



# Acquisition and Retention Strategy

Presented By: Oregon Blockchain Group Consulting

11/28/2023



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Blockchain**

# Agenda

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1. Our Team
2. Background
3. Methodology
4. Content Strategy
5. Next steps
6. Questions for us?
7. Appendix of findings

# Our Team



**Sean Casey**  
Senior Consultant



**Robert Burkhart**  
Consultant



**Owen Beedle**  
Consultant



**Arya Krishnagiri**  
Assistant Manager



**Brian Gilmore**  
Project Manager



# Background



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# Challenges

**Market Visibility:**  
Limited awareness of  
Hook Protocol within  
the NFT trading  
community.

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Insufficient trading  
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# Challenges

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**Notional Volume:**  
Insufficient trading volume and decreased liquidity..

**Social Media Reach:**  
Current social media reach is not maximizing the potential audience.

# Challenges

**Market Visibility:**  
Limited awareness of Hook Protocol within the NFT trading community.

**Notional Volume:**  
Insufficient trading volume and decreased liquidity..

**Social Media Reach:**  
Current social media reach is not maximizing the potential audience.

**User Acquisition:**  
Slow platform growth and limited user growth



## Challenges

### Market Visibility:

Limited awareness of Hook Protocol within the NFT trading community.

### Notional Volume:

Insufficient trading volume and decreased liquidity.

### Social Media Reach:

Current social media reach is not maximizing the potential audience.

### User Acquisition:

Slow platform growth and limited user growth

# Engagement Strategy





# Methodology



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# Research Pipeline



## Hypothesize

- What constitutes an effective online presence?
- How can Hook better market itself online?



## Interview

- What marketing strategies are the most effective?
- Is there a specific strategy we should focus on?



## Refine

- What SEO Strategies are the most effective?
- How does content engagement affect SEO?

# Interview Findings\*

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***“Grow **testimonials**, **talk with users**, and turn into content. Anything to improve **SEO**.”***

***- Connor Henderson (UO Marketing Professor)***

***“Work with **co-marketing partners** to raise awareness [..] Find beneficial partners in the space and align on how to make the launch **work for them and you**.”***

***- Emmanuel Aremu (Growth Marketing Manager @ OP Labs)***

***“**Understand your consumer** and who you’re talking to, before going through your chosen funnel of marketing”***

***- Marcella Chin (Digital Marketing @ Nike)***

# Targeted Content

*Identifying target audience is the first step for Hook to enhance engagement. Defining target consumers provides solid foundation for SEO strategies such as:*

Keywords	Backlinks
Keywords are how the search engine matches the received input to a possibly desired website	Search engines like Google consider backlinks as "votes of confidence" from other websites, and websites with high-quality backlinks tend to rank higher in search results.
Customer Testimonials	Site Information
Consumer testimonials are organic backlinks, where consumers "vouch" for an associated company	Key sentences that gives a user a summarized/general idea of what a website does

# Persona Curation

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Hook's Generalized  
Consumer Base





# Content Strategy



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# Derek Degen

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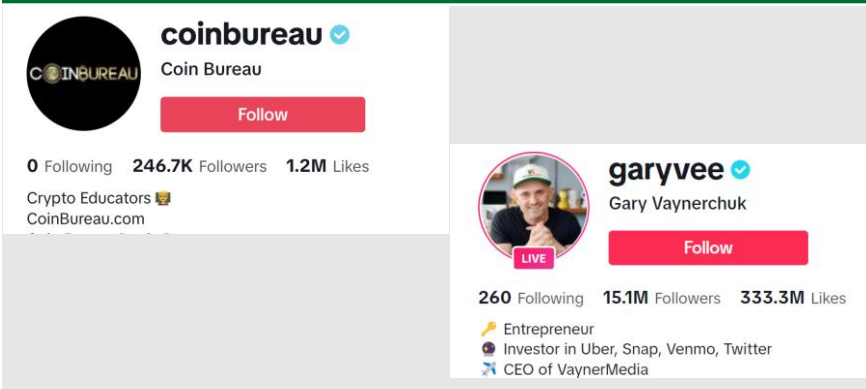

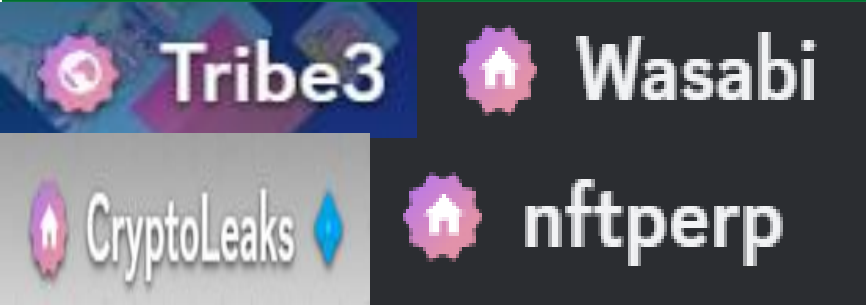

Derek Degen, a 19-year-old with a keen interest in Crypto and NFTs, seeks a trendy and experimental approach in the trading space.

- **Content Consumption:**
  - Derek loves quick rushes of dopamine. Derek will naturally gravitate towards gimmicky, flashy, and attention-grabbing content.
- **Experimental Nature:**
  - Derek is diving into the crypto space looking to earn big.
- **Social Media Behavior:**
  - Active on Twitter, TikTok, Discord, Telegram.



# Derek's Content Preferences

Derek likes flashy content. Below are some examples of content that would make him interested in Hook Protocol:

TikTok	Twitter
 <p>The screenshot shows two TikTok profiles. The first is 'coinbureau' (Coin Bureau) with 246.7K followers and 1.2M likes. The second is 'garyvee' (Gary Vaynerchuk) with 15.1M followers and 333.3M likes. Gary Vaynerchuk is also listed as an entrepreneur and investor in Uber, Snap, Venmo, and Twitter, and CEO of VaynerMedia.</p>	 <p>A list of four Twitter accounts: nft now (@nftnow) / X, Nifty Options (@NiftyOptionsOrg), NFT Daily (@NFTDaily) / X, and Tribe3 (@Tribe3Official) · X.</p>
Discord	Telegram
 <p>A collection of logos for various crypto-related entities: Tribe3, Wasabi, CryptoLeaks, and nftperp.</p>	 <p>A list of three Telegram channels: NFT NEWS, The Future is Here, and NFT Room.</p>

# Hook's Tailored Content To *Derek*

Derek likes flashy content. Below are some examples of content that would make him interested in Hook Protocol:

TikTok	Twitter
<ul style="list-style-type: none"><li>• Fast Summary Of <a href="#">What Hook Does</a></li><li>• Quick Recap Of Option NFTs</li></ul>	<ul style="list-style-type: none"><li>• Memes Surrounding Most Recent NFT Price Action</li><li>• Memes On How Easy Making Money On Hook Is</li><li>• Short Post About Notional Volume Increasing Each Week</li></ul>
Discord	Telegram
<ul style="list-style-type: none"><li>• 2 Week Community Campaign Trading Competition</li><li>• 2 Week Community Campaign <a href="#">Meme Competition</a></li><li>• 2 Week Community Campaign incentivizing Product Testing &amp; Feedback</li></ul>	<ul style="list-style-type: none"><li>• Click-Baity Posts Made To Appear Like Alpha About Hook Protocol Developments</li></ul>

# Derek's Content Schedule

	SPRINT 1				SPRINT 2			
	WEEK 1		WEEK 2		WEEK 1		WEEK 2	
Telegram								X
Discord	X		X		X		X	
Twitter Posts	X	X	X	X	X	X	X	X
TikTok	X							X

# Options Ollie

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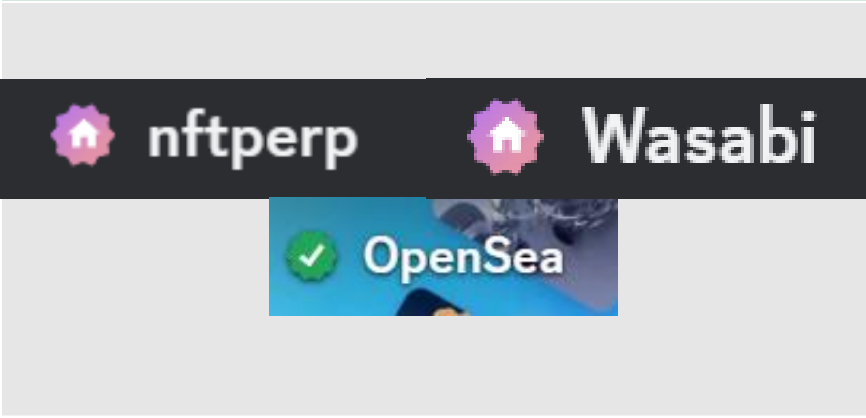
Options Ollie is experienced with NFTs. Ollie likely trades through platforms such as NFTperp and Wasabi. Despite experience with options trading platforms, he has not yet engaged with Hook Protocol.

- ▶ **Social Media:** Uses Discord, Twitter, Telegram, and Reddit.
- ▶ **Sociographic:** Ollie operates with median income and has middle risk aversion.
- ▶ **VPN:** Takes advantage of his U.S VPN subscription to make his trades.



# Ollie's Content Preferences

Ollie is active across most popular social media platforms. Below are some examples of content that would make him interested in Hook Protocol:

Discord	Twitter
 <p>The image shows a Discord server banner. On the left, there is a dark grey bar with a pink gear icon and the text 'nftperp'. To its right is another dark grey bar with a pink gear icon and the text 'Wasabi'. Below these is a blue bar with a green checkmark icon and the text 'OpenSea'.</p>	<p>nft now (@nftnow) / X</p> <p>Nifty Options (@NiftyOptionsOrg)</p> <p>NFT Daily (@NFTDaily) / X</p> <p>Gavin   Options Trading IQ (@OptiontradinIQ)</p>
Medium	Telegram
<p><b>WAX Tokenomics Upgrade Explained</b></p> <p><b>What Crypto Can Teach Us About A.I. Hype</b></p>	<p><a href="#">The Future is Here</a></p> <p><a href="#">NFT NEWS</a></p>

# Hook's Tailored Content To *Ollie*

Ollie is active across most popular social media platforms. Below are some examples of content that would make him interested in Hook Protocol:

Discord	Twitter
<ul style="list-style-type: none"><li>• AMA On Hook Odyssey</li><li>• Lesson On Perpetual and Hook Trading Strategies</li><li>• Monthly Discord Updates On Hook Development Progress</li><li>• Feedback Sessions Where Users Join Offering Suggestions For Development</li></ul>	<ul style="list-style-type: none"><li>• Thread On Hooks Brand Identity</li><li>• Twitter Paragraph On How Hook Perpetuals Function</li><li>• Graphically Pleasing Image Of Hook Odyssey Branding With Slogan</li><li>• Post On Vision Of Hook Protocol</li><li>• Twitter Spaces With NFT Pirate Radio or Alpha and Chill</li></ul>
Medium	Telegram
<ul style="list-style-type: none"><li>• How NFT Perpetuals &amp; Options provide seamless onboarding and capital efficiency</li><li>• What sets Hook Protocol apart from its competitors</li></ul>	<ul style="list-style-type: none"><li>• Exclusive Messages That Permit Users Early Access to Hook's Developments</li><li>• Use TG as a message board to post weekly updates on Notional volume</li></ul>

# Ollie's Content Schedule

	SPRINT 1				SPRINT 2			
	WEEK 1		WEEK 2		WEEK 1		WEEK 2	
Telegram			X				X	
Discord	X		X		X		X	
Twitter Posts		X		X		X		X
Medium	X				X			
Twitter Spaces	X				X			



# Hank Hook

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Hank, a 33-year-old finance professional from New York, brings trading expertise to platforms like NFTPerp and Wasabi. Seeking a familiar UI, Hank values efficiency and risk mitigation.

- ▶ **Liquidity:** Hank is looking to supplement his comfortable income and is not willing to risk much.
- ▶ **Tech-Savvy Explorer:** His experience in finance means he looks for validity and stability.
- ▶ **Social Media Behavior:** Takes advantage of Twitter and Reddit for valuable and credible information.



# Hank's Content Preferences

Hank is financially comfortable and is less risky with capital. Below are some examples of content that would make him interested in Hook Protocol:

Medium	Twitter
<p><b>WAX Tokenomics Upgrade Explained</b></p> <p><b>Flux Meets Base: New Parallel Asset Incoming!</b></p> <p><b>Web3's Failure Was Predicted By Its Marketing</b></p>	<p>nft now (@nftnow) / X</p> <p>Nifty Options (@NiftyOptionsOrg)</p> <p>NFT Daily (@NFTDaily) / X</p> <p>Gavin   Options Trading IQ (@OptiontradinIQ)</p> <p>NFT Tech (@nfttech) / X</p>
Twitter Spaces	Newsletters
<p><b>nft now</b> 🌟</p> <p>@nftnow</p> <p>Building the future of tokenized media   Powered by Network: @thenowpass 🌐   Discord: discord.gg/nfi</p> <p>📁 Media &amp; News Company 🔗 linktr.ee/nowlinks</p>	<p>Metaversal</p> <p>Building the next era of internet brands leveraging emerging technologies</p> <p>About   NFT Lately</p> <p>NFT Lately is a media company the delivers advanced and in-depth coverage of NFT</p> <p><b>Newsletter</b></p> <p><b>Newsletter:</b> Creator Value Flow + <b>Forefront</b> Onchain.</p>

# Hook's Tailored Content to *Hank*

Hank is financially comfortable and is less risky with capital. Below are some examples of content that would make him interested in Hook Protocol:

Medium	Twitter
<ul style="list-style-type: none"><li>• Blockers For Institutional Investors From Entering NFT Options And How Hook Solves It</li><li>• Best Practices For NFT Options Trading On Hook</li><li>• The role that Hook plays in DeFi</li></ul>	<ul style="list-style-type: none"><li>• Educational Twitter Thread On How Trading With NFT Options Is Similar To Traditional Equity Market Options</li><li>• Twitter Paragraph On How Whales Can Make Risk Minimized Trades Through Hook With Their NFTs</li><li>• Twitter Spaces Speaking On Hook USPs Are Different From NFT Perp &amp; Wasabi</li></ul>
Telegram	Newsletters
<ul style="list-style-type: none"><li>• Work With NFT chat group and NFT discussions to promote Hook Related Educational Content</li></ul>	<ul style="list-style-type: none"><li>• Write Partnered Content About What Hook Does With Two Of The Five NFT News Letters <a href="#">Provided In KOL Partnerships</a></li></ul>

# Hank's Content Schedule

	SPRINT 1				SPRINT 2			
	WEEK 1		WEEK 2		WEEK 1		WEEK 2	
Telegram			X				X	
Newsletter			X				X	
Twitter Posts	X						X	
Twitter Spaces	X				X			
Medium	X		X		X		X	



# General Outreach



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# Key Opinion Leader Partnerships

Here are some communities Hook could benefit from engaging with:



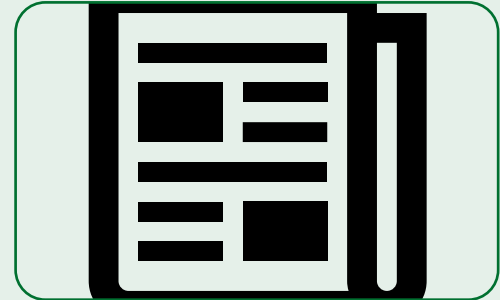
## Telegrams

[NFT Room](#)  
[NFT Discussion](#)  
[NFT Lately News](#)  
[Rare Pepe Trader Group](#)  
[NFT Chat Group](#)



## Discords

[Open SEA](#)  
[Enter NFT](#)  
[NFT Verse](#)



## Newsletters

[Supra Oracles](#)  
[Sub-Stack](#)  
[Newsletter](#)  
[Non-Fungible](#)  
[Milk Road](#)



# Questions



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# Next Steps



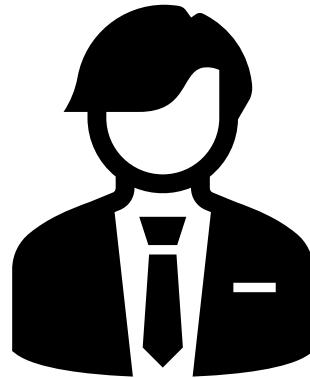
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# Feeling Overwhelmed?

# Solution!



Hire an intern, courtesy of OBG.

# Intern Impact

Social Media  
Engagement

Can create tailored social media posts and engage with users.

SEO and UX/UI  
improvements

Implement back-end programming to improve consumer experience.

Competitor  
Research

Uncover strategic insights through comprehensive competitor research.

# DONATION



Oregon Blockchain Group Spring '23



# Thank You!



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# Appendix



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# Appendix Directory

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1. Donation Link
2. Industry Analysis
3. SEO Analysis

# Donate: 1) Head To [Link](#)

- 2) Click "Give Now" button
- 3) Click "I want to view additional"

DESIGNATIONS \*

Students in Crisis Fund <input type="radio"/>	President's Success Fund <input type="radio"/>
General Scholarship Funds <input type="radio"/>	PathwayOregon Scholarship Program <input type="radio"/>
Portland Internship Experience <input type="radio"/>	<b>I want to view additional options <input type="radio"/></b>

- 4) Scroll down and choose other
- 5) Enter dollar amount
- 6) Specify location in box with:
  - a) "8163 OR Blockchain LCB for Entrepreneurship"
- 7) Complete Form





# Market Analysis

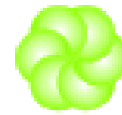
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10/12/2023



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# Wasabi Protocol



## Strengths

- Intuitive UI/UX
- Engagement: 1000+ Discord Users
- Large notional volume of 2 million
- 150+ daily active users
- Large list of collections
- Referral Program
- Incentivized Participation Program

## Weaknesses

- They don't display any market data
- Community Engagement
- Unique Selling Proposition

## Opportunities

- Untapped Markets
- Expand product offering to perpetuals with leverage
- Emerging needs for products
- Liquid staking tokens

## Threats

- Emerging Competitors
- Hook Protocol

# NFT Perp



Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Active Social Media Presence</li><li>• Engaged Userbase</li><li>• Incentive Based Market Capture</li><li>• Podcast</li><li>• Office Hours</li></ul>	<ul style="list-style-type: none"><li>• Bad UI/UX</li><li>• Limited Selection of Available Options</li></ul>
Opportunities	Threats
<ul style="list-style-type: none"><li>• NFT Perp is looking into launching a token</li></ul>	<ul style="list-style-type: none"><li>• Market Volatility</li><li>• Regulations in Blockchain Space</li></ul>



Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Knows target market</li></ul>	<ul style="list-style-type: none"><li>• Not Active</li><li>• Owners don't care about users</li><li>• Owners don't care about discord</li></ul>
Opportunities	Threats
<ul style="list-style-type: none"><li>• Talks of "big things coming soon"</li></ul>	<ul style="list-style-type: none"><li>• Falling into obscurity</li><li>• Inactive, non-communicative owners</li></ul>

# Hook



## Strengths

- Simple/Accessible to Use
- Collab Currency is a great partner
- Educational, explains options well
- Intuitive UI/UX

## Weaknesses

- Treasure Hunt is vague
- Social Media engagement is sporadic

## Opportunities

- Lean into education
- Interactivity
- Restructure marketing, rewards

## Threats

- Hooked SEO
- Hook is inaccessible to U.S. users
- Wasabi + NFT Perp

# Hook - Potential Next Steps



Strengths	Weaknesses
<ul style="list-style-type: none"><li>✓ Lean into simplicity</li><li>✓ Leverage partnership with Collab effectively</li><li>✓ Stick with the current UI design</li></ul>	<ul style="list-style-type: none"><li>✓ Mitigate sporadic posts by developing a consistent content plan</li><li>✓ Use concise, direct wording when describing Treasure Hunt rewards</li></ul>
Opportunities	Threats
<ul style="list-style-type: none"><li>✓ Look into alternative incentive strategies</li><li>✓ Consistently post educational content on social media to engage users</li></ul>	<ul style="list-style-type: none"><li>✓ Develop a thorough SEO strategy</li><li>✓ Remain Active Online to stand out against competitors</li></ul>



# SEO Strategies

Presented By: Oregon Blockchain Group Consulting

10/26/2023



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# Keywords

Description	Keyword Types	Potential Risks
<ul style="list-style-type: none"><li>• Keywords are how the search engine matches the received input to a possibly desired website</li><li>• Keyword difficulty indicates the challenge of ranking on Google's first page.</li><li>• Lower keyword difficulty is preferable for easier ranking.</li></ul>	<p>User Searches Can be typically organized into 3 categories:</p> <ul style="list-style-type: none"><li>• Commercial intent (buy something)</li><li>• Informational intent</li><li>• Navigational intent (searching for website)</li></ul>	<ul style="list-style-type: none"><li>• Opportunity cost: By deciding to target large keywords we decrease our impact</li><li>• Want high level key words yet those are more competitive possibly causing minimal impact</li></ul>



# Keywords

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PRICES Security Arbitrage Call Analytics DEFIDApp Risk Tokens Development Education Exchange Ethereum Hedging CRYPTOPUNK PUDGY PENGUINS Community Management v2Strategies Protocol Strategy NFT Investment Put Contract crypto options treasure Liquidity Decentralized Non-Fungible to Trading Notional Volume Guide Portfolio Derivatives collections Market trade Collectible How Contracts Platform rewards Pricing

# Site Information

Description	Examples	Potential Risks
<ul style="list-style-type: none"><li>• Key sentences that gives a summarized idea</li><li>• Name Rebranding</li></ul>	<ul style="list-style-type: none"><li>• Wasabi keywords (peer-to-peer, option positions) EX: on next slide</li><li>• Makes the company stand out</li><li>• Gives users an understanding of what the company does</li></ul>	<ul style="list-style-type: none"><li>• Technical words can turn away beginners</li><li>• Confuse current members</li></ul>

# Site Information

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## Wasabi

**Wasabi.xyz** is the first peer-to-peer, decentralized covered options **protocol** to issue and trade option positions as non-fungible tokens. [Privacy Policy](#)[Terms ...](#)

### [Lyra / Home](#)

Lyra Interface. Lyra Interface is an interface for trading, liquidity provision and ...  
**Lyra Protocol.**

### [Lyra Documentation](#)

The Lyra Protocol: A suite of smart contracts that create an ...

### [Lyra](#)

Trade crypto options on ETH and BTC using Lyra's decentralized ...

### [Use Apps](#)

Lyra Interface is an interface for trading, liquidity provision and ...

### [Protocol](#)


The Lyra Protocol is a collection of smart contracts that collectively ...

[More results from lyra.finance »](#)

# Backlinks


Description	Examples	Potential Risks
<ul style="list-style-type: none"><li>• Essential component of search engine optimization (SEO)</li><li>• Search engines like Google consider backlinks as "votes of confidence" from other websites, and websites with high-quality backlinks tend to rank higher in search results.</li></ul>	<p>Outside of their own socials and collabs with partnering companies like NFTperp, Hook doesn't have many backlinks for users aside from the ones they put out themselves, EX:</p> <ul style="list-style-type: none"><li>• Introductions</li><li>• Connecting a wallet</li><li>• General Protocol Descriptions</li></ul>	<ul style="list-style-type: none"><li>• Poor SEO Rankings</li><li>• Low Website Authority</li><li>• Reduced Organic Traffic</li><li>• Reputation Damage</li><li>• Missed Opportunities</li></ul>

# Backlinks

 hook.xyz  
<https://docs.hook.xyz/docs/overview>


## Overview

Traders can buy, sell, or make offers on Hook's call options in the Trade' tab.Hook supports two ways to bid on call options. Traders can either make fixed ...

 hook.xyz  
<https://docs.hook.xyz/docs/simple>


## Simple

The Simple view is the easiest way to start writing Hook's call options. Instead of needing to select an expiration date, strike price, and premium, ...

 hook.xyz  
<https://hook.xyz/option>


## Hook Call Option - Milady 2073

Buy, sell, or write call options on Milady NFTs.

 hook.xyz  
<https://hook.xyz/option>

## Hook Call Option - Good Minds #362

Before an option expires, Hook auctions off the underlying asset to determine a fair market value. The option's strike price (0.02 ETH) is the minimum bid ...

 hook.xyz  
<https://blog.hook.xyz/tag/engineering>

## Engineering

EIP-712 is a standard for secure off-chain signature verification on the Ethereum blockchain. Verifying EIP-712 signatures is not trivial, and we couldn't ...



# Consumer Testimonials

Description	Examples	Potential Risks
<ul style="list-style-type: none"><li>• Consumer testimonials are organic backlinks, where consumers “vouch” for an associated company</li><li>• Hook's Testimonials (whether positive or constructive) have been found on their Twitter and Discord</li></ul>	<ul style="list-style-type: none"><li>• Rewards</li><li>• Treasure Hunt Speculation</li><li>• External Community Engagement</li></ul>	<ul style="list-style-type: none"><li>• Negative feedback, through social media that can diminished protocol</li><li>• Can come off inauthentic if executed incorrectly</li></ul>

# Consumer Testimonials

