
PRE-ICO - SCOPE OF WORK

EXECUTIVE SUMMARY

Before we begin, it's important to outline the basic need for a Marketing Plan.

All the information below will need to be drawn up in conjunction with the client for a robust understanding of the overall business environment. This information will plough back in to the Marketing Activities and Scope of Work captured in the table that follows.

Historical Background - where the business /idea generated

Marketing Goals and Objectives - Sales, Profit, Pricing, and Product objectives

Market Analysis - to assess whether your industry is growing, maturing or declining

Environmental Analysis - Global Business Environment (including political and legal and demographics)

Environment Analysis - Local Business Environment Suppliers, Social/Cultural, Competition

Consumer Analysis

SWOT Analysis

Marketing Focus - Product or Service, Location, Promotion and Price

Financial Information



PRE-ICO SCOPE OF WORK

CATEGORY	APPROACH	DESCRIPTION
BRAND ASSET CREATION	BRAND IDENTITY/ GUIDELINE DOCUMENT	Creation of a document containing the rules and guidelines for the composition, design, and general thematic look-and-feel of all of a brand's collateral.
	LOGO	Company/Brand Logo, including use of specific colours based on semiotics and larger brand connotation and meaning.
	BUSINESS CARDS	Design of company Business Cards, ready for print. Open file to allow for edits for name, contact information, etc.
	BROCHURES	Design of tri-side brochures for marketing purposes at events or as handouts, with cut marks, ready for print at any location.
	INFOGRAPHICS	Well laid out, graphical representation of information to be used in Whitepaper, on website or as a printable document.
	FLYERS	Smaller, single-sheet material to be distributed at events or speaking engagements.
	INVESTOR PRESENTATION	Covering all relevant information in a well-designed, concise presentation to investors according to best practices.
	POSTERS	Larger material to be pasted at event booths or at relevant business places.
	VIDEOS	This involves modern, well-made VO or self-explanatory video creation, usually about the process, token dynamics, token usage, coin usage etc. that run for an average of 1-1.5 minutes.



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CATEGORY	APPROACH	DESCRIPTION
BRAND ASSET CREATION	WEBSITE	We conduct website audits if requested that would provide a breakdown of best practices, points for improvement, SEO audits, CRO audits and other advice on how to maximize traffic, leads and ultimately conversion and list building.
	COFFEE TABLE BOOK	A thematic book with cutting-edge design, covering the growth of the Blockchain industry in the last few years, interspersed with how a particular project is poised to make waves in their space, why and what their USPs are. Designed and submitted ready to print with guidelines, paper choices and instructions that make it ready for print anywhere desired. Great for pitch meetings and for placement at executive offices, government/regulatory offices, company law firm, and even as a revenue source on Amazon. Would be 200 pages long on average.
	ICO WHITEPAPER	One of the most important aspects of a successful ICO. We cover the required research, relevant talking points, ideal sections and build a well-designed, well-written Whitepaper, that spans 35-65 A4 pages on average, unless otherwise mentioned, taking into account company branding, communication style, and requirements. This will primarily be in English.



CATEGORY	APPROACH	DESCRIPTION
STRATEGY	BRAND STRATEGY	Defining your overall brand alignment based on what the brand stands for, it's promise, personality, target audience and desired placement. It is what brings your competitive positioning to life.
	MARKETING STRATEGY	Frame a long-term approach to planning your outreach to customers while attaining a sustainable competitive advantage.
	ROADMAP ANALYSIS	We will develop a clear understanding of the current scenario, define the desired state along with you, conduct a gap analysis, prioritise the findings from the analysis into a series of gap closure strategies, discover the sequence of actions to be taken and develop and publish the roadmap.
	PRODUCT VALIDATION	Research leg to validate the viability of Blockchain in the project and build a real-world market analysis, market potential and opportunity, and therefore application.
MARKETING MANAGEMENT PULL MARKETING	SOCIAL MEDIA	Design, posting and maintenance of Facebook, Twitter, LinkedIn, and Instagram. This will follow the overall Social Media Marketing strategy put in place by the marketing team and will vary for individual projects. The ideal numbers would, however, always be followed, along with attention to demographics, copy, language, tie of day statistics, and geographies.



CATEGORY	APPROACH	DESCRIPTION
MARKETING MANAGEMENT PULL MARKETING	EMAIL	Maintaining and executing email campaigns to members of the project community, normally done twice a month, up to 4 times a month, covering news, updates, dates, changes and information aimed at drawing in investors and prospects.
	COMMUNITY BUILDING	Maintaining a conversational relationship with relevant members of the Blockchain and Project communities on online forums, social media networks, Chat groups and owned asset communities.
	CONTENT CREATION	Creation of content for social media portals, targeted copy that addresses potential investors, Creation and sharing of long-form content related to industry and product + USPs on relevant forums, Blockchain groups and LinkedIn Closed Groups.
	BOUNTY CAMPAIGN	strategy, Execution and Maintenance of a Signature & Bounty Campaign across targeted geographies.
	ONLINE REPUTATION MANAGEMENT (ORM)	Teams work around the clock to ensure negative publicity/comments/threads are spotted and addressed before it has time to cause any lasting damage to the campaign.
MARKETING MANAGEMENT PUSH MARKETING	AD COPY & DESIGN	Dependent on platform, will design ad copy to speak to the intended audience.
	SPEND MANAGEMENT	Budget for campaign per channel to be discussed and agreed upon. Campaign to be formulated based on spends.
	TARGETING	Based on industry trends and brand objectives/campaign objectives/geography/demography.



CATEGORY	APPROACH	DESCRIPTION
PR ACTIVITIES	PRESS RELEASES	Framing and writing press releases for the top content syndicates across the globe.
	PR PITCHES	Pitching to news houses about the project, the USPs and for them to carry stories regarding the upcoming ICO.
	BLOCKCHAIN PUBLICATIONS	Providing optimised, high-quality content to the top Blockchain publications online.
	LONG-FORM UPDATE CONTENT	Written specifically for portals like Medium and LinkedIn Pulse, in order to gain organic momentum, as well be share-worthy publicity.
NETWORKING	OUTREACH MANAGEMENT	Dedicated resource to manage outreach and pitches - to advisors, investors, legal representatives, exchanges, event organisers etc.
EVENTS	REASEARCH/SCREENING	Locating and registering for relevant events in chosen demographics. Numbers depend on budgets and availability.
	IDENTIFYING SPEAKING OPPORTUNITIES	Reaching out to event organizers, pitching the project and booking suitable speaking slots or space at the event.
	COMMUNICATION SPECIALIST	Members of the communication team who can study, travel and attend events and speak on the company's behalf. This will be exclusive of travel and accommodation charges.

CATEGORY	APPROACH	DESCRIPTION
LISTINGS & RATINGS	END-TO-END MANAGEMENT OF RATINGS	This includes the discussions, negotiations and maintenance of lines of communications up to 3 Ratings Specialists pre ICO.
	COMPLETE LISTING SPOC	Dedicated resources to initiate, craft, manage and maintain listings on relevant, well-respected ICO platforms. Covers up to 7 Listing platforms.