

Marketing Vertical DAO

Name for Campaign: DAO Marketing Workshop

Organization: marketing-verticalDAO

www.sputnik.fund

Category: Pre-Launch

Requested Service: DAO to Corporate Relationship Building, Marketing Outreach

Bounty: Five \$5,000 bounties available



One liner about your business/product:

Marketing DAO is looking for 5 marketers new to Crypto and DAOs to become mentees. You will learn how marketing through a DAO works, participate in workshops, and will hopefully become a voting member of the Marketing Vertical DAO.

In short, where we could use your help:

This Bounty aims to reach out to Marketers within the GenC event and provide them the opportunity to get an inside view of how the DAO works through a workshop, mentoring and skill sharing.

We hope to attract individuals with marketing experience who are keen to find out more about the Near community and explore ways we can work together to best serve its marketing needs.

See below for submission requirements.

Any additional information about the problem:

The Marketing Vertical DAO has an important strategic role in providing funds to NEAR community guilds and projects for marketing related activities.

Many community members are spreading themselves too thin. We need outside talent that is interested in having a significant and ongoing involvement in the Marketing DAO. This would ensure continuity and stability, with a core team holding the DAO together, if/when the current team members step down or launch projects of their own.

As more funds are allocated to be spent on marketing-related activities, it is important that funding decisions are made in a competent and effective manner. The long-term goal of decentralizing the governance of DAOs also requires increased community involvement and participation as council members.

One way this problem can be addressed is by building relationships with skilled and experienced marketing professionals who will bring their knowledge to the table.

Information about the solution:

As a Marketing Vertical DAO community council member and someone who has many years of experience working in marketing. I am willing to coordinate and run a workshop for Marketers on how to think about marketing in Crypto with a DAO and how it's different. I have also spoken with other DAO council members who are willing to participate.

Workshops

A 1-2 hour workshop during Generation Crypto where agencies can learn about DAO marketing, so they can bring the skill back to their agency to get more clients. This will also offer them the opportunity to break into Crypto. We also hope to use this occasion to start an ongoing dialogue that could lead to one or more of the Marketers joining the DAO council.

Submission should include:

- Resume
- Who you are
- Why you want to do it
- What value you can add
- Be Creative

Goals for this campaign:

Goal: Find new all-star marketers to learn about DAO marketing and join the Near Marketing DAO.

Set milestones for payment of the Bounty for each participant?

Links and Resources

www.sputnik.fund/#/dao/marketing-vertical.sputnikdao.near