CAMPAIGN

WEB3 MARKETING, A MODERN-DAY UPGRADE

New paradigms for new demographics of customers; add trust, transparency and reconfigure top of the funnel

Objectives

Reach new audiences, enhance lead generation and customer acquisition.

Generated high quality and trusted first party data from prospects and customers.

Reduce intermediary costs- enable peer-to-peer transactions, driving revenue back to the venue and artists.

Build direct relationship with consumers

Problems

Web2 customer acquisition campaigns have limitations. It is hard to target non-email native demographics, ad platform costs are on the rise, ROI is difficult to measure, and data is opaque resulting in the inability to build meaningful customer relationships.

The transition to a cookie less world is forcing brands to use more transparent and privacy centric tactics and identify novel way to collect first party data and engage directly with customers

Solutions

Web3 campaigns generate higher customer engagement and lower costs of acquisition via NFT technology, brands can directly engage with customers or target hard-to-reach GenZ and millennial prospects. Web3 adds trust, transparency and eliminates top of the funnel costs.

THE ZBLOCKS WEB3 BOOSTER KIT

- Out-of-the-box components (UI, APIs for NFT minting, distribution, etc.) including integration with existing CRM tools, web3 analytics, etc.
- Off-the-shelf hardened and audited smart contracts for a range of marketing campaigns
- Gasless transactions, pay with FIAT e.g., USD, EUR, etc.
- Dynamic NFTs with interactive functions enabling custom and gated experiences for consumer engagement
- Cross-blockchain portability of tickets and white-labeled consumer NFT wallets with social media login

VALUE VECTORS

NFT-enabled, Web3 marketing campaigns make it easier to solve for attribution and authenticate eliminating ad-fraud risk due to proper authentication. They help reach new audiences, eliminate intermediary costs while adding trust and transparency.

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