



BUILDING AN ENGAGED WEB3 COMMUNITY



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FAN ENGAGEMENT

Successful companies have passionate fans who advocate for them and make the brand part of their identity. In Web3, this is enhanced with ownership and co-creation, making your consumers a community of co-creators and owners.



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TRUE FANS

Even with large businesses, having a core community of passionate fans can be more impactful than millions of unengaged customers. Building 1000 true fans in an authentic, Web3-native way can create meaningful engagement.



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MISSION MATTERS

You must stand for a mission that matters to your audience. For Web3 projects, such as in NFT communities, having a clear, impactful mission can drive initial and sustained interest and support.



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SHOW, DON'T TELL

Living by your mission is crucial. Demonstrate commitment through actions, such as donations or social initiatives. This builds trust and deepens community bonds, showing real dedication to your values.



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TRANSPARENCY

Be transparent to build trust. Share operations, financials, and decisions openly. This is expected in decentralized systems and helps communities feel included and valued.



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COMMUNITY VOTING

Involve your community in decisions. Voting on important issues, such as auction selections or new features, ensures they feel heard and invested, strengthening their connection to the project.



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07 COMMUNITY COUNCILS

Form councils or committees to embed community members in your operations. This can provide valuable insights and make members feel integral to the project's success, enhancing engagement and loyalty.



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FEEDBACK INTEGRATION

Use blockchain tech to gather community feedback on new features or products. Prioritize developments based on this input to ensure resources are spent effectively on what matters most to the community.



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DIVERSE SPACES

Create diverse and safe spaces for community interactions. Platforms like Discord and Twitter can be male-dominated, so ensure inclusive moderation and consider alternative platforms like Instagram.



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CROSS-PLATFORM ENGAGEMENT

Diversify your communication channels. Experiment with different platforms to reach varied demographics within your community, ensuring broad and inclusive engagement.



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ONBOARDING NEW MEMBERS

Implement onboarding sessions for new members. These sessions can help new members connect with each other and the team, fostering a sense of belonging and community from the start.



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EMPOWERMENT

Empower your community through initiatives like IP rights. Allowing members to use and monetize the project's assets can drive exposure and create new opportunities for both the project and its members.



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VISIBILITY AND CONNECTIONS

Use your platform to elevate community members. Features like weekly spaces or social media spotlights can help members gain visibility, fostering a supportive and connected community.



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AMPLIFY YOUR STORY

Enable your community to amplify your story. Tools like meme creators can make it easy and fun for members to share and promote your project, turning them into a marketing arm.



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Support community-led events with modest budgets. This can scale your project's reach globally and build strong local communities, even in regions where you have no direct presence.



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LEVERAGE COMMUNITY IDEAS

Pay attention to community-generated ideas. These can provide valuable insights and opportunities for innovation, ensuring the community feels heard and valued.



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Incorporate gamification and entertainment to make your products engaging and fun. This increases stickiness and keeps the community actively involved and excited about new developments.



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CELEBRATE TOGETHER

Host events and celebrations that make the community feel special. Even small, thoughtful touches can create memorable experiences and deepen community bonds.



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CONTINUOUS ENGAGEMENT

Keep the community engaged through regular touchpoints. Digital events, themed activities, and ongoing initiatives ensure that there are always new moments to celebrate and connect.



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AUDIT YOUR STRATEGY

Regularly evaluate and audit your engagement strategy. Ensure it's transparent, participatory, and focused on bringing joy to the community. Make adjustments as needed to maintain strong, authentic connections.



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THE END

I Hope you Enjoyed

HOW CAN WE ASSIST YOU?



FUND RAISING & GRANTS ASSISTANCE: Secure the resources you need to scale.



COMMUNITY GROWTH & MANAGEMENT: Expand and engage your community effectively.



SOFTWARE DEVELOPMENT: Simplify your tech journey in the decentralized space.



SOCIAL MEDIA MARKETING: Amplify your message and reach a larger audience.

WEB3 ORTEX

Elevate, Engage, Empower: Your One-Stop Web3 Solution.



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