



PROPOSAL FOR THE CREATION, ADMINISTRATION AND GROWTH OF THE POLKADOT BRASIL COMMUNITY THROUGH DIGITAL MARKETING

Proponent: kling /

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DOT Account: 1PmGqGPn3v1wa42iKRd1WZnFCAaKcSMApmkRUtRaJLjdiUK

KSM Account: 0x91BE0eFCf315df7Ac0Ee60bbFDE6176E4DAabc5d

Date: 17July2022

Requested KSM:1470 USD \$ 79.266 EMA30 [53.923]

1. Background

My name is Dr.Raphael Kling, I am a researcher on disruptive technologies and I have been an ambassador and active member of the Polkadot community since 2020. Observing the content produced by the polkadot community in several countries, I could notice that there is very little material in the Portuguese language, especially for beginners in the crypto world.

Currently, Brazil is among the top five countries in the world with the highest number of crypto investors. There are more than 10 million Brazilians, around 5% of the population, which leaves the country behind only India, USA, Russia and Nigeria (source: Forbes 05/14/22).

The country also stands out as the second country in the world with the highest number of users of decentralized finance (DeFi) applications, according to data for the second quarter of 2022 released by MetaMask on 07/14/22, in addition to appearing as a the third country with the highest number of blockchain game players (source: Infomoney 7/14/22).

In the NFTs market, the numbers are no different: A survey by the consulting firm Statista points to Brazil as the second largest NFTs market in the world. with 5 million NFT owners, the country is only behind Thailand, which has 5.6 million (source: This is money 6/22/22).

Although the vast majority of investors are still unaware of or look suspiciously at crypto-assets, the market has been growing exponentially and Brazil is emerging as fertile ground for growth and strengthening of the polkadot ecosystem.

The option to work with content on Instagram, Tiktok and Youtube was to reach a new audience, which has little or no knowledge of the crypto market and NFTs, and that is not present in the networks most used by this segment, such as Twitter and Discord. The profile of our target audience is young (16 to 35 years old), interested in understanding how the crypto market and NFTs works, but who still cannot find dynamic and easy-to-understand content, in Portuguese, about how the ecosystem works. Dotsama.

For this, profiles were created on the aforementioned networks in order to create channels capable of aggregating official polkadot content and information. In just over 2 months, even without any published content, the audience grew significantly to more than 2,000 followers

on instagram, which demonstrates high public interest in official information in Portuguese about the Polkadot ecosystem.

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2. OBJETIVE

Create, increase and engage the Polkadot community in Brazil and Portuguese-speaking countries, through didactic, educational and informative content. Increase audience and attract new users interested in Blockchain markets, cryptocurrencies, NFTs, metaverse, etc. using the most popular social networks in Brazil, through texts, videos, images, infographics, etc.

For this, we believe it is extremely important to explain how the ecosystem works in a way that is easy to assimilate to the public with little or no knowledge of the crypto market.

The content management and direction is in charge of Raphael Kling, Polkadot Ambassador in Brazil and PhD in Disruptive Technologies, Developer of Virtual and Augmented Reality Projects. Blockchain Researcher and Project Implementation Advisor in NFTs for Entertainment, creation of DAOs and DAPPs, Co-founder of BrasilNFT.

3. HOW?

Our working methodology.

3.1 Content search:

- Official Polkadot channels, such as: website, twitter, youtube, discord, medium, among others
- Search for relevant content posted by Polkadot/Kusama Ecosystem members for translation and adaptation into Portuguese
- Search for relevant news and content on the main portals, blogs, podcasts, social networks and media specialized in crypto/nfts
- Information about projects, discussions and votes on Polkadot Democracy and Community Forums

3.2 Content creation:

- Texts
- Images
- Infographics
- Step by step
- How to invest
- Projects and News in the Dotsama Ecosystem
- Financial market

- Impact of Currencies
- Publicity of events and meetings of ambassadors
- Short videos for Tiktok and Instagram Reels
- Tutorials for using the main tools such as SubID, Subscan, Polkastats, Polkascan, Dotscanner, DoTreasury, Polkasebly
- Interviews with Polkadot Ambassadors, Prominent Market Professionals, Investors and Artists

3.3 Publication schedule

Definition of a specific publication schedule for each network, according to the profile and behavior of the followers, best times for publication, type and format of content, etc.

