



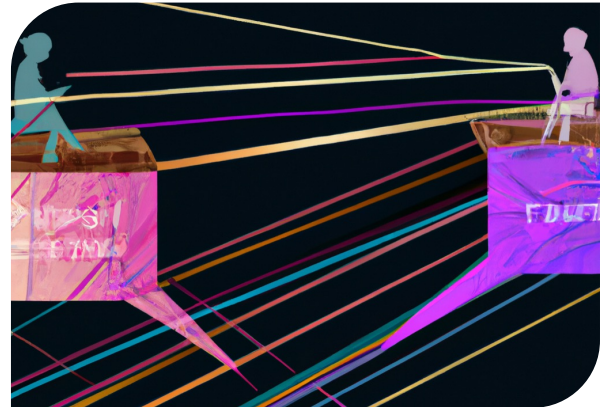
WEB3PRO  
Palo Alto

# Creative Toolkit For Digital Assets

A Complete Guide for 2023

## Step 1: Identify Your Target Market

While you likely have already defined a target market for your IRL products and services, as well as personas and messaging, launching a Web3 campaign may require you to assess whether you need to make changes. In the case of Louis: The Game, Louis Vuitton's goal was to capture the attention of Zoomers rather than address the brand's existing customer base.



**Your Web3 target market may differ from your brand's Ideal Customer Profiles (ICPs) for other channels.**

### Worksheet: Target Market

Age and Gender: \_\_\_\_\_

Preferred Online Channels: \_\_\_\_\_

Geography: \_\_\_\_\_

Existing / New Customer: \_\_\_\_ Existing / New Audience: \_\_\_\_

Other notable attributes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Step 2: Determine Which Channels to Use

Next, you'll need to drill down on where your audience is spending their time. Social media is usually a reliable starting point. Research and employ a strong hashtag strategy to improve your posts' findability. Look for channels built around community. Snapchat and TikTok can be helpful with a strong content strategy.

Press releases are also an excellent way to bring awareness to your NFT campaign. A PPC campaign can then be used to send customers to your Web3 platform once they express intent to convert.

**TIP: Crypto-friendly platforms include**

- **Discord**
- **Reddit**
- **Telegram**

## Worksheet: Channel Strategy

Which influencers have my audience's attention? \_\_\_\_\_

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Where and how does my audience spend their time offline? \_\_\_\_\_

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What kinds of news sites are they reading? Which blogs? \_\_\_\_\_

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Where should my brand allocate marketing spend to provide the best saturation to the most valuable channels? \_\_\_\_\_

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## Step 3: Create Content for All Stages of the Sales Journey

Content drives conversations, and conversations lead to community building. To move consumers through the buyer's journey, you need a program that incorporates content touch points along the way.

This will include the website where potential customers learn about your Web3 program, a video about the launch, emails to remind them about drop dates and encourage them to register, and press releases to reach individuals who aren't yet on your mailing list or are unfamiliar with your brand.

Other methods of outreach may be suitable as well, depending on your target audience and your program's goals.

In every piece of content, explain to your audience what you want them to do to encourage conversions at each stage of the buyer's journey.



## Worksheet: Content Planning

How much does my audience know about crypto?

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How much education does my audience need about Web3 and how NFTs work?

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Will my audience buy in more quickly if they know they can engage in the campaign without investing in crypto?

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What type of utilities will drive value for my audience?

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What are my audience's pain points, and how will this campaign address them?

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How does this campaign fit in with or expand on my brand's overarching marketing strategy and brand identity? \_\_\_\_\_

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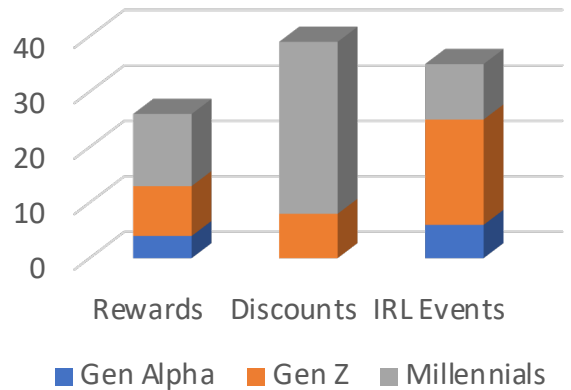
## Step 4: Decide on Utilities

Will your brand only be selling digital IP? Will buyers also have access to exclusive content, discounts, early access to new products, insider-only events? Or do you have another goal in mind?

