

TRADITIONAL DIGITAL MARKETING STRATEGY

CONSUMER BEHAVIOR	MARKETING FUNNEL	OBJECTIVES	CHANNEL MIX	KPIS
DOESN'T KNOW YOU / YOUR BRAND	AWARENESS	Reach	Traditional Comms Digital Ads PR & Influencers	Unique Reach Brand Awareness
CONSIDERING YOUR BRAND	CONSIDERATION	Education	Paid Socials Display Ads Paid Search SEO	Engagement rate Brand metrics uplift Recall uplift Purchase intent uplift
PURCHASE	ACTION	Conversion	Paid Search Paid Socials Display Ads Retargeting	Conversions CPA ROI ROMI
REPEAT PURCHASE / REFERRALS	LOYALTY	CRM	Loyalty Program	Re-engagements Lifetime value



NFT MARKETING STRATEGY

CONSUMER BEHAVIOR	MARKETING FUNNEL	OBJECTIVES	CHANNEL MIX	KPIS
DOESN'T KNOW YOU / YOUR NFT	AWARENESS	Reach	Online PR Influencers IG Reels, YouTube Tik Tok Twitter Discord NFT Group posts (socials)	Reach & interest generation
CONSIDERING YOUR NFT	CONSIDERATION	Education	Social updates Website updates PR	Engagement rate
PURCHASE	ACTION	Conversion	NFT Galleries /Marketplace	Conversions CPA ROI ROMI
CUSTOMER	LOYALTY	CRM	Loyalty Program	Re-engagements Lifetime value