3.3.1 Instagram

- Daily posts, from Monday to Saturday
- Daily Stories, average of 5 per day
- Short videos on Reels, 2x a week

3.3.2 Tiktok

- short videos, 3x a week (quick tutorials, concepts, trivia)

3.3.3 Youtube

- Detailed tutorials, 1x a week
- Lives and Interviews with ambassadors, crypto/nft market professionals, investors and artists, 1x per month

3.4 Digital Advertising

Audience segmentation and investment in digital advertising with the aim of increasing the network of followers, increasing the reach of posts, engaging the community, generating leads and attracting new users to the Dotsama Ecosystem.

3.5 Metrics and Monitoring

Generating monthly reports on growth, reach, engagement, traffic origin (organic and paid), etc.

4. HOW THIS PROPOSAL CHANGES POLKADOT'S CURRENT LOGIC?

The proposal contributes to the Polkadot ecosystem by bringing quality information, in Portuguese, through a format that is easy to be assimilated by people with little or no knowledge of the crypto world. Making more people able to become active members of the community.

5. WHY POLKADOT NETWORK? WHY DID YOU CHOOSE TO BUILD IN POLKADOT? WHAT IS IT ABOUT THIS NETWORK THAT ENCOURAGES YOU TO SUBMIT THIS PROPOSAL?

As Polkadot's ambassador, we are interested in strengthening the network, in particular the entry of new DAPPs less known by the general public. Although BrasilNFT's work covers part of this content since last year, we realized the need for content more focused on the polkadot ecosystem

In addition, there is a growing demand for crypto content by novice users, this factor points to a huge potential for the growth of the polkadot network in the Brazilian and South American context.

We finally see a potential short-term leverage opportunity presenting the project kick off on the Rio blockchain (two scheduled talks Luciano Vassan and Raphael Kling) and on NFT Iberoamérica

6. IF YOU HAVE SEEN SIMILAR PROPOSALS BEFORE: WHY IS YOURS DIFFERENT?

There are similar proposals in other languages such as Spanish, Hindi and others, but we have not seen any proposal for content production and community strengthening in Portuguese.

7. TEAM

- Content coordinator
- Social media
- Designer
- Journalist
- Editor/Videographer
- Traffic Manager

8. PAYMENT CONDITIONS

We consider the period of 1 year to carry out a work of excellence, which will bring a considerable return to the community executing the following activities:

Activity	Monthly Cost (USD)	Total Cost (USD)
Research	0.00	0.00
Content Creation	1,000.00	12,000.00
Translations	500.00	6,000.00,
Production of arts, images and infographics	800.00	9,600.00
Video Recording and Editing	1,000.00	12,000.00
Audio Mixing and Mastering	500.00	6,000.00
Animation of Cards, vignettes, transitions, etc.	500.00	6,000.00
voiceover	500.00	6,000.00
Production	800.00	9,600.00
Marketing	1,000.00	12,000.00
Total:	6,600.00	79,200.000

9. WHAT IS THE ADDRESS OF THE FUND RECIPIENT?

0x91BE0eFCf315df7Ac0Ee60bbFDE6176E4DAabc5d

10. HOW CAN WE CONTACT THE MANAGER OF THE FUNDS?

Email: klings.raphael@gmail.com

Cel Phone: +44 7477 532539

11. WHAT EXCHANGE RATE ARE YOU CONSIDERING?

KSM:1470 USD \$ 79.266 EMA30 [53.923]