

Telling Our Story: Implementation

This is the year-on-year plan (May-April) for marketing and communications. The plan is divided into four major categories:

Periodic Tasks: What are the activities that need to be executed on a regular basis?

Content Production: What messages are we sharing with the world?

Monitoring, KPI's, and Reporting: What is our success criteria, how do we measure it, and how do we report it?

Compensation: If we are working with an external agency to execute these parts of the plan, how are we compensating their efforts?

Periodic Tasks (Runbook)	Content Production	KPI's, Monitoring, and Reporting	Compensation
Daily, Weekly, Monthly tasks	Didactic videos	Social Media	Fixed vs. Variable
Postings	Travel event videos	Token Sales	Token vs. Fiat
Searches	Wine-specific videos	Token Price	Service and Advertisement
Localization	Medium articles	Publications, Events	Token pricing
Quarterly change management review	Swag	Public dashboard	KPI weighting

Periodic Tasks (Runbook)

This section describes the periodic marketing and communications tasks.

Daily, Weekly, Monthly tasks

1. What are our daily, weekly, monthly, and quarterly tasks?
2. Where are these tasks documented? (objectives, steps, metrics)
3. Who is responsible for executing these tasks?
4. How can we track which tasks have been executed, by whom, and when?
5. By what method can we track the outcome of these tasks?

Postings

Social Media postings, blog postings, updates to Costaflores.com

Searches

Find new blogs, news sites, conferences, events, journalists.

- Define search criteria. For example (wine, organic, crypto, IoT, single-vineyard, open-source)
- Where are we documenting the search results?
- When did find the new item?
- What actions were taken?
- What response or follow-up occurred?

Localization

Translation to Spanish, Portuguese, etc.

Quarterly change management review

- What adjustments need to be made to our planning?

- How do agree which changes should/must be made?
- What if we are not in agreement with the changes?

Content Production

Didactic videos

Short (15 second) videos useful for the runbook videos and IG/FB/TW quick clips to illustrate something happening.

Travel event videos

A selfie-style video "on location" at an event: crypto conference, wine tasting, etc.

Wine-specific videos

Tasting notes, pairing/cooking examples, technical exercises in the vineyard or winery.

Medium articles

See here for a list of ideas for long-form articles: [Medium Publications](#)

Swag

T-shirts, physical tokens and bills, posters, aprons, bottle openers, Costaflores Global Vineyard starter kits, sensor packs and blockchain nodes, penguins.

KPI's, monitoring and reporting

Social Media

What is our primary, success criteria, measurement for each social media platform? And what secondary factors are we measuring?

Platform	Success Criteria	Secondary Measurements
Facebook	Costaflores page likes	shares, content likes, mentions
Instagram	Followers	shares, content likes, mentions
YouTube	Channel subscribers	views, comments, video statistics
Costaflores.com	Site visits	New visitors, search ranking, mentions
Twitter	Followers	retweets, mentions
LinkedIn	Followers	shares, content likes, mentions
Telegram	Group members	

Token Sales

Our primary goal and success criteria is the volume of token sales. Most token sales will occur during the ICO. What tokens are remaining in the costaflores after the ICO can be sold on the exchange or used for marketing purposes. Token sales after the close of the ICO are related to the transaction volumes on the exchange.

Token Price

Regardless of the token sales volume on the exchange, we want to track the token price.

Publications, Events

How many times was an article published that referenced Openvino and Costaflores in traditional media? How many times were we accepted or invited to participate in a non-paying event? The rule is, we don't pay to speak about Openvino.

Public dashboard

How and where do we publish all of the above results?

