BLOCKNET

Marketing Organizational Framework

Groundwork

Due to Blocknet's team size, most cells and individuals wear many hats. Team members and contributors spend a lot of time tackling tasks that need to get done ASAP rather than focusing on developing the project in their specific areas of expertise. The Marketing Cell for example has been a mix of Sales, B2B Partnerships, Community Management, D&R, Accounting, Administration, and then actual Marketing (marketing strategy, media production, social media, events, articles, etc). In recent months a lot of groundwork has been laid in the Marketing Cell with Q2's expansion of the team and contributors, the release of official Brand and Social Media guidelines, and a new arsenal of tools including the new website and social media tools. With this groundwork, we have a steady stream of marketing volunteers coming forth from the Blocknet community and becoming engaged.

A frequent conversation recently coming up in the community has been around developing a framework for expansion. This, too, is often discussed within our core team, signaling that the community as a whole is looking to the future.
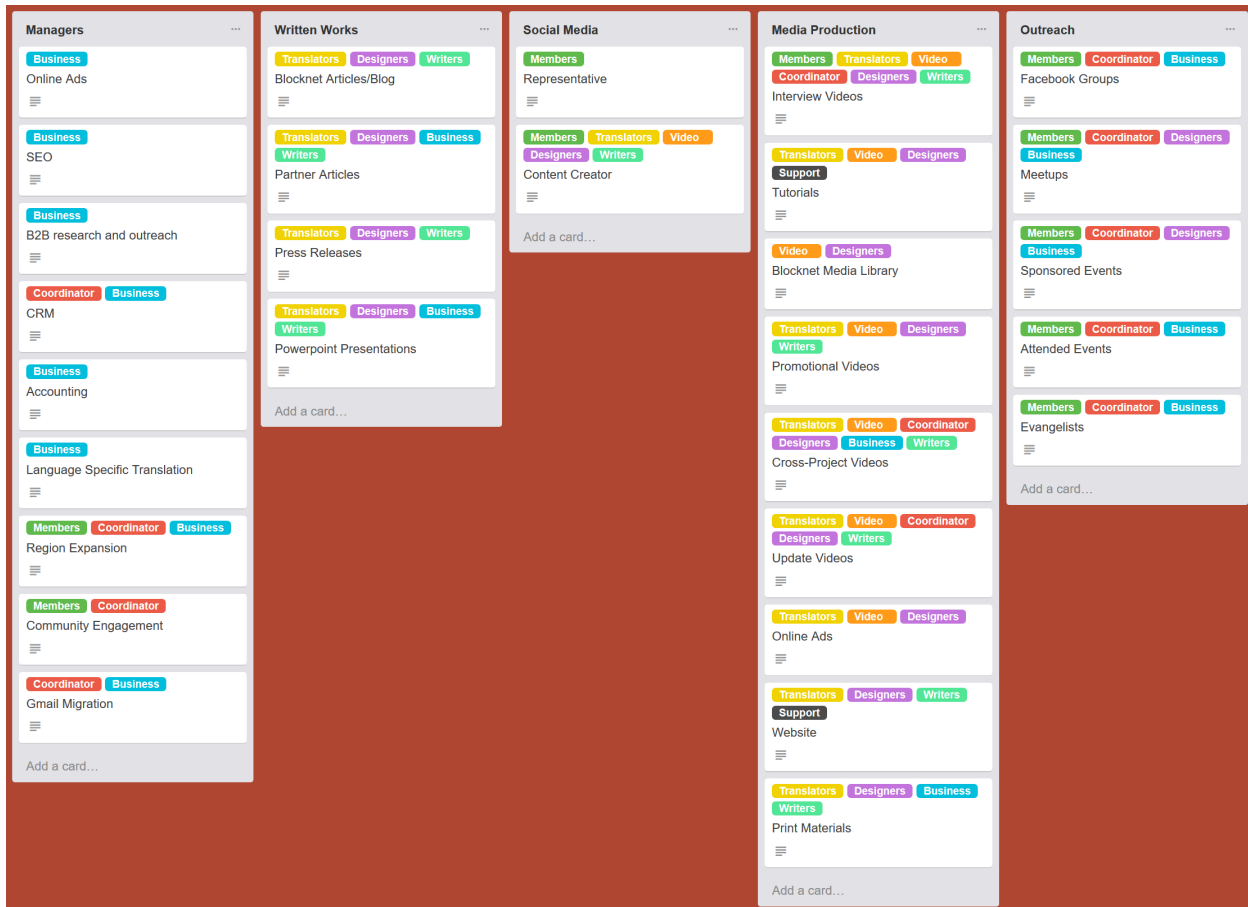
With the end of Q2 around the corner, the influx of community participation in marketing initiatives, and the community's conversation about expansion, it seems time to take this movement and apply it to an executable framework with long term vision. Several weeks ago, I (@shane) created a Trello board called "Marketing Tasks," that the team could view, where I listed the majority of the notable tasks I am accomplishing daily. This board is not public because it contains sensitive material on partnerships and strategies, but through the past few weeks, I've used it to help define a specific framework of Branches, Core Projects, and Roles that will help Blocknet streamline marketing strategies, accomplish new goals, and enable scalability.

