

# 4-PHASE MARKETING ROADMAP

1

## FILTER

### Main Goal

Filter out as much bots and "fake" community members in general as possible.

### Key Points

Find & instruct mods

Contests/giveaways and raffles testing project knowledge

Feedback, surveys and studies to analyze and focus on things wanted

«Riders School» Spaces series about the project and its concepts.

Filter bots manually, reorganize Discord

Introduce CAPTCHA for Discord server

2

## GROW

### Main Goal

Sustainable growth of our community, get a wider circle of people to know us.

### Key Points

Collabs, AMAs and WL spot giveaways with other projects

Further «Riders School» spaces

Expanding our social media to other channels, e.g. Telegram, Reddit, ...

Educational content to pull in people from outside NFT and crypto spaces

Award NFTs or badges like the «Proof of Attendance Protocol» (POAP)

3

## SOLIDIFY

### Main Goal

Provide community with all information they are seeking, ensure no questions left open.

### Key Points

Establishing trust: Setting up team page, getting feedback, voting and common decisions on project future.

«Chalet Arena» Spaces series: Talks and debates on topics in- and outside our project.

YouTube channel with short animated videos explaining most important concepts.

4

## HYPE

### Main Goal

Get as many new members as possible, meaning fast growth and FOMO-effects.

### Key Points

NFT event and drop calendar listings

Influencer marketing (maybe some merch)

Further WL spot giveaways, Discord raffles & Twitter raids

«Big Air» Spaces series with focus on minting, strategies, rarities, etc.

Sneak-peeks, trailers and teasers



 **TOTAL MEMBERS / PEOPLE ONBOARDED**

 **REAL MEMBERS**

 **BOTS / DOUBLE MEMBERS**