A single digital collectibles campaign can be used to engage customers in multiple ways, as [Jacob & Co. did with their Astronomia Metaverso Collection](#). In this campaign, physical watches inspired by the solar system were paired with corresponding digital assets. Holders of the digital collectibles were eligible for exclusive perks, such as dinner with founder Jacob Arabo and design input on a custom line of NFT-inspired watches.

Digital collectibles, however, are about more than your brand. Consider your campaign's target market throughout the process. What drives value for them? What are their pain points? How can you use Web3

### Sample Utilities Poll



**TIP: Give the community some input on your campaign's benefits, such as polling users about desired utilities.**

to delight your audience and build a more personal connection with them? The answers to these questions for your brand will determine what type of campaign you will be developing and what utilities to incorporate. Throughout, the overall direction of your offering will be heavily influenced by key attributes and desires of your target market.

## Worksheet: Campaign Utilities

What does my target audience want? \_\_\_\_\_

\_\_\_\_\_

What technologies does my Web3 platform provide?

\_\_\_\_\_

What does my audience expect from my brand? How can this campaign exceed those expectations? \_\_\_\_\_

\_\_\_\_\_

What type of utilities will drive value for my audience?

\_\_\_\_\_

How much value does my audience place on utilities? Which features are going to drive the most demand? \_\_\_\_\_

\_\_\_\_\_

How will my brand use this campaign to drive engagement?

\_\_\_\_\_

How can my brand drive lifetime value for NFT holders?

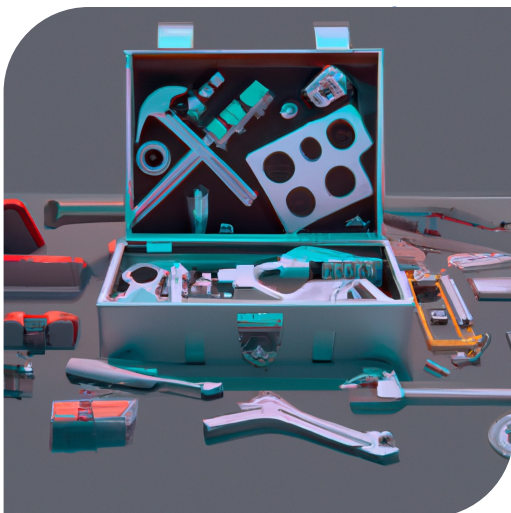
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## Step 5: Develop Your Toolkit, then Scale

Once you have a strong toolkit for every stage of your NFT campaign, from ideation through post-launch engagement, you can use that same formula for future releases. Use the results from your campaign to adjust future Web3-based marketing efforts for improved efficacy.

As you add new utilities, expand your community, and build out your portfolio of digital assets, you may be able to scale learning into repeated and continuous success.

**TIP: An ongoing Web3-based community hub allows optimizations to compound over time and can increase your customers' feelings of connection with your brand.**



Understanding whether your campaign was a success depends your ability to measure not just the campaign, but its impacts on other business outcomes. Try comparing website traffic and sales both pre- and post-launch to identify incremental lift.



## Worksheet: Campaign Analysis

How did participating customers hear about the campaign?  
Was marketing spend properly allocated to reach them?

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Are there common concerns among customers who did not participate? How can my brand address those in the future?

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What has my brand learned about our audience? How can we use that in our future marketing efforts? \_\_\_\_\_

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How is my brand able to capitalize on the secondary market?

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Was branding kept intact throughout the campaign? Did the campaign enhance my brand's reputation?

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Were there any missed opportunities? How will my brand capture them moving forward? \_\_\_\_\_

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## Key Takeaways

Web3 campaigns using NFTs and the power of blockchain offer new ways to engage with your brand's current, lapsed, and potential customers. Focusing your efforts on the metrics that matter most to your brand—and providing the benefits your target audience cares about—will help ensure your brand's entrance into Web3 is a smooth one.

For forward-thinking brands ready to make their move, Web3 Pro and our white-label Hub Community Platform are here to help.

Email [hello@web3pro.com](mailto:hello@web3pro.com) to take your brand's Web3 campaign from a plan to reality.