Framework

With the growth of participation in marketing, it's time for a framework that allows passionate individuals to find ways they can add value to Blocknet. Taking Blocknet's current needs and looking ahead to where we want to be, the link below is an organizational overview of specific Core Projects we can grow into. Each Core Project (a Card in Trello) is assigned Roles that are needed to tackle that

task. By filtering the page by Roles (known as Labels in Trello) one can clearly see the different Core Projects each specific Role is able to fit into and accomplish. Upon clicking on a Core Project, one can see a general overview of a Role's responsibilities. The idea is to allow individuals to focus on the Roles they are passionate about and find a Core Project that inspires participation.

See Organizational Overview Trello board here: https://trello.com/b/4foWezdY

Managers

- Business
  Online Ads
- Business
  SEO
- Business
  B2B research and outreach
- Coordinator | Business
  CRM
- Business
  Accounting
- Business
  Language Specific Translation
- Members | Coordinator | Business
  Region Expansion
- Members | Coordinator
  Community Engagement
- Coordinator | Business
  Gmail Migration

Add a card…

Written Works

- Translators | Designers | Writers
  Blocknet Articles/Blog
- Translators | Designers | Business | Writers
  Partner Articles
- Translators | Designers | Writers
  Press Releases
- Translators | Designers | Business | Writers
  Powerpoint Presentations

Add a card…

Social Media

- Members
  Representative
- Members | Translators | Video | Designers | Writers
  Content Creator

Add a card…

Media Production

- Members | Translators | Video | Coordinator | Designers | Writers
  Interview Videos
- Translators | Video | Designers | Support
  Tutorials
- Video | Designers
  Blocknet Media Library
- Translators | Video | Designers | Writers
  Promotional Videos
- Translators | Video | Coordinator | Designers | Business | Writers
  Cross-Project Videos
- Translators | Video | Coordinator | Designers | Writers
  Update Videos
- Translators | Video | Designers
  Online Ads
- Translators | Designers | Writers | Support
  Website
- Translators | Designers | Business | Writers
  Print Materials

Add a card…

Outreach

- Members | Coordinator | Business
  Facebook Groups
- Members | Coordinator | Designers | Business
  Meetups
- Members | Coordinator | Designers | Business
  Sponsored Events
- Members | Coordinator | Business
  Attended Events
- Members | Coordinator | Business
  Evangelists

Add a card…

BRANCHES

A group of Core Projects that are closely related to each other and have similar outcomes:

- Administration - Core Projects that produce organization and research
- Articles - Core Projects that primarily develop written works.
- Social Media - Core Projects that create engagement with new social media content (posts and campaigns)
- Media Production - Core Projects that create multi-media works.
- Outreach - Core Projects whose focus is P2P, B2B, and community building

CORE PROJECTS

A category of recurring tasks (ongoing and without end).

Example: "Blocknet Articles" is a continuous part of Blocknet's strategy. It is not a singular task with a completion date, but an ongoing work of recurring tasks to create articles about Blocknet.

