

# NFT Marketing Campaign in 2023

## The Goals

This offer is aimed at achieving the following goals:

- Build a community for the project
- Create hype around it
- Have a successful NFT Sale





# Before the Launch

**Consider the worth of NFTs carefully, as some purchasers may be flippers. Here are some ideas of value that your NFTs can possess:**

- Utility Value - access exclusive content, products, or services that are not available to non-NFT holders
- Brand Value - NFTs can be associated with a particular brand, celebrity, or influencer, increasing their perceived value.
- Investment Value - NFTs can be viewed as an investment opportunity, with the potential for their value to appreciate over time.
- Social Value - NFTs can be used to represent membership in a community or group, increasing their social value.

**In addition, it is important to carefully consider the blockchain platform you opt for. We suggest using Ethereum, Polygon, or Solana. Furthermore, it would be beneficial if your NFTs retained their aesthetic value.**





## TOP 10 BLOCKCHAINS BY 30D NFT SALES VOLUME Mar 27, 2023

Discover the blockchains with the highest NFT sales volume and number of transactions. Data source: CryptoSlam





# Before the Launch

The price of the collection and individual NFTs will be determined by market demand following the completion of the White List registration process. Our objective is to gather a minimum of 10,000 users for the White List sale.

It is advisable to conduct NFT sales in multiple phases. A recommended approach would be to have four stages with a progressive rise in cost, for instance:

- **First Launch** - 1500 NFTs, 50 WL Presale, 450 WL Sale, 1000 Public Sale
- **Second Launch** - 2000 NFTs, 70 WL Presale, 430 WL Sale, 1000 Public Sale
- **Third Launch** - 3000 NFTs, 50 WL Presale, 950 WL Sale, 1000 Public Sale
- **Fourth Launch** - 3500 NFTs, 50 WL Presale, 950 WL Sale, 1000 Public Sale





# Plan Description

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We suggest having a 12-week campaign. That's an optimal timeline for success. Here are some key statements that will describe the approach we will take:

## 1-3 Weeks

**Discord** and **Twitter** should be the main platforms to 'land' all NFTs buyers.

All crypto and NFT audience is there, it has tools for different kind of promotion that will help to build community fast. We grow the community through both natural and intentional methods.

List of services used: **Discord Set Up + Mee6 Bot + Alpha Bot, Discord Moderation (2 moderators), Social media management in Twitter & Discord, Community management (4 chatters)**



## 3-12 Weeks

Currently, we are in the process of creating the mint page and initiating NFT launchpad presentations and collaborations to collect the White List.

Based on our estimation that 30-50% of those on the White List will make a purchase, we can determine the amount of sold NFTs.

Here are some examples of launchpads we connect:

**Ethereum** <https://www.okx.com/> <https://www.binance.com/en/nft/>

**Solana** <https://nftb.io/> <https://solanart.io/> <https://solsea.io/>

**Polygon** <https://element.market/> <https://tofunft.com/> <https://nftb.io/>

Engaging a launchpad pitching service may not be necessary if:

- You are able to present your project in a compelling manner that piques their interest.
- You have sufficient time to devote to the process, which can be quite time-consuming.
- You possess personal connections that can facilitate the application process or sway a favorable decision.

List of services used: Mint Set Up, Launchpad Pitching, NFT Collaborations



## 3-12 Weeks

At this point, we already have an active community that is ready for a mint date. We just need to increase the users in the white list and create a FOMO.

[YouTube Influencers](#)

[Twitter Influencers](#)

[PR & strategic communications](#)

[Crypto Traffic](#)

List of services used: **Youtube and Twitter influencers, PR, Crypto Traffic**

## Mint date

Congratulations on a successful NFT sales! Please, keep in mind that during the NFT marketing campaign, you can have several NFT sale dates.



# Overview

## Timeline by weeks

Aa Name	<input checked="" type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input checked="" type="checkbox"/> 4	<input checked="" type="checkbox"/> 5	<input checked="" type="checkbox"/> 6	<input checked="" type="checkbox"/> 7	<input checked="" type="checkbox"/> 8	<input checked="" type="checkbox"/> 9	<input checked="" type="checkbox"/> 10	<input checked="" type="checkbox"/> 11	<input checked="" type="checkbox"/> 12
Discord Set Up	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discord Moderation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social Media Management	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Community Management	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Launchpad Pitching	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
NFT Collaborations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Youtube Influencers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Twitter Influencers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
PR	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Mediabuying	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



**Thank you for your time and attention!**

Feel free to ask any questions!

Contact us [icoda.io/contact-us/](http://icoda.io/contact-us/)

Telegram - [@icoda](https://t.me/icoda)