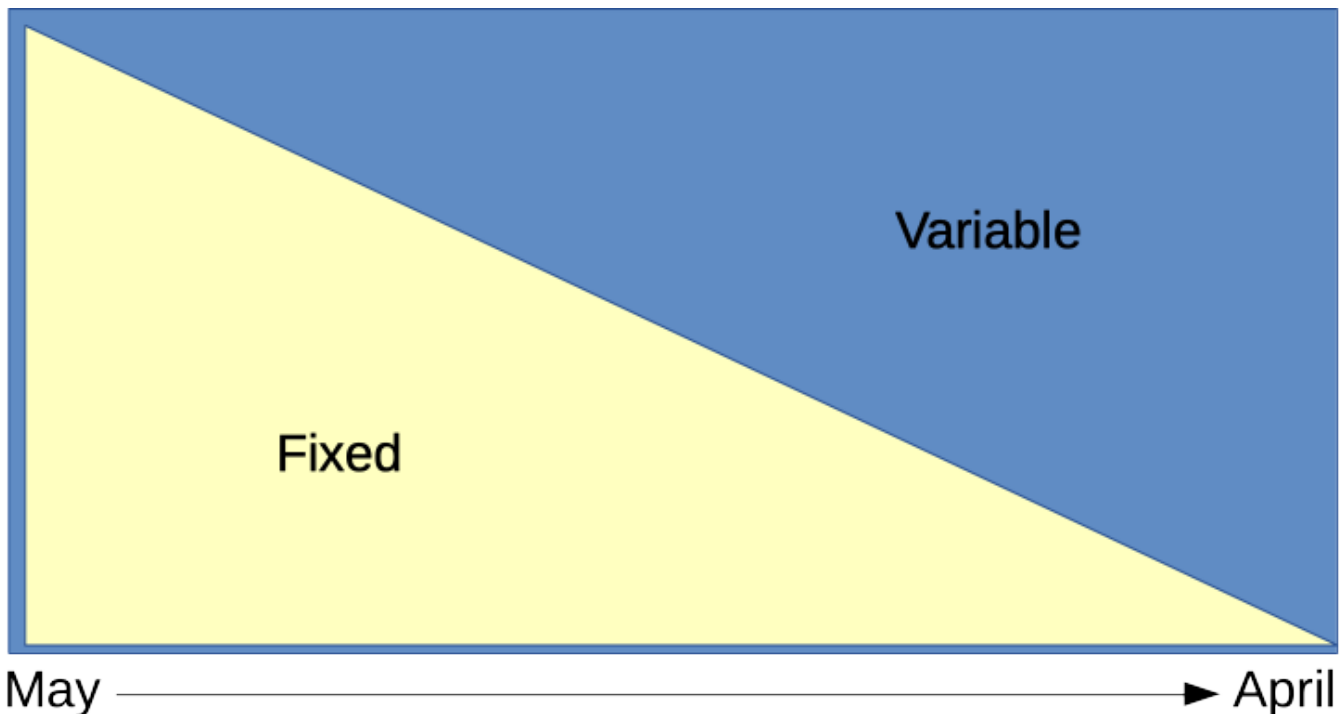
Compensation

This section describes a possible compensation plan for the people responsible for executing the marketing and communications plan. These compensation formulae will surely change over time, as new circumstances occur and awareness increases. This compensation plan is the economic corollary of our success criteria definitions.

Fixed vs. Variable

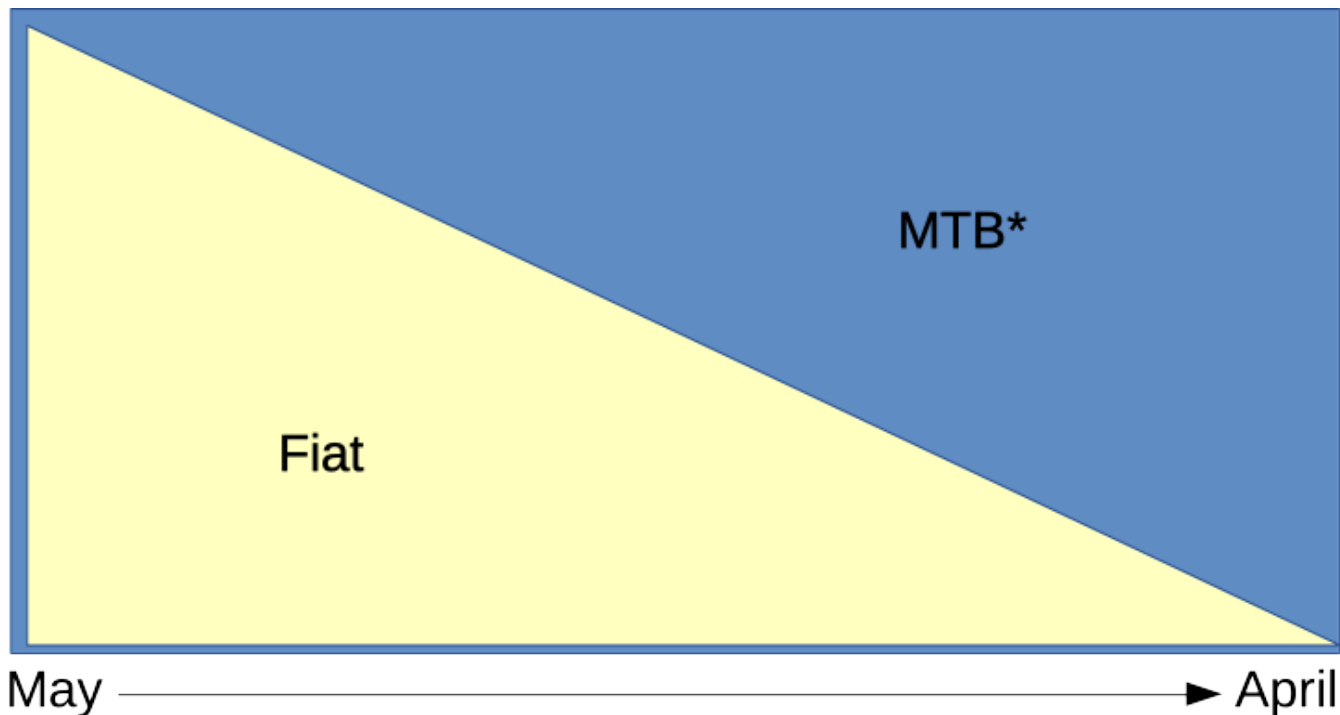
As the "Telling our Story" plan evolves, and the marketing and communications team become more experienced, the outcomes from our actions should become more predictable. As such, compensation should become more related to performance and less tied to a fixed rate. For every percentage that the variable rate increases, the same potential amount of bonus payments increases. So, in the beginning, if the fixed rate is 90% and the variable rate is 10%, only a 10% monthly bonus, of the base payment, is achievable. When the variable rate is 70% and the fixed rate is 30%, then up to a 70% of the base rate is achievable.

The change in the fixed versus variable rate should adjust in a linear fashion