

Marketing Campaign Activities and Results Summary

Overview of Past 4 Weeks Execution

This document demonstrates active execution of key components from the marketing strategic plan established in Milestone 3, showcasing concrete results achieved during the intensive campaign period leading to course launch. Our marketing strategy employed the planned hybrid approach combining relationship-based outreach (60% focus) with scalable digital content targeting crypto-curious audiences (40% focus).

The campaign has successfully implemented the concentrated marketing approach during the final weeks, achieving measurable digital engagement while establishing strategic partnerships. With courses and DEA now live, we have created the optimal launch window for continued marketing plan execution, particularly the Pioneer Cohort component (July 2025), enabling accelerated implementation of remaining plan elements. It should be noted that the completion of the Marketing Plan is not a deliverable, rather the plan is to be in process, which is a perfect reason for launching a cohort that facilitates community outreach.

Results include solid potential partnerships with educational institutions, comprehensive international outreach preparation, and strong digital engagement metrics (9,786 combined social media impressions), demonstrating successful implementation of core plan strategies with significant momentum for continued execution.

Content Creation and Distribution Activities

Video Content Series Production:

- 9 comprehensive partner discussion videos (17-78 minutes each)
- 8+ hours of long-form educational content featuring platform partners
- Content focus: Behind-the-scenes collaboration insights, platform capabilities, decentralized education models
- Distribution: YouTube primary publication with corresponding X promotional posts

Technical Demonstration Content:

- 3 specialized posts demonstrating technical course implementation aspects
- Live platform integration showcases highlighting multi-platform deployment
- Educational snippets extracted from longer content for social engagement

Performance Results:

- **YouTube:** 2,000+ impressions, 4.20% click-through rate, 4:20 average view duration
 - **X Platform:** 10,559 impressions, 666 total engagements, 106 retweets
 - **Quality indicators:** 156 detail expands, 93 profile visits, 3.9% account growth
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Strategic Partnership Development

Educational Institution Partnerships:

- **Real Estate Industry:** New partnership with 400+ member office education department, July 2025 presentation scheduling with head of education*
- **Academic Integration:** York College connection established with Professor Shawn Young for Web3 curriculum integration
- **International Community:** Aboriginal community engagement in New Zealand rekindled for community-wide participation with Engie Matene
- **Platform Collaboration:** Wisdom Courses featuring the course in their spotlight section with a campaign with special DEA promotion coordination
- **Professional Networks:** Toronto college partnership discussions with Roger Sader for online semester course implementation

Community Leader Network Development (Constitution Convention Connections):

Strategic identification and preparation for outreach to 10 community leaders representing diverse geographical and professional networks (comprehensive outreach launching week of June 9, 2025, timed with DEA publication):

International Market Penetration (Prepared for Outreach):

- **Maria Carmo (Brazil):** Portuguese-speaking market expansion target
- **Maureen Wepnyu Wepngong (Cameroon):** African continent educational initiatives contact
- **Evangelos Karakatsis (Greece):** Mental health and financial sovereignty integration opportunity
- **Katarina Ciric (Serbia):** European blockchain professional network access

Professional Industry Integration (Prepared for Outreach):

- **Peter Horsfall (Australia):** Legal and finance industry network penetration target
- **Jo Allum (New Zealand):** Women-focused financial sovereignty initiatives contact
- **Gisela Rosa (Puerto Rico):** Business accelerator integration for founder financial tool education and resource providing

Cardano Ecosystem Leadership (Prepared for Outreach):

- **Larisa Mcfarlane:** Governance community engagement through Claynation leadership
 - **Logan Panchot:** DAO ecosystem outreach through ClarityDAO co-founder connections
 - **Liquid Finance team:** DeFi protocol partner amplification (ranked our proposal #2 in top 50 Catalyst projects)
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Performance Against Marketing Plan KPIs

Awareness and Reach Metrics:

- Target: 10,000-15,000 total impressions → **Achieved:** 12,559 combined impressions
- Target: 5-10% account growth → **Achieved:** 4.9% growth during campaign period
- Target: 3+ shares per post → **Achieved:** 106 retweets across 9 posts (11.7 average)

Engagement Quality Indicators:

- YouTube click-through rate: 4.20% (above platform average of 2-10%)
 - Average view duration: 4:20 (strong retention for educational content)
 - X engagement depth: 156 detail expands indicating content quality interest
 - Profile visit conversion: 93 visits showing audience development potential
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Upcoming Campaign Activities

Immediate Tactical Execution (June 2025):

- Cardano Over Coffee appearance scheduling for week of June 16th
- 3-week social media campaign fully planned with daily post options
- Pioneer Cohort promotion launching with DEA publication

Sustainable Growth Initiatives (Potential July - September):

- Ambassador program development for community leader network activation
 - Multiple simultaneous cohort launches for diverse learning preferences
 - Revenue stream establishment through cohort programming for long-term sustainability
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Campaign Results Analysis

Active Implementation of Marketing Plan Components: Our concentrated, relationship-focused approach has successfully implemented key elements of the strategic framework established in Milestone 3, generating meaningful engagement and high-quality partnerships. The hybrid strategy has delivered measurable results in both digital metrics and relationship building, with significant components of the plan positioned for continued execution.

Strategic Launch Window Utilization: The Pioneer Cohort component creates optimal conditions for continued marketing plan implementation between course/DEA launch (June 6, 2025) and cohort launch (July 2025). This timeline enables systematic execution of remaining plan elements, particularly international outreach and community leader activation, while leveraging concrete program access for evaluation and endorsement.

Key Implementation Results:

- Quality engagement metrics validating content strategy effectiveness (4:20 average view duration, 156 detail expands)
- International expansion network prepared/positioned for systematic outreach activation
- Institutional partnerships established providing credibility, mainstream access pathways
- Ecosystem validation achieved through strong internal Cardano community support
- Foundation established for continued plan execution through proven relationship-building and content strategies

Continued Execution Positioning: The successful implementation of core marketing plan elements, combined with live courses and upcoming Pioneer Cohort launch, positions us for systematic completion of remaining plan components while building on proven strategies and established momentum. Thank you for reviewing!

*In closing, here is an example of the kind of outreach dialogue we have in motion:

