

# Marketing

**I. Marketing and sales of Digital Assets**

**II. Exhibition of NFTs in virtual worlds**

- **Marketing (Which social networks, how to build reach, how to achieve conversion?)**
- **Trade digital assets**
- **Displaying digital Asset in digital environments**

There are hundreds of social networks worldwide, ranging from global giants like Facebook, LinkedIn, Twitter, TikTok, Youtube and Instagram to smaller, niche platforms.



## LinkedIn:

- Target Audience: Professionals, businesses, industry experts.
- Content Creation: Professional content, articles, company updates.
- Reach: Mainly B2B (Business-to-Business).
- Posting Time: Weekdays, especially during working hours.
- Thumbnail: Professional, directly related to the content.



## Twitter:

- Target Audience: General public, news enthusiasts, influencers, celebrities.
- Content Creation: Short messages, opinions, links to articles.
- Reach: Global, trending topics.
- Posting Time: Continuously, especially during live events.
- Thumbnail: Rarely used, primarily in shared links.



## Instagram:

- Target Audience: Millennials, Gen Z, influencers, brands.
- Content Creation: Photos, videos, stories, IGTV.
- Reach: Global, lifestyle-oriented.
- Posting Time: Depends on audience activity, often in the afternoon.
- Thumbnail: Aesthetically appealing, consistent with the profile's "look."



## YouTube:

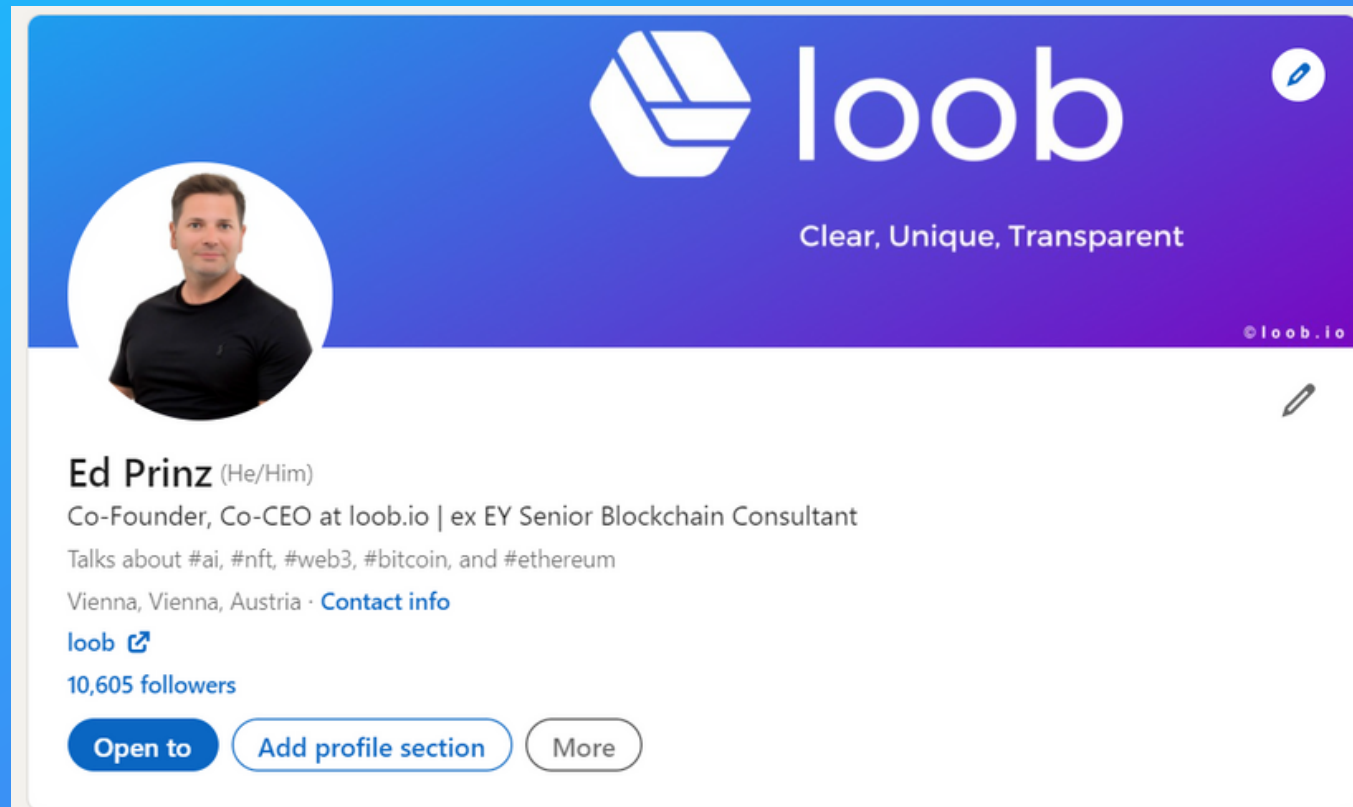
- Target Audience: All age groups, depending on channel theme.
- Content Creation: Videos, ranging from tutorials to vlogs.
- Reach: Global, very diverse audience.
- Posting Time: Depends on the channel and audience, often weekly uploads.
- Thumbnail: High-quality, often with text and engaging images.



## TikTok:

- Target Audience: Younger users, predominantly Gen Z.
- Content Creation: Short videos, often humorous or creative.
- Reach: Global, mainly younger users.
- Posting Time: Depends on audience activity, often evenings.
- Thumbnail: Captivating snapshot from the video.

The best time for LinkedIn posts can vary depending on the target audience and region.



It's also helpful to use LinkedIn Analytics to track the engagement of your posts and see when your followers are most active.

### Weekdays:

- Tuesday to Thursday are considered the best days for posting on LinkedIn.
- Mondays can also be effective, but Fridays to Sundays tend to see less engagement.

### Time:

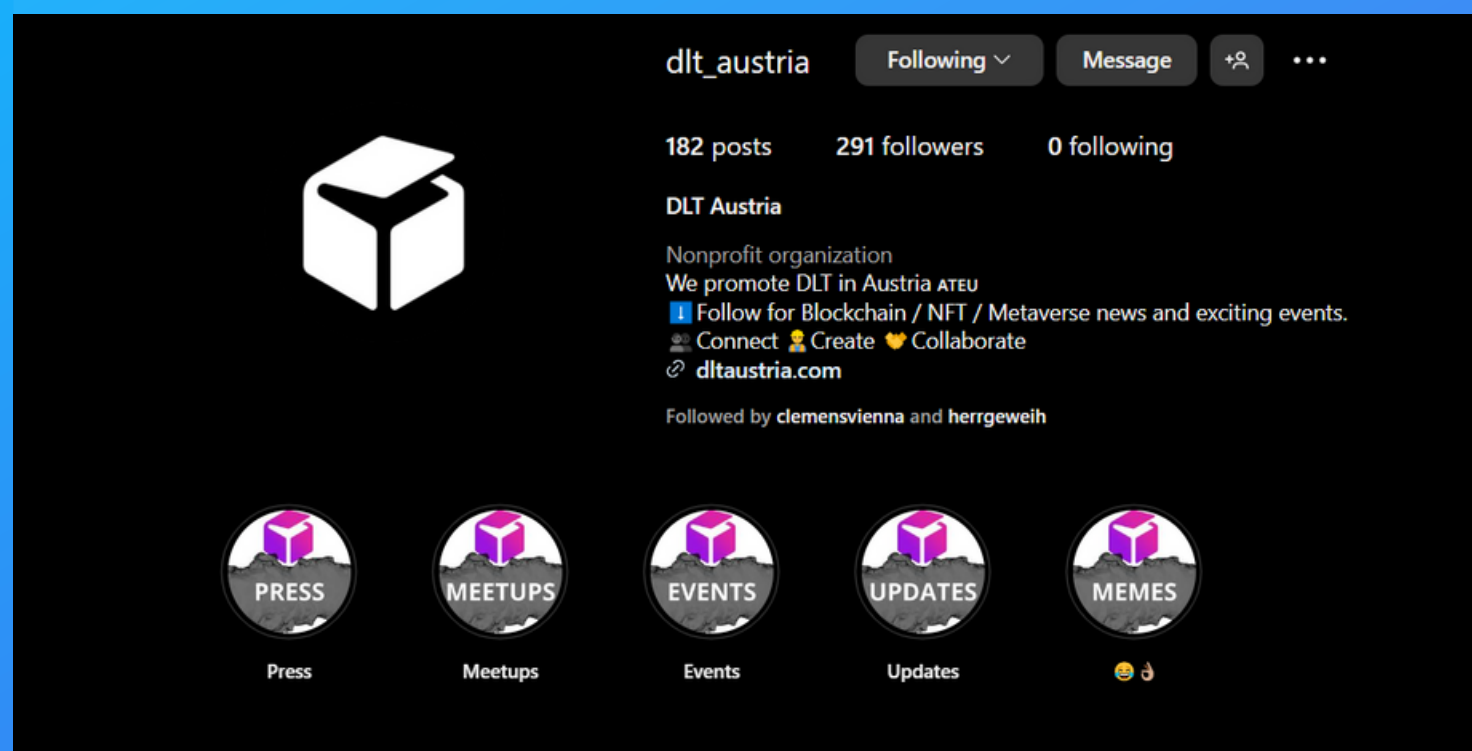
- Early in the morning between 7:00 and 9:00 AM (before work starts).
- Lunch break between 12:00 and 2:00 PM.
- After work between 5:00 and 7:00 PM.

### Peak times:

- Tuesday between 10:00 and 11:00 AM.



The best time for Instagram posts can vary depending on the target audience and region.



Additionally, the quality, relevance, and aesthetics of the content can often have a greater impact on engagement than the exact posting time.

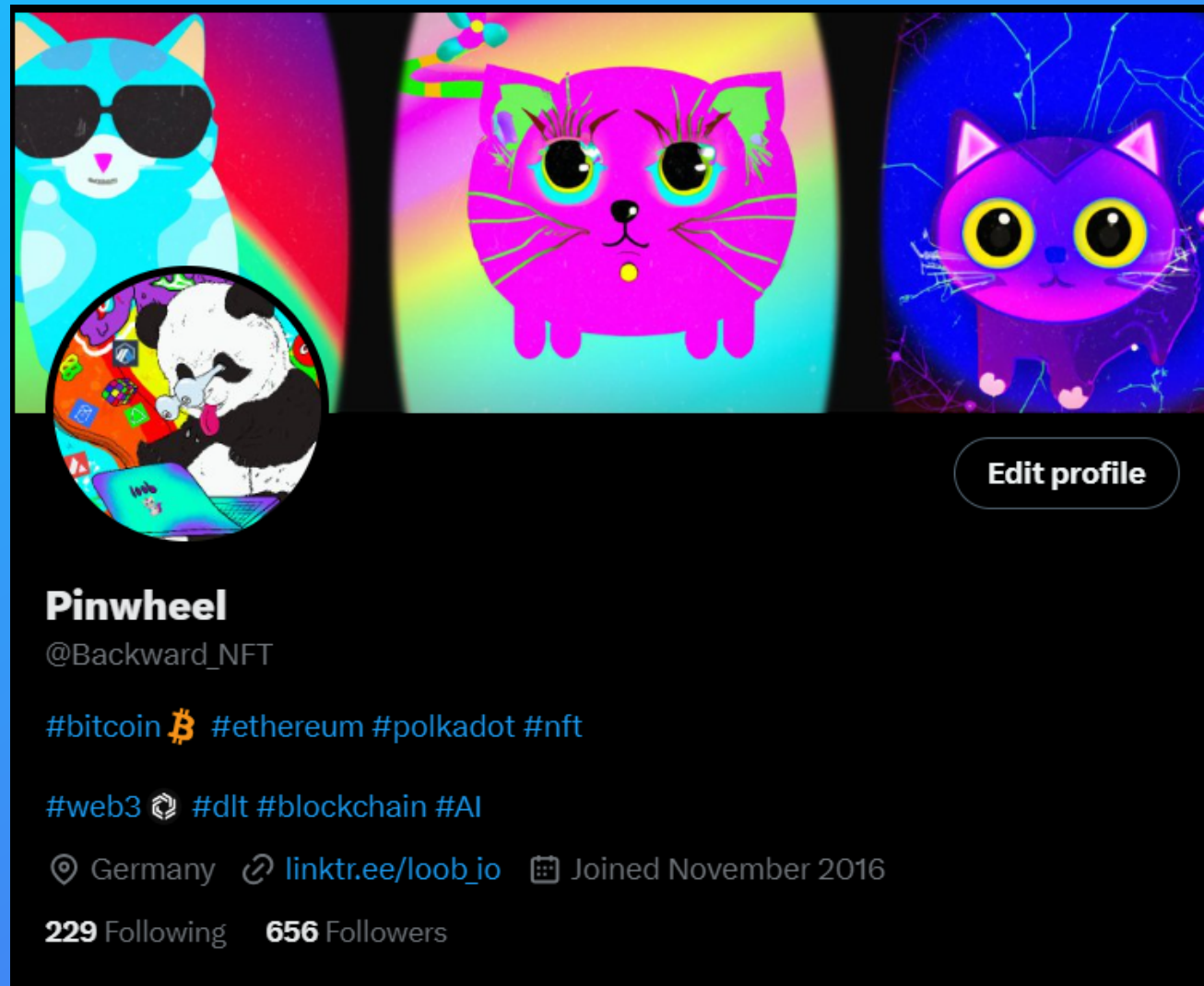
## Weekdays:

- Wednesday and Thursday are often considered the best days for posting on Instagram.
- Mondays and Fridays can also be effective.
- Weekends, especially Sundays, tend to see less engagement, though this can vary depending on the target audience.

## Time:

- Early in the morning between 7:00 and 9:00 AM (when people are waking up).
- Lunch break between 11:00 AM and 1:00 PM.
- Evenings between 5:00 and 7:00 PM (after work).
- Some studies have also identified 2:00 PM and 3:00 PM as effective times for engagement

The best time for Twitter posts can vary depending on the target audience and region.



**Weekdays:**

- Weekdays, especially Tuesday through Thursday, are often considered the most active days on Twitter.
- Weekends might show less engagement as many users are less online during their leisure time.

**Time:**

- Early morning (between 7:00 and 9:00 AM) can be a good time as many people check Twitter while starting their day.
- Early evening (between 5:00 and 7:00 PM) can also be a good time as many people go on Twitter after work or school.

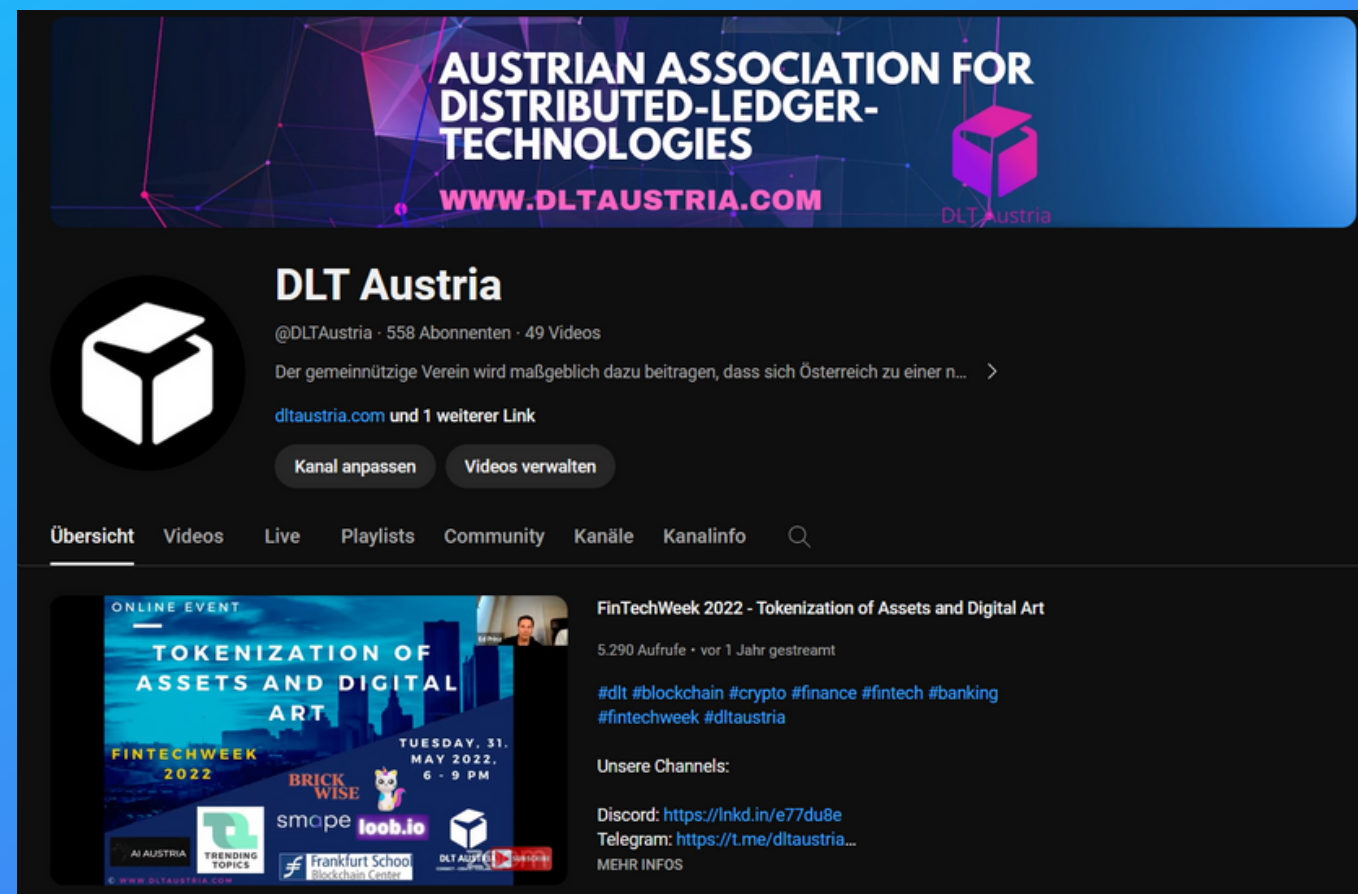
**Peak times:**

- Lunchtime (between 12:00 and 2:00 PM) is often a peak time as people go on Twitter during their lunch break.

If your audience is international, consider time zones and possibly post at different times to reach various regions.



The best time for YOUTUBE posts can vary depending on the target audience and region.



### Weekdays:

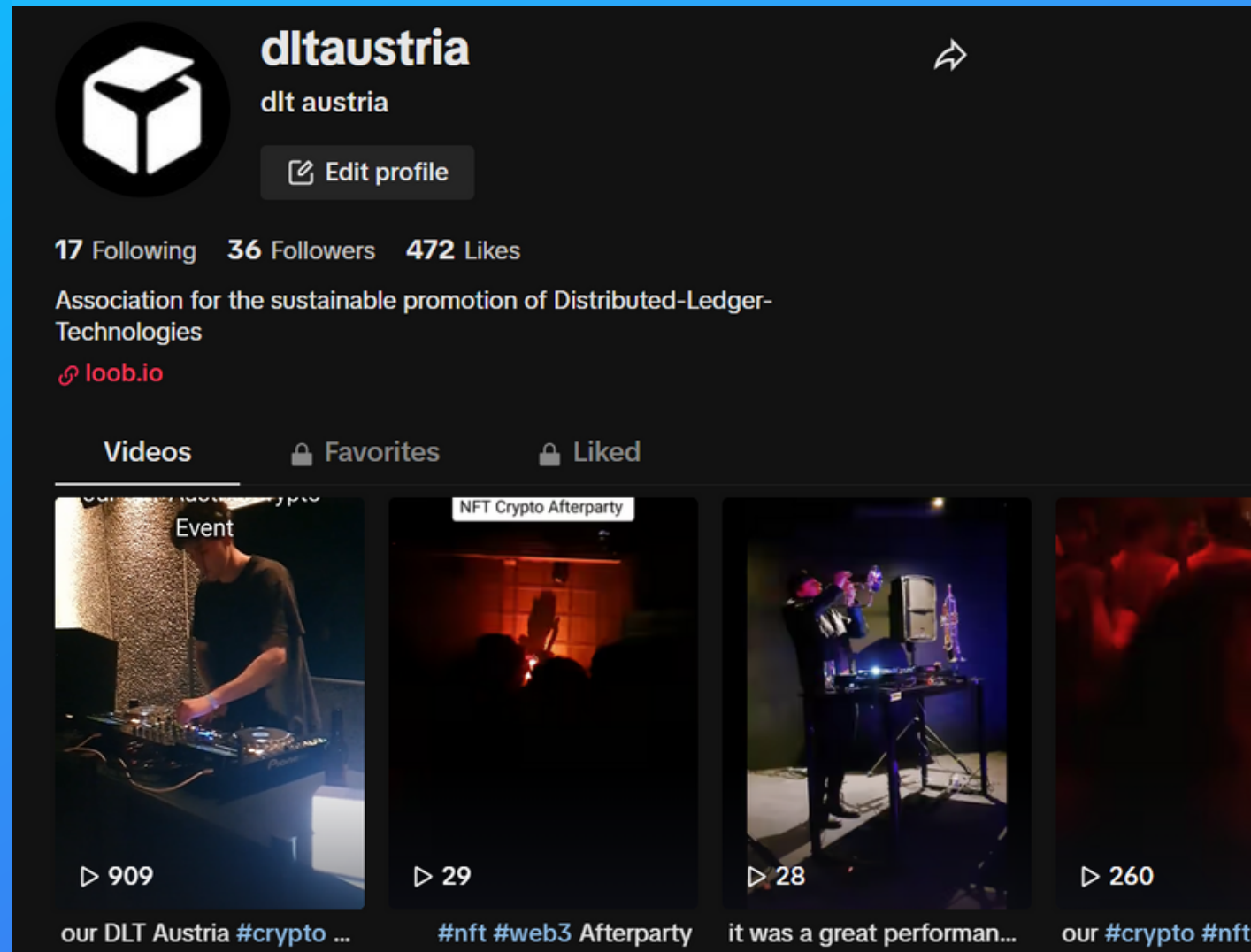
- Wednesday to Saturday are considered the best days to release new videos on YouTube.
- Sunday can also be a good day as many people have leisure time and are online, but it greatly depends on the target audience.

### Time:

- Between 12:00 PM and 4:00 PM (local time) on weekdays. This allows the video to be indexed and ready when most people go online in the evening hours.
- Between 9:00 AM and 11:00 AM on weekends.

If you have an international audience, you should take time zones into account. It might be beneficial to align the release time with the prime time zones of your viewers.

The best time for TikTok posts can vary depending on the target audience and region.



Educational content may resonate better during the week, while entertainment content might be more popular on the weekends.

### Weekdays:

- Monday to Thursday are often considered good days to post on TikTok.
- Friday to Sunday can also yield high engagement rates, especially for entertainment content, as many users have more leisure time on weekends.

### Time:

- Early morning (between 6:00 and 8:00 AM) can be a good time as many users check TikTok when they start their day.
- Midday (between 11:00 AM and 2:00 PM) can also have high engagement rates.

### Peak times:

- Evening, especially between 7:00 PM and 10:00 PM, is often a peak time for TikTok as many users use the app during their leisure time.





## High-Quality Content

- Make sure your content is relevant, interesting, and valuable to your target audience.
- Use engaging images, videos, or graphics to capture users' attention.



## Authenticity

- Be genuine and authentic in your communication. Users appreciate honesty and can often detect when brands or individuals are not authentic.



## Consistency

- Post regularly and stick to a set schedule. This helps build expectations among your followers.



## Interaction

- Engage with your community by responding to comments and encouraging discussions.
- Encourage users to share, comment, or like your content.

**To build reach and get many likes and shares, there are several proven strategies and best practices you should consider when posting.**



## Optimization for Each Social Network

Each platform has its own best practices. Tailor your content to the specific requirements and preferences of each platform.



## Using Hashtags

- Hashtags can increase the visibility of your posts, especially on platforms like Instagram, Twitter, and TikTok.
- Use relevant and trending hashtags, but don't overdo it.



## Call-to-Action (CTA)

- Encourage your followers to take a specific action, whether it's sharing your post, commenting, or visiting your website.



## Storytelling

- Stories are an effective way to evoke emotions and establish a deeper connection with your audience.

**To build reach and get many likes and shares, there are several proven strategies and best practices you should consider when posting.**



## Analysis and Adjustment

- Use analytics tools to monitor the performance of your posts.
- Adjust your strategy based on the data you receive.



## Advertising and Promotion

- Consider whether it makes sense to invest in paid advertising to increase your reach, especially when you're just starting out or want to promote a critical message.



## Timing

- As mentioned earlier, it's important to post at times when your target audience is most active.



## Collaborations and Partnerships

- Collaborate with other influencers, brands, or content creators to expand your reach and reach new audiences.

**To build reach and get many likes and shares, there are several proven strategies and best practices you should consider when posting.**

Whether to initially focus on organic growth or immediately seek support from agencies and paid advertising depends on various factors, including your goals, budget, and industry. Here are the pros and cons of both approaches:

## Organic Growth



### Pros:

- **Authenticity:** Organic growth often leads to a more engaged and loyal audience.
- **Cost-Effective:** It can be less expensive than paid advertising.
- **Sustainable:** Organic growth builds a foundation for long-term success.



### Cons:

- **Slower Results:** It may take time to see significant results.
- **Resource-Intensive:** Requires consistent effort and content creation.
- **Competitive:** Competition for attention can be high.



Whether to initially focus on organic growth or immediately seek support from agencies and paid advertising depends on various factors, including your goals, budget, and industry. Here are the pros and cons of both approaches:

## Paid Advertising and Agency Support



### Pros:

- **Faster Results:** Paid advertising can deliver quick visibility and results.
- **Targeted Reach:** Allows precise audience targeting.
- **Expertise:** Agencies bring expertise and resources to the table.



### Cons:

- **Cost:** Paid advertising can be expensive, especially if not well-optimized.
- **Potential for Inauthenticity:** Overuse of paid tactics can sometimes feel less authentic.
- **Dependency:** Relying solely on paid strategies may not foster a loyal audience.

**A combination of both approaches can often be the most effective**

**Start Organically:** Begin by understanding your brand, content, and audience. This provides a solid foundation and allows you to receive genuine feedback.

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**Experiment with Paid Advertising:** Once you have a sense of your audience and content, experiment with smaller paid campaigns to boost your reach.

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**Seek Professional Help When Needed:** If you feel that you need assistance with content creation, strategy development, or advertising, consider collaborating with an agency.

## USE OF INFLUENCERS OR TOP VOICES

### Benefits of Using Influencers

- **Access to an Established Audience:** Influencers often have an engaged and loyal following that can be exposed to your product or brand.
- **Authenticity:** Endorsement or product placement from a trusted influencer can feel more authentic than traditional advertising.
- **Higher Engagement:** Influencers' followers tend to engage more with content shared by someone they trust.
- **Targeted Advertising:** Choosing an influencer that aligns with your brand or product can help you effectively reach a specific audience.

### Disadvantages or Risks

- **Costs:** Some top influencers can be expensive, especially if they have a large and engaged following.
- **Uncertain Results:** Despite the investment, there's no guarantee of a return on investment in terms of sales, engagement, or brand awareness.
- **Potential Credibility Issues:** If an influencer is perceived as too promotional or if the partnership doesn't appear authentic, it can lead to mistrust.
- **Brand Image Risks:** If an influencer becomes involved in a scandal or expresses controversial opinions, it can have negative repercussions for the brands associated with them.

Using influencers  
can be valuable if  
done right.  
Consider risks and  
ensure mutual  
benefit.

**Research:** Choose influencers carefully. Ensure their values, image, and audience align with your brand.

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**Clear Agreements:** Define clear expectations and agreements regarding content, posting frequency, and compensation.

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**Measurement and Analysis:** Track the results of influencer campaigns to determine ROI and inform future decisions.

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**Authentic Partnerships:** Instead of seeking just a one-time promotional deal, consider whether a long-term partnership with the influencer makes sense.



It is essential for galleries and artists considering NFTs to thoroughly educate themselves and approach this venture strategically. The NFT space offers exciting opportunities but requires careful planning and consideration.

1

## EDUCATION

Before diving into NFTs, educate yourself about the tech, market, and risks. Educate your traditional art audience about NFTs through materials or events.

2

## PLATFORM SELECTION

There are many NFT marketplaces like OpenSea, Rarible, Foundation, SuperRare, and others. Research which platform aligns best with your style and target audience.

3

## COPYRIGHT & LICENSING

Specify NFT rights: Does the artist keep copyright? Can the buyer reproduce or use the artwork commercially?

4

## AUTHENTICITY & PROOF OF ORIGIN

NFTs authenticate artwork. Include this in your marketing and education efforts.

5

## PRICING STRATEGY

Plan artwork pricing. NFT market is volatile; prices may vary from traditional art.

**6** **COMMUNITY ENGAGEMENT** NFTs value community. Engage via discussions, exclusive drops, or interactive means.

**7** **LONG-TERM CONSIDERATIONS** Plan NFTs in your career. One-time venture or permanent in your art practice?

**8** **RISK MANAGEMENT** NFTs carry risks. Beware of financial, legal, and reputation risks; mitigate as needed.

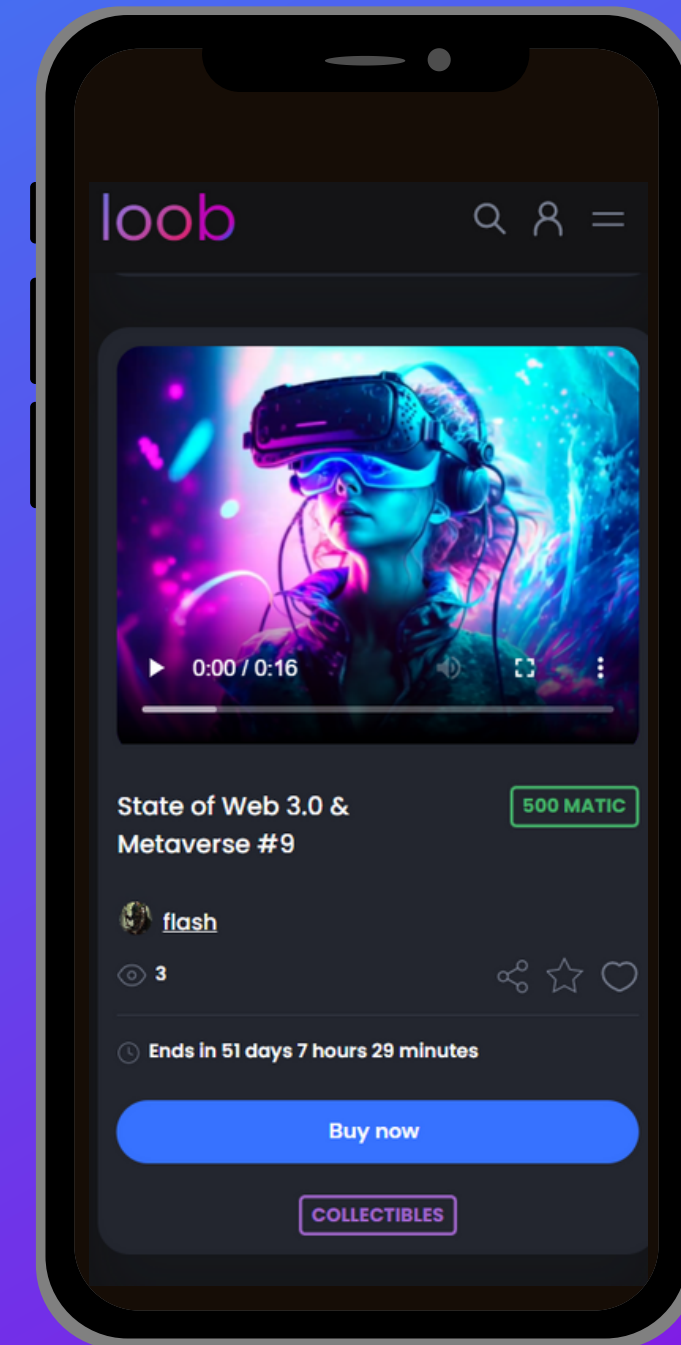
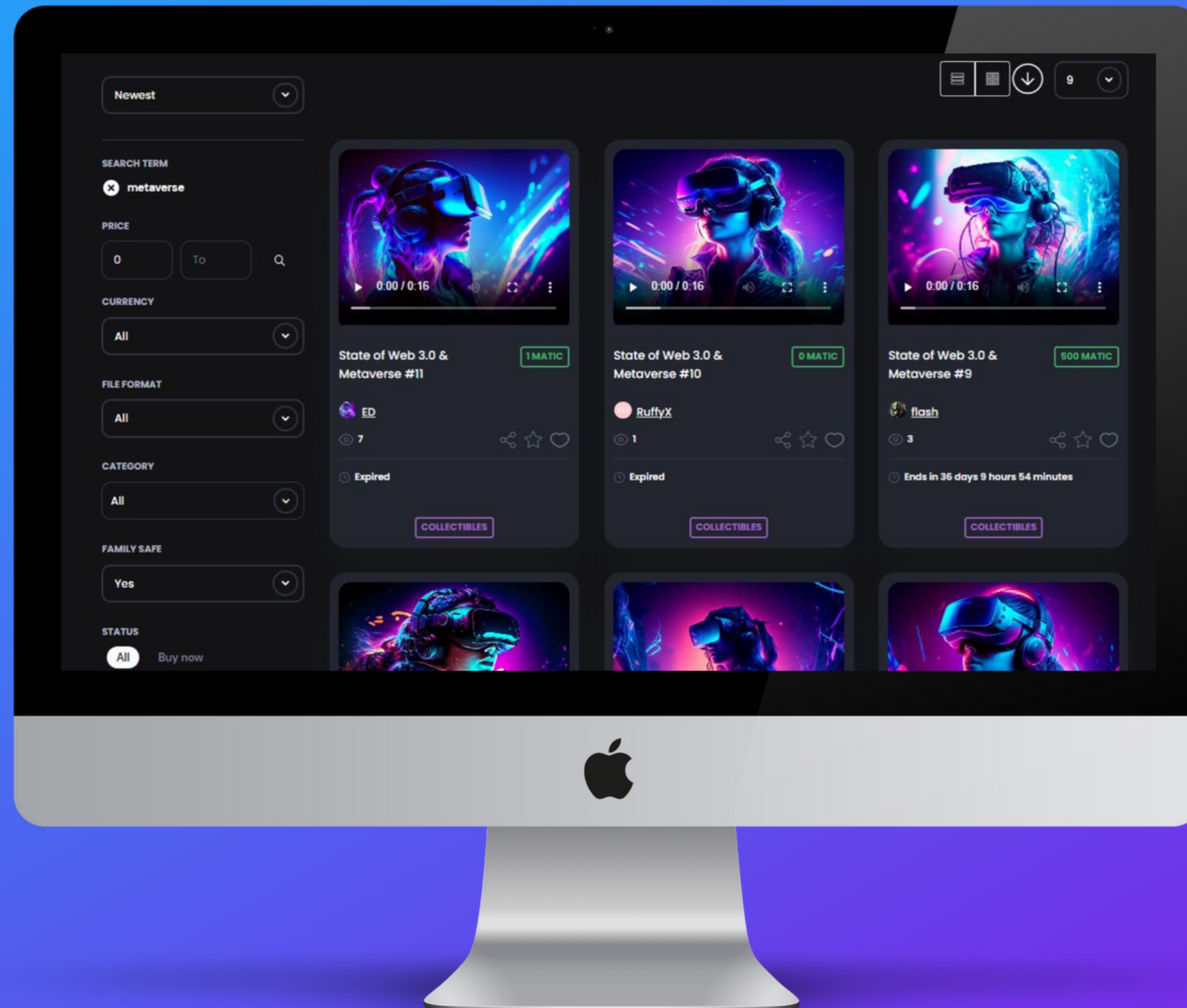
**9** **TECHNICAL REQUIREMENTS** Ensure you have the technical knowledge and resources (or access to them) to effectively create, list, and sell NFTs.

**10** **CONCLUSION** In conclusion, galleries and artists must educate themselves and approach NFTs strategically.

It is essential for galleries and artists considering NFTs to thoroughly educate themselves and approach this venture strategically. The NFT space offers exciting opportunities but requires careful planning and consideration.

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Discover the Future of Art:  
Clear, Unique, Transparent



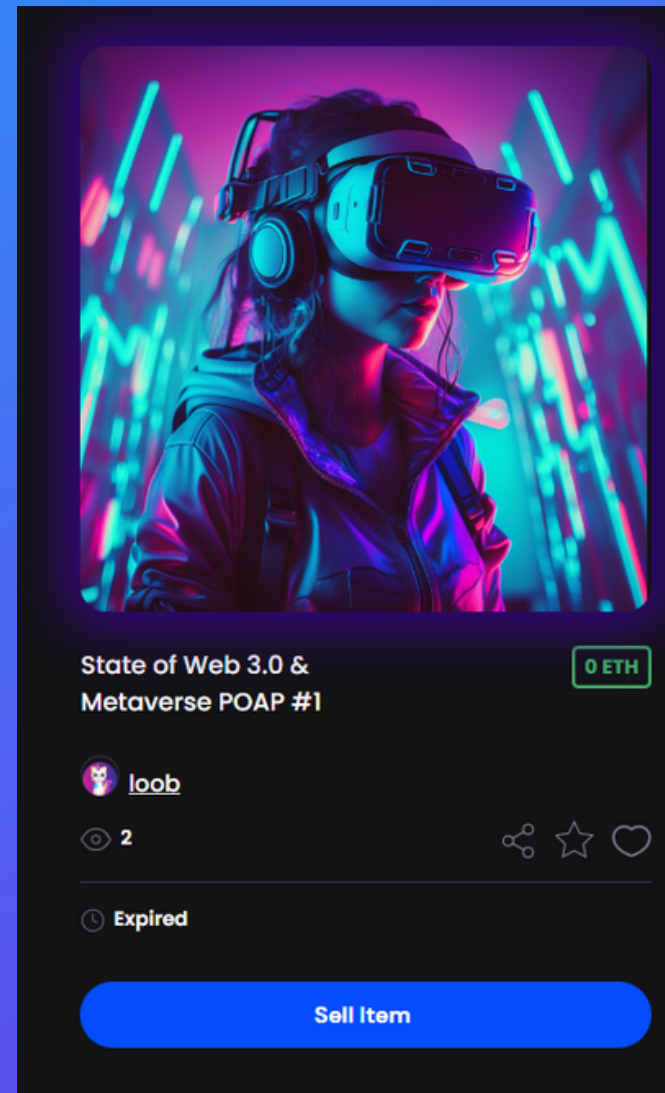


Your Art, Your Rules: The Digital Marketplace for Creative Freedom.

CREATE



SELL



BUY

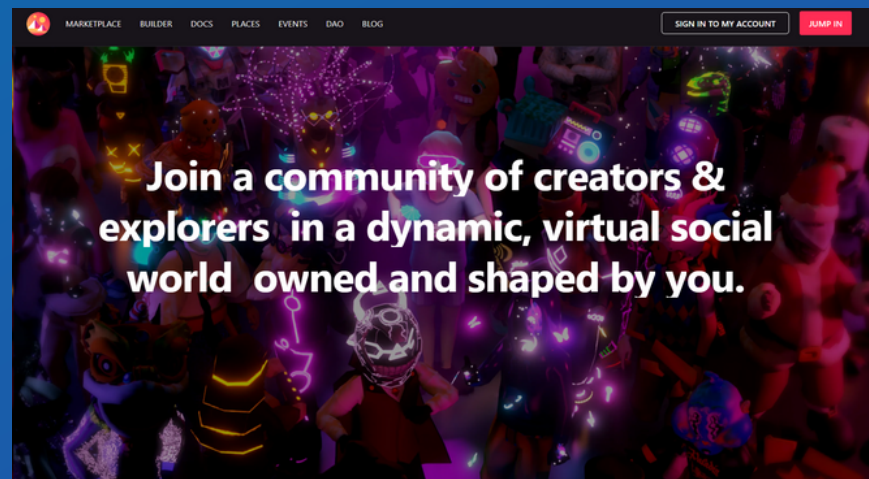




# VIRTUAL WORLDS

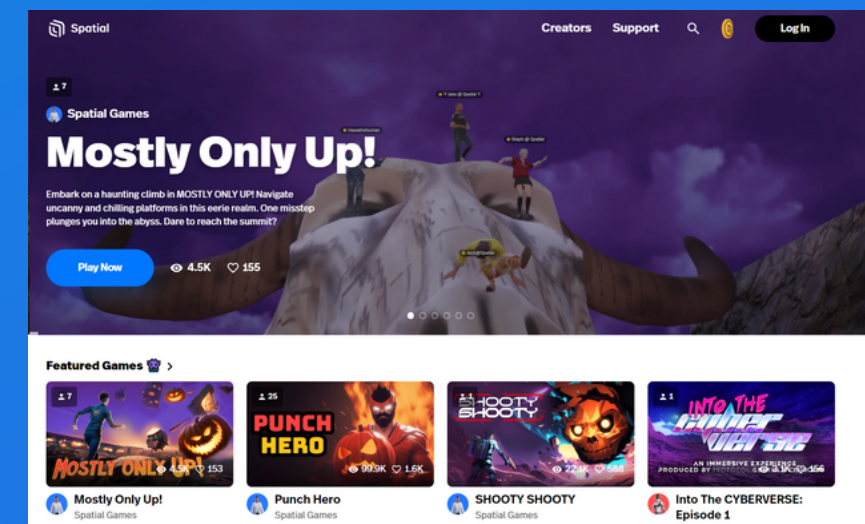
Throughout history, people have cherished art, from cave paintings to iconic works like the Mona Lisa. Now, NFTs bring art to the digital realm, and a Virtual World is the ideal tool to share your collection with fellow enthusiasts, simplifying the display of your creative work in the digital age.

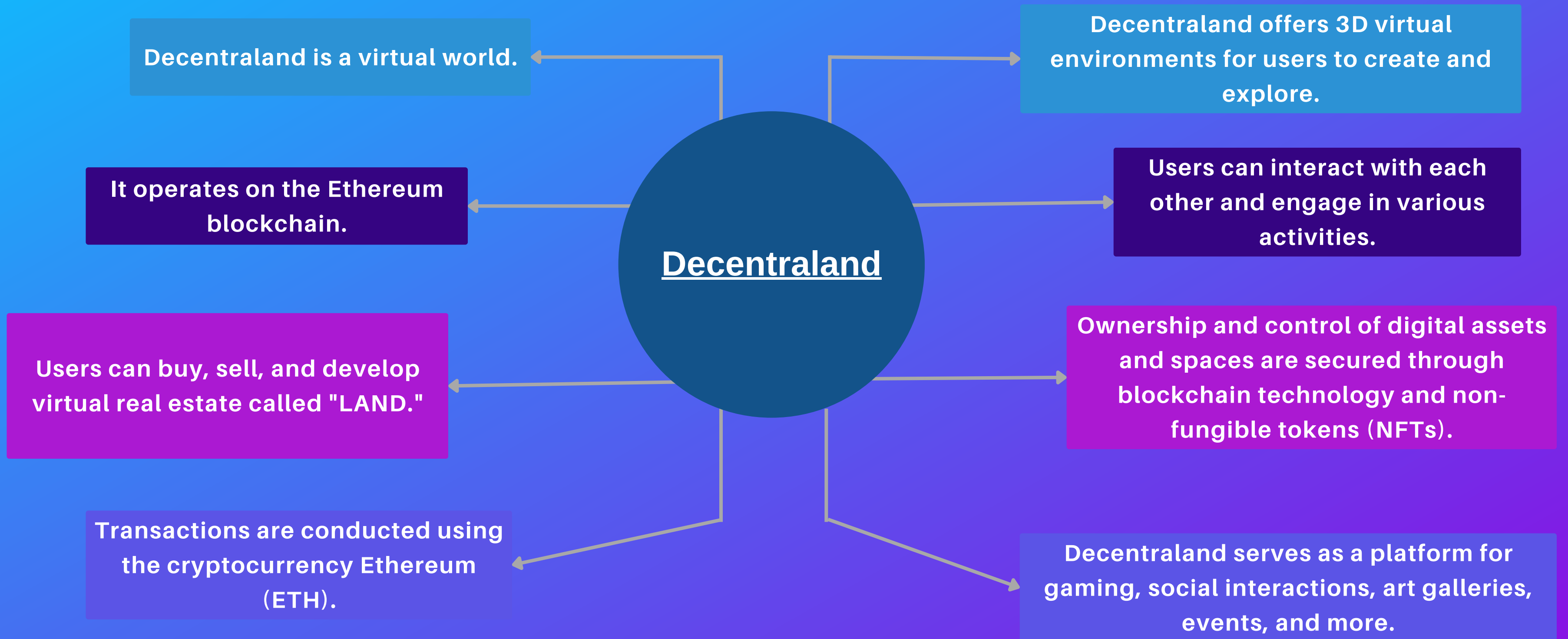
## Decentraland



## Virtual Worlds

## Spatial





**"Spatial"** can refer to different things depending on the context, but if you're asking about its general meaning, here are the key points in bullet form:

## Space

"Spatial" relates to space, location, or the physical arrangement of objects.

## 3D workplace

Spatial is a highly popular 3D workplace for NFT artists known for its excellent user experience.



## Standard gallery

Spatial offers a standard gallery where you can directly upload your NFTs once your MetaMask Wallet is connected.

## Pro account

The platform is free, but for those with a growing audience, upgrading to the Pro account is recommended for access to maximum features.



Reach the right people,  
through the right  
channels, with the right  
messages!

## CREATION OF A STRATEGY CONCEPT



Development of a strategy plan



Setting up new communication channels



Enhancement of existing communication channels (e.g.,  
profile details, images)



Content planning



Content creation: Tailored to the needs of your target  
groups



Direct content publication



Monitoring success through regular reports



Coordination of photo or product photoshoots.

## KICK-OFF AND SET-UP

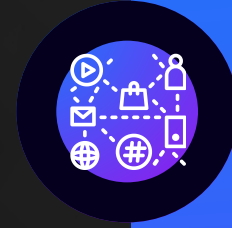
You can focus on your business matters while we handle your social media tasks. We ensure consistency in your online presence. A professional social media profile boosts your brand's visibility and customer engagement.



Prerequisite for monthly social media management



Definition of objectives, target groups, and messages



Selection of social media channels



Company-specific requirements (wordings, tone, posting frequencies)



Coordination processes and collaboration with graphic designers



Platform for topic suggestions and material handover



Introduction to the current editorial plan



Handover of platform access

**FEEL FREE TO GET IN TOUCH**



**Connect**



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STAY TUNED



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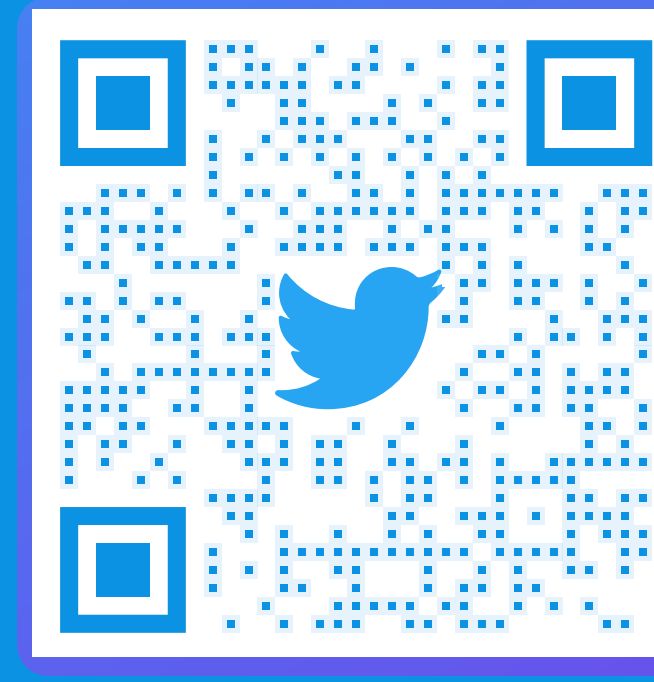
LinkedIn

<https://www.linkedin.com/company/loobnft/>



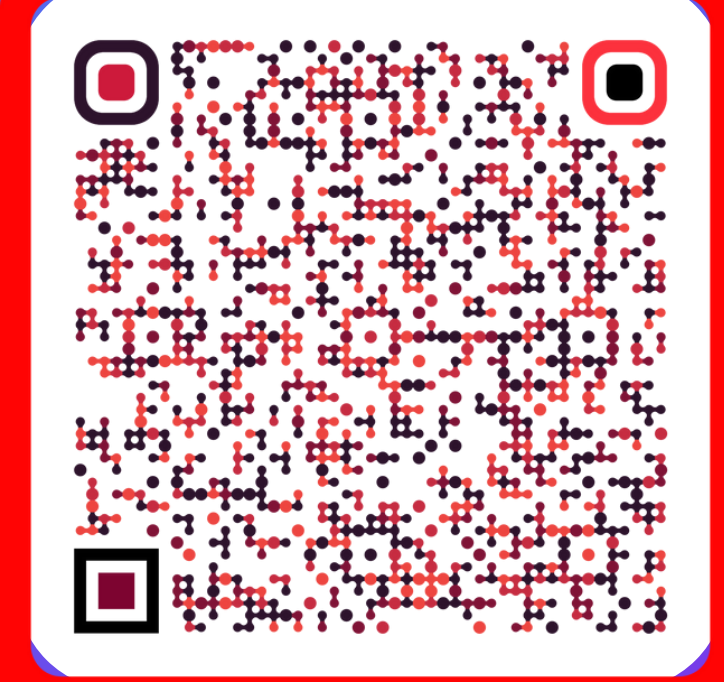
telegram

[https://t.me/loob\\_nft\\_official](https://t.me/loob_nft_official)



Twitter

[https://twitter.com/loob\\_io](https://twitter.com/loob_io)



MEETUP

<https://www.meetup.com/nft-non-fungible-tokens-metaverse-community/>

**STAY TUNED**

# AUSTRIAN ASSOCIATION FOR DISTRIBUTED-LEDGER- TECHNOLOGIES



**DLT AUSTRIA**

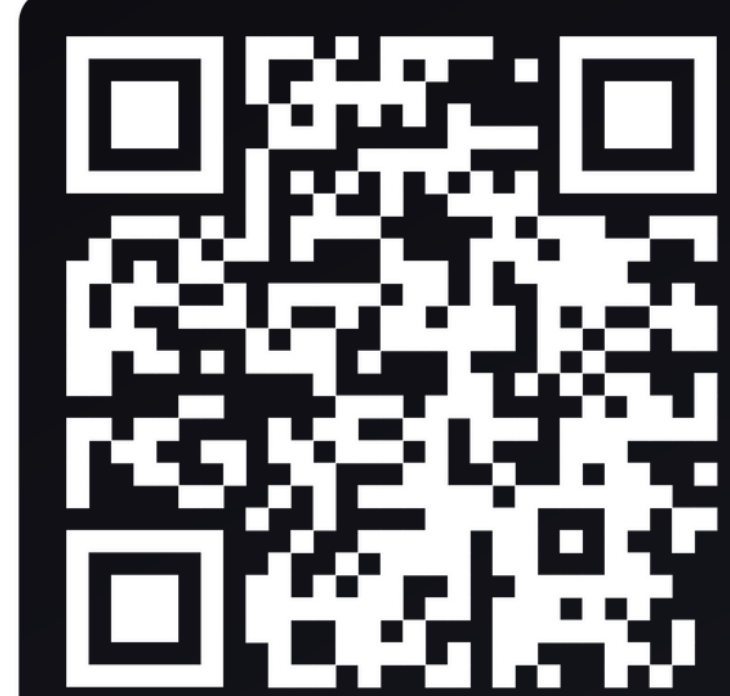
CONNECT – CREATE – COLLABORATE



**DLT Austria**



**LinkedIn**



**Telegram**



**Newsletter**

**STAY TUNED**



**MEETUP**



**EVENTBRITE**





# The Takeaway

So now it is in front of you, the brave new world of NFTs. A world, that many call the "rabbit hole" - and you go deeper and deeper and deeper and deeper....

Until at some point, you don't want to find your way out, because you're finding out more and more.

You are constantly discovering new possibilities it offers. That's Web3, that's Crypto, that's NFT 😊