Round X space or Discord call
5. TL;DR on 1Hive and Gardens
6. Educational post on how to set up a Gardens

During the Round

7. Round is live announcement
8. X Space with Gitcoin and web3 frens
9. Teaser tweet to donate
10. Educational post on how to set up a Gardens
11. Thread with all the projects that are participating
12. Memeing all the way!
13. CTA/Donation reminder
14. Fun meme about donating
15. Final reminder

Post Round

16. Announce semi-final results: donations, interactions, etc
17. Post results and learnings
18. Explore future plans and synergies

Communication channels: Twitter/X Telegram Discord Forums

Key X accounts: - 1HiveORG
- Gardens_fund
- 1HiveNfbeez

