

MARKETING PLAN TO GROW THE PUBWEAVE COMMUNITY

This proposal outlines a phased 3-month marketing and communications program for PubWeave, focused on foundational, high-impact activities. The objective is to build a credible brand, establish a strong digital footprint with a central landing page, and engage the academic community through targeted outreach.

OBJECTIVES

- **Establish a strong brand:** Create a central ‘launch’ landing page to serve as the marcom front door.
- **Generate awareness:** Introduce PubWeave to target audiences through value-driven content.
- **Drive user adoption:** Encourage early sign-ups and platform exploration via clear calls-to-action.
- **Build community:** Foster an engaged core group of early adopters through consistent interaction.
- **Demonstrate momentum:** Show tangible progress and traction to the Cardano ecosystem.

PHASED PROGRAM AND BUDGET BREAKDOWN

PHASE #1: Foundation and Digital Presence

This phase focuses on creating a powerful web presence to serve as an anchor for all future marketing.

Activities:

- **Marcom strategy and messaging workshop:** Hold session to define target audience, develop outreach messaging and key value propositions (built on the positioning narrative created last year).
- **‘Launch’ landing page:** Work with the platform development team to develop content for a microsite or comprehensive landing page, telling PubWeave’s story, featuring key videos, a blog/update section, and clear calls-to-action tied to the platform.

Milestones:

- Complete one-page marcom and messaging plan.
- Build and launch a marcom landing page.

PHASE #2: Platform ‘Launch’ and Foundational Content

This phase is about making a strong first impression and explaining the value proposition.

Activities:

- **Founder/Explainer video:** Create a compelling two-minute video featuring the project lead. This will explain the "why" behind the project and give a brief overview of the platform.
- **Initial content blitz:** Repurpose existing content and publish two to three new foundational articles on the landing page's blog section for promotion across socials.

Milestones:

- Produce main explainer video and feature on the ‘launch’ landing page.
- Achieve initial traction goals (e.g., followers, early adopters, engagement rates, etc.).

PHASE #3: Growth, Onboarding and Measurement

This final phase focuses on actively driving sign-ups using the assets we've built.

Activities:

- **Consistent content cadence:** Maintain a regular schedule of high-value content on priority social platforms, focusing on engaging with comments and questions.
- **Host an early-adopter webinar:** We see potential in organizing an online event with early adopters, to give them access to the founding team. The focus could be on hearing more about the project's development (past and future) and would give people an opportunity to ask questions.

Milestones:

- Achieve a target number of platform sign-ups (e.g., 1000 new users) tracked via the landing page.
- Host one webinar with 30+ attendees.

ABOUT PUZZLEWOOD

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