(NOTE: All cards in the Trello Board below are Core Projects)

ROLES

A category of personnel with skills and abilities that lay in a similar focus. Roles are not defined by Branches or the Core Projects they participate in, but where these individuals add value. The role of "Writer" is not bound to a single Branch like "Articles," but rather Writers are also used in creating various *Social Media* and *Media Production* Core Projects.

- Members - General community members who are volunteering
- Translators - Individuals or vendors offering bilingual services
- Writers - Members or vendors skilled with crafting written content
- Designers - Individuals or vendors offering graphic design services
- Video - Individuals or vendors offering video production services

- Business - Personnel with skills or qualities that lend to organization, research, and communication
- Brand Leads - Trusted community contributors and team members, who are responsible for overall brand messaging, visuals, and strategy

Roles that cross pollinate with existing cells/roles in Blocknet

- *Coordinator - Team members with high level access whose focus is community building and project management*
- *Support - Members who have a deep understanding of the technical side of Blocknet*

Roles are not to be strict definitions. Though Roles can help keep the team organized and focused, individuals are never put inside of a box. We are happy to see anyone participate in any fashion that adds value to the project as a whole.

BRAND LEADS

The Brand Leads have three primary responsibilities:

1. Provide an overall strategic vision that includes the marketing plan set forth by marketing contributors (see Shared Vision and Strategy below)

2. Ensure that marketing endeavors and our public representatives reflect the vision of the community through established guidelines.

3. Prioritise and delegate tasks to individuals and manage deadlines

Brand Leads bring assurance to the greater Blocknet community. As more community members join marketing endeavors, Brand Leads ensure the public image and message of Blocknet remains consistent with Blocknet's core values and guidelines (thus far, our Branding Guidelines and Social Media Guidelines). Blocknet's success in the professional technology space depends on how we carry ourselves. If we want to see the world embrace Blocknet as a powerful service infrastructure, we need to remain committed to showing our potential clients a confident and consistent approach to our image and message. There will always be many moving parts and our Brand Leads will continue to work to keep the marketing cells united and moving forward through a shared vision and strategy.

Brand Leads are qualified professionals who participate in other Roles that compliment their skills or background. This leads to a balance of general oversight and undertaking specific tasks. If a Brand Lead is a talented designer, not only will they work with other designers to sharpen their design to

best reflect the Blocknet brand, but they will take up their own design projects. Brand Leads should lead by example in their areas of expertise.

How to become a Brand Lead

Brand Leads are primarily marketing team members that have been voted in by the Service Nodes. Marketing team members can then bring in key vendors or community contributors that create synergy and assist in enacting Blocknet's marketing vision. Brand Leads that have been voted in via Service Nodes are responsible for the structure and workflow of the Brand Leads team as a whole.

VSA is an example of a vendor that acted as a Brand Lead. We worked with them in creating our Brand Guidelines and implemented their marketing advice through mid Q2. Once that season was over we embraced our own direction. Jump to today and we have 3 team members (Shane, Bob, and Phillip) and 2 community contributors (cryptoved and fattox) acting as Brand Leads. Bringing in community contributors and/or vendors to be Brand Leads spreads the workload while creating professional synergy and collaboration.

SHARED VISION AND STRATEGY

With Blocknet's marketing cell growing, it is now important for our collective vision to grow as well. The quarterly marketing plans should accommodate the influx of contributors as a whole and be a unified vision of those who are the most invested and passionate about serving.

The overall vision and KPIs should be discussed among Roles, taking primary ownership of the Branches they primarily contribute.

- Business & Coordinator - Administration & Outreach

- Writers - Articles

- Video & Graphic Designers - Media Production

- Members (who are part of Social Media Teams) - Social Media

Brand Leads help lead the discussions among the Roles and direct the conversation to a consensus. Once each Role reaches internal consensus, Brand Leads will gather data and publish that quarter's marketing plan.

SCALING

Similar to the framework in the Social Media Guidelines, Brand Leads also take the responsibility of vetting and training community members and vendors interested in joining the marketing cell. Qualified community members that desire to join can do so through an application sheet similar to the one used with Social Media Teams.

For Core Projects that requiring access to high level information, Brand Leads may require applicants to have a track record of participation before giving access to such information. Brand Leads will work with a similar progression system that was suggested for the Community Rep role by long time Community Moderator, @fattox on June 2nd, 2018:

> *1. Community Rep*
> *A discussion happens: Someone from the team/reps or whoever says "this person could be a good addition." People agree, and we ask them if they'd like to join the "Rep" team. At this level there is simply recognition for their prior efforts within the community. There are no minimum expectations of their time, and no expectation of a salary, zero KPIs, just plain old voluntary work as and when they feel like it, in whatever capacity or role/area they want to be involved in.*
>
> *2. Community Contributor*
> *If the person keeps up the good work and proves that they wish to be more involved, they could be 'promoted' to the next tier. Maybe we refer to this as the "Community Contributors" role. Here some monetary incentive could come into play, but this should only be granted as and when time and effort is reciprocated. Maybe the team could throw up 'bounties' for this group of helpers, people can apply for it and be chosen by whoever offers the bounty. These could be one-off tasks, or ongoing work. I like to think of this role as some 'micro job' tier, in between "zero expectations" of Role 1, and "Full" team member. The important part is that I feel people should be accountable for earning a salary, so they should deliver if they really want to be in this 'tier' and be rewarded.*
>
> *3. Team Member*
> *In some cases, maybe one of the 'micro jobs' above scales up over time, or a spot comes up on the team which would be suitable for someone in the Contributors group. Where better to promote from than your already active, engaged members who have the prior knowledge of the product, which they already endorse and spend their time assisting with?*
>
> *As a summary I think there'd be a lot of benefit to the above. Having a free tier where we begin to recognise those who participate in voluntary tasks is a nice 'nod' to their efforts, there are many people here who help in their own way and they deserve some recognition. Further to that, I think that having an expectation of certain time/effort is essential for all roles within the team, no matter at what level. And further down the line, you may find yourself with a bunch of worthy, eager, proven individuals from which to hire from, for certain spots in the Team itself.*

For some Roles or Core Projects a resume / C.V. may be required to assure the applicant has the required background. Core Projects that require specific skills may be filled with vendors either

within, or outside of the community. Though there will always be many moving parts, Brand Leads work to keep the marketing cell united and moving forward through a shared vision and strategy.

WORKFLOW

Community contributors who want to create or be a part of official marketing tasks can do so with open communication with Brand Leads. Since Brand Leads are responsible for upholding the will of the Service Nodes and the wider Blocknet community, they are in the best position to determine official tasks and delegate workloads to participating contributors.

Thus far the intra-cell communication between team members has worked out very well through the use of tools like Discord and Trello. Team members from every cell feel they always have a direct line of communication with any other cell. We want to use the same communication model between Roles in the marketing cell. Through the use of Discord and Trello, contributors and vendors have the ability to communicate and collaborate in a group environment, all the way down to a specific task. This will allow communication to be focused and efficient as we continue to scale up.

When other cells need marketing materials or campaigns created, they continue to have direct access to Brand Leads, who can make sure the required tasks get accomplished. Cells should always be aware and respect the workflow of other cells and continue to go through the proper channels, as has always been the case thus far within Blocknet.

In Summary

The desire of the Marketing Cell in creating this framework is to have an executable plan that embodies the community's conversation about decentralized organizations, addresses potential bottlenecks, opens the door to allow greater participation, and provides a clear vision of the future. As our decentralized organization grows, we expect this to be a living document that is always evolving as Blocknet embarks on new seasons of expansion. The Blocknet project has a tradition of being methodical, patient, and calculated, while remaining committed to a unified vision. We believe this framework honors those strengths, while adding a new level of comprehensive structure and scalability.

We see this implementation as the first step in our decentralized organization's growth. As we learn and grow this vision, we believe this framework can expand to include elements of other cells, leading to a more general framework for growth for the organization as a whole.

We are excited about the future and what we are accomplishing together. Let us know what you think! Please submit any thoughts or feedback regarding this framework HERE.