Forty two

NATIVE WEB3 MARKETING STUDIO

Turn Blockchain Brands into Web3 Sensations

Service Deck

July 2023

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WE ARE 42

The answer to life's meaning, and your brand needs.

We are a marketing studio built and designed to give earth-moving projects in web3 a voice and face that the world won't forget.

Our strategies combine the ancient wisdom from the likes of Sun Tzu with community growth techniques inspired by Saul Alinsky, looking to Shakespeare and Einstein for inspiration and assurance. Our techniques mix historical proof with innovative creativity, carrying some of the most promising projects in web3 to success.

Magic Square
READYgg
INX
SENDCRYPTO
XTERNITY GAMES
truflation
Helix
UNKJD
bitsCrunch
fleek
Chainlink
Convergence
uplink
parcl
bondex™

Proposal for Bitgert

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THE PROCESS

Founders tend to get lost in the details, flooding content with an unhealthy dose of “too much”. We turn “too much” into clean, precise, and effective.

Your very first meeting with us will bring clarity as we unpack what makes your brand unique, piece by piece. We’ll distill it into compelling terms that carry meaning and then unpack it into visuals that will capture VC attention and catch the market by wildfire.

In the following pages, you’ll find a step-by-step guide describing how we do it.

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01 ↙ Brand Identity

Building a proper digital identity starts from the inside out. Your brand will be in perfect shape to take your newfound identity and run with it in every direction, spreading your message as you go. Our phased approach ensures that none of the details that make you unique go unnoticed.

Through our guided process, you'll be able to identify your brand voice, values, and personality. Not only will you be able to define and identify what you already know about your brand, but you'll also control how your team conveys your brand and how others perceive it.

We'll start the discovery process with an in-depth session dedicated to discovering and defining each brand identity parameter, followed by a personal consultation. Finally, you'll receive a Brand Identity document that summarizes and clarifies everything.

Deliverables

- **Voicing Session** discover your brand's unique voice through a guided session with our specialists.
- **Values Session** build your brand's character from the ground up, with guidance.
- **Personality Session** discover the persona that embodies your brand identity.
- **Story & Messaging Session** we'll unpack your unique inception story to reveal your messaging direction that will guide your journey forward.
- **Consultation** ongoing consultation with our specialists.

02 ↙ Visual Identity

Let's create an iconic visual identity that will make your brand unforgettable. We start with thorough market research, visual research, and then provide UI mood boards and the perfect logo, ultimately providing a complete brand book with the fonts, color palettes, and guidelines to shape your visual identity moving forward.

Deliverables

- **UI Mood Board** A comprehensive and visually appealing UI Mood Board that showcases the overall design direction for your project. This mood board will include a curated collection of color palettes, typography choices, imagery styles, and UI elements.
- **Logo Design** Our expert designers will work closely with you to create a standout logo that solidifies your brand identity. The logo will be carefully crafted to be uniquely reflective of your brand values, personality, and industry.
- **Brand Guidelines** - A comprehensive and easy-to-follow Brand Guidelines document that outlines the rules and specifications for using your newly created logo and other brand assets. These guidelines will ensure consistent and cohesive branding across all platforms and communications
- **Core Asset Folder -** A neatly organized Core Asset Folder containing all the essential design files and assets related to your brand. This folder will include high-resolution versions of your logo in various formats
- **Brand iconography -** As part of the brand asset collection, we will develop a set of custom-designed brand icons that align with your brand's aesthetics. These icons will serve as visual representations of key services, products, or concepts related to your business.

03 ↗ Website Creation

Create a digital space dedicated to your brand that leaves visitors with an unmistakable impression of your brand and its products.

We specialize in building captivating websites that effectively communicate your brand's unique value proposition. Our websites are carefully crafted to guide visitors on a seamless journey towards understanding and trust, ultimately encouraging them to take the desired action.

Our four-tiered approach to website creation ensures that all pieces are in line when it comes time to launch.

Deliverables

- **Sitemap** organize your site layout with the optimal pages and menu items to power-boost and streamline your site.
- **Content** unpack the value of your products and your unique brand identity through clear, compelling website content.
- **Design** bring your messaging to life with clean designs that embody your project, its mission, and its unique products.
- **Development** create a fast, responsive website that brings all of the elements together in a masterfully-built WordPress CMS site.

04 ↙ UI/UX Product Design

Create your product's picture-perfect version, impress users, community, and investors, and guide your users to take desired actions without compromising their experience.

We deliver exceptional UI/UX solutions for new and existing web, iOS, and Android products. When properly implemented, UI is a powerful tool that provides a positive experience for the user and promotes positive behaviors to enhance your monetization.

Deliverables

- **UI Strategy** use the latest UI strategies as a jumping-off point to innovate and optimize your product design even more.
- **User Journey Maps** create product flows that cater directly to the user and help achieve your monetization goals & priorities.
- **UX Wireframes** lay the blueprints for your product to ensure every functional element is in place before we make it look beautiful.
- **Final UI Design & Prototype** design your product and engage with interactive prototypes prior to development.

05 ↙ Pitch Deck

Securing funding in the post-crypto-winter space is not a simple task. Based on insights from your team, market research, and our own experience, we'll provide the deck that captures the unique value of your project and conveys it in the most clear, concise, and compelling way possible.

We carefully craft our decks through a step-by-step process to strike a balance between creativity and professionalism and be taken seriously without boring your investors with designs they've seen before. Our work results in an optimized pitch deck that investors won't ignore.

Deliverables

- **Deck Strategy** lay the blueprints for your deck with an optimized structure and storytelling technique based on research, references, and our experience.
- **Content Storytelling** convey your story with the most compelling language possible, using our carefully laid out deck structure to guide the process.
- **Deck Design** bring your deck to life with a professional design that features your products through uniquely creative elements designed to capture and retain attention.

06 ↙ Acquisition

Expedite and optimize your marketing efforts with masterfully crafted campaigns. Attract and acquire quality leads that will form the basis for your community, user base, and organic brand discovery.

To reach KPI results and acquisition goals, we set a proper strategy to act as the blueprint throughout the process and execute the plan through targeted content and eye-catching creatives.

We employ A/B testing across multiple verticals to help optimize your campaigns at every possible opportunity.

Our step-by-step approach to campaign building ensures optimal KPI results.

Deliverables

- **Strategy & Setup** outline your acquisition goals & budget and implement a strategy for achieving them.
- **Content Creation** drive high-quality traffic to your site with Ads targeting various audiences and sectors.
- **Ad Design** bring your messages to life with a new class of creatives that make people stop scrolling for their ingenuity.
- **Monitoring & Optimization** go live with the campaigns and receive measured results.

07 ↗ Landing Page Creation

Let's build the perfect funnel to showcase your offer. We'll take each visitor on a journey from simple curiosity to clear knowledge of your product and finally to an understanding that now is the time to redeem your offer.

Through the power of funnel-driven content, clean design, and optimized development, you'll be in top shape to engage visitors and guide them to convert.

Deliverables

- **Content Creation** well-organized content optimized to build the basis for the perfect conversion funnel.
- **Design** guide each visitor through an immersive visual journey to understand the benefits of your offer.
- **Development** develop your page with lightning-speed performance and a WordPress CMS to make content adjustments easily.

08 ↗ Social Media Management

When done right, social media is a powerful tool to establish and cultivate project trust, spread brand awareness, improve brand image, and inform B2B & B2C audiences.

Your social media journey with 42 Studio starts with an in-depth customized strategy to match your brand's needs. Once approved, our team goes to work to write, design, and post powerful content at precise intervals.

We'll manage your social channels to provide curated posts for your brand's needs and objectives.

Deliverables

- **Social Media Strategy** build social presence with an in-depth plan to engage and interact target audiences on each platform.
- **Post Content** bring your unique messaging to each platform through compelling content written in your brand's unique voice.
- **Post Design & Animation** capture the essence of each post and offer creative banners based on your brand values and design guidelines.
- **Flash & News Posts** to cover the latest developments and news.
- **Twitter Tags & Brand Interaction** interact with a wide social network of other brands and unlock powerful social networking.

09 ↗ Community Management

Give your community the attention it needs to grow and thrive.

We start with a carefully constructed strategy to lay the blueprints for channel management and member interaction and then proceed to set up channel structures and lay the foundations for success.

With a 24/7 moderated community and tried and true Discord structures and integrations, your channels will be in top shape to grow and scale without compromising on the experience of your members.

Deliverables

- **Community Management Strategy** set the infrastructure for building a scalable community.
- **Channel Setup & Structuring** optimize the structure and setup of your channels including reliable Discord bots, rules, onboarding flows, member roles, and tailored pinned content.
- **Moderation & Security** ensure your channel rules are upheld with 24/7 moderation.
- **Regular Update Posts** keep your community informed with regular updates about your brand and its developments featuring professional designs and tailored content.

10 ↗ Company Blog

Turn technical information, SDK docs, project updates, and partnership announcements into in-depth articles that engage, explain, and educate.

A company blog builds trust and reputation with your audiences by demonstrating the depth and scope of your project.

We'll start by offering article titles for your approval, and based on your feedback, we'll build a strategy and content calendar.

Deliverables

- **Article Strategy** set your goals and outline the nature of your blog and topics to cover in order to curate the content to be ever-relevant to your target audience.
- **Article Titles** choose your first ten article titles to help us learn your style and guide our creative process moving forward.
- **Content Calendar** we'll build a content calendar to track our blog progress and keep our workflows organized and up to date.
- **Article Content** inform your audiences with a deep understanding of your products, the inner workings of your tech, strategic partnerships, and brand updates.

11 ↗ Video Creation

Every brand needs captivating, professional video content in our world of minimal attention spans and screen addiction.

Videos have the power to describe your product and deliver your messages in a way that no other medium can, engaging audio and visual senses to bring your viewers into an immersive experience of your products.

Deliverables

- **Video Script** we'll craft your script based on your goals, voice, and the nature of the video. Whether the text is orated or written on-screen, our scripts optimize video flows and expertly deliver your messaging.
- **Video Creation & Animation** let's bring your messages to life with smooth, professional videos for your brand! Each video we create is based on deep consultation to understand your needs and the message you want to send.

12 ↗ Email Marketing

Whether you aim to educate customers, promote special offers, encourage brand loyalty, gain audience insights, or drive webinar attendance, email campaigns can get you the results you need.

Even though the average inbox is overloaded with offers, promotions, and information, a properly executed strategy bearing important informational updates and click-bait-worthy content is a great way to cover your bases and increase brand awareness and engagement.

Deliverables

- **Campaign Strategy** a full plan and content calendar to ensure goals are in place before words are written.
- **Email Content** each piece of friendly, informative content fills an exact purpose within the larger framework of the email and its goals.
- **Sleek Design** infuse your mailers with an element of professionality and creativity.
- **API Integration** connect your CRM to the email marketing system of your choice and organize subscribers into named lists.
- **Automated Workflows** automated emails you can rely on.
- **Insights & Reporting** optimize your campaigns with open rate and click rate data.

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THANK YOU

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Book a meeting