

Marketing Circle 2024 1st Half-Yearly Report

Name of Coordinators: Mauro

Part 1: Financials and Time Spent

The marketing cycle began the year with an estimated average budget of \$49,480 annually. However, through dedicated efforts, savings, and meticulous tracking of hours, along with the honesty and trust of the team regarding time efficiency and transactional economy, we have achieved significant savings each month as needed. As of September, the ninth month of operations, we have spent less than half of the annual budget. This results in a savings of \$9,106, which we aim to allocate toward community activities or events that we are already planning and considering.

The total hours worked by the marketing circle amount to 538. The most time-consuming tasks are regular and periodic communication about updates in the Deep Funding ecosyste

Retrospective; experiences, learnings, and insights

The Marketing Circle is composed of a team of five individuals, including journalists, an event organizer, a designer, and other professional profiles. Notably, the team humorously includes an attorney and a systems engineer. The professionalism of the team allows for a proper division of tasks, ensuring consistency and periodicity in both work and communication, as well as effective organization.

Key Highlights

DFR2: Established a foundation with 89 project submissions and 57 eligibility checks.

DFR3: Achieved a 110% growth from the previous round, with 136 project submissions and 120 eligibility checks. Notable engagement in community activities with 43 interactions.

DFR4: Continued to build on this success with 210 project submissions, demonstrating a 60% growth from DFR3. This round included significant contributions through:



Marketing Circle 2024 1st Half-Yearly Report

- 40 expert reviews.
- 3 DF Spotlight Days/Idea Fest events.
- 110 pitched videos.
- 8 community interactions.
- 29 funded proposals.
- A total of 750 individual assessments.

LinkedIn page metrics show a total of 696 page views and 501 followers. The top five locations of his audience are Argentina, England, the USA, Colombia, and Switzerland. Engagement metrics include 827 reactions, 15 comments, and 16,759 impressions, with a total of 8,461 members reached and 544 clicks. Additionally, there are 826 reactions, 13 comments, and 15 reposts categorized as additional interactions.

X account has over 8,000 impressions, with a total of 316 posts and videos uploaded periodically. The account has also garnered 1,800 followers.

In the past six months, the marketing circle team has periodically delivered a newsletter containing information about the ecosystem to all members, written blogs, created designs for other teams and circles, and contributed to the development of the Deep Funding ecosystem.

However, through our learning process, we have observed that the impact achievable by such a small number of people, while allowing for greater control over tasks and reviews, can be diminished or limited by the possibility and scope of our actions when combined with daily responsibilities and other work commitments.

Plans and intentions for the next 6 months.

From now until the end of the year, the marketing circle will focus on community events and DR5. Additionally, we aim to implement a transformation strategy that addresses the limitations associated with having such a small team. Our goal is to achieve a perfect balance between talent, execution, creativity, and performance.



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Main takeaways from this report

Point Title One:

Label: Learning Point / insight ▾ Challenge ▾ Achievement ▾ Significant change ▾
Decision ▾

Notes:

Point Title Two:

Label: Learning Point / insight ▾

Notes:

Point Title Three:

Label: Learning Point / insight ▾

Notes:

