

COPPER HIVE CONSULTING

NFT MARKETING STRATEGY

THE BASICS

- 3 45-min Zoom consultations
- Review of company docs, including branding docs, website, and current roadmap
- Unlimited email access to Rachel for 3 weeks (length of this project package)
- You'll receive a 6-month high-level written strategy to market your company, including Content Buckets, Website Content Suggestions, and monthly Social Media strategy (up to 3 platforms)
- Written launch strategy: How to start & grow community, how to get the most out of social media, define your customer journey and communication paths

\$1999 | 3-WEEK TIMELINE

DEEP DIVE

- THE BASICS + the following:
- 90-Days of guidance to support you through launch
- Bi-weekly Zoom meetings
- Funnel development and customer journey definition
- Discord coaching
- Analysis of data from ads, organic social media, and website traffic
- 60-Day content calendar - (provided by the end of month 2) social media (up to 3 platforms), new website content (pages or blogs), digital ad strategy, email workflows, CRM guidance
- Training via Loom videos or during consultations as needed for you or your team
- ** Additional 1-hour of phone support each week

\$5699 | 3-MONTH TIMELINE

ADD-ONS

- PR Coaching provided by Hub & Company (\$150/hr)
- Copywriting - blogs and landing pages (pricing determined by project)
- Email copywriting (pricing determined by project)
- Back-end automations
- Web development (front & back end)

Individual coaching sessions available for \$150 (60-min)

Monthly CMO retainers available