# TAKE3

FIVE WEB3 TRENDS TO WATCH FOR IN 2024

In 2024, we believe there will be an unprecedented number of new users into the industry, and the right marketing strategy will be crucial to capturing that interest and gaining traction. We think that these will be the key themes that define Web3 marketing in 2024:

1. GOING BEYOND THE WHITEPAPER

So, you have all your content ready. It's a full-proof whitepaper vetted by veterans in cryptography and in-depth blogs that have been researched and written by the most technically sound members of the development team. Still, traction on the network is hard to come by when the masses have to grasp these concepts they have little to no knowledge about.

We know that marketing in Web3 is inherently different from marketing in other industries. We understand where your target audience will be, and how to reach out to them. We also know that this industry is all about the flavour of the season, and that it changes quickly. We've been through the DeFi summer of 2020, the rise of Layer 1s and then Layer 2s that followed, and even the NFT boom, so we understand the importance of identifying a trend early on and making it work for your project.

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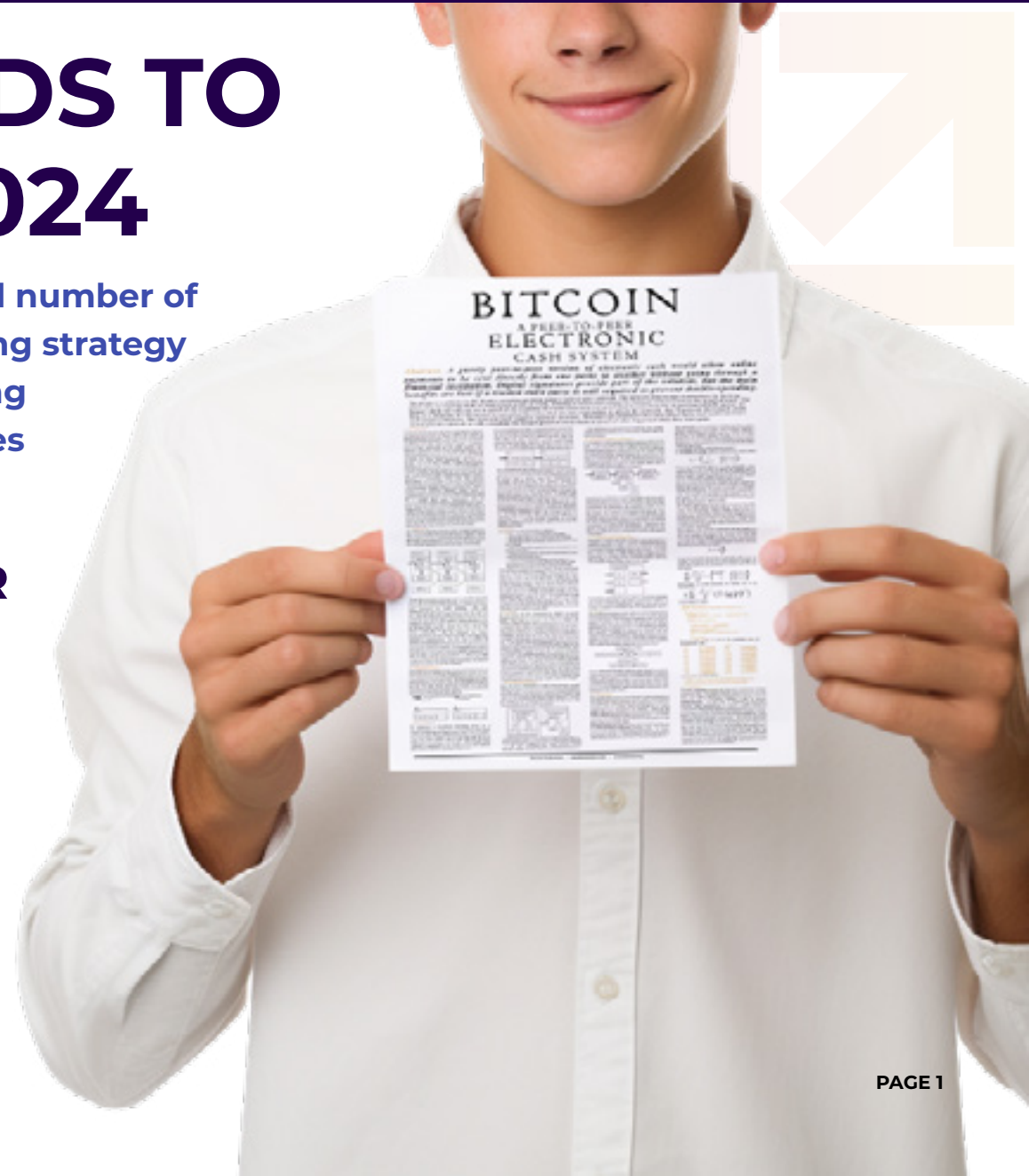
2. MAKING AI WORK FOR YOU

It's no secret that AI has grown into a force that dominates many industries today, and Web3 is no different. We think that AI can be an important way to capture the attention of your target market, and behind all that magic on the surface lies a generative neural network.

We keep track of the latest trends in Web3 and what's most likely to drive engagement. Coupled with our knowledge of what works in SEO, we can identify the key areas that will drive engagement to your project based on what's in your developer repository and what's making waves out in the crypto world.

3. NFT INTEGRATION

Whatever the nature of your blockchain might be, and regardless of the purpose it serves, the ERC-720 standard can amplify your presence in ways that you might not have considered. A project doesn't have to revolve around NFTs, but using them as a tool to create a name for your brand and connect with a wider audience can be a useful strategy in the long term.

NFT marketing is certainly not a new trend, with global brands like Coca-Cola, Nike, Prada and TIME Magazine all having dabbled in the space.
We think that this trend will likely continue into 2024, with an NFT drop providing the perfect opportunity for collaborations with other projects and growing an existing user base.

4. REWARDS AND LOYALTY PROGRAMS

Blockchain-based projects have always been about building a community. While we believe in the importance of this sentiment, we recognise that it isn't easy to put out fires while staying focused on what's going on at the protocol-level.

Our Web3 strategists have spent a good amount of time understanding the different tokenomics structures that exist today. We work with your teams to create and optimise the most lucrative reward programs for your community, while staying consistent to the project's goal for its token as a resource that drives the fundamentals of its ecosystem.

Communities are at the centre of Web3 and, we believe, businesses of the future. Don't get left behind.

5. MORE INCLUSIVE DAOS

If there's one thing we've seen plenty of, it's proposals that end up in an unanimously approved community vote that will alter the way the underlying blockchain is built forever.

It's fair to assume that the token holders participating in these votes are familiar with the concepts of the proposal.However, some of those token holders who participate in the ecosystem but not in matters of governance may not be as clear on what's being changed.

Want to learn more? **Click here to get in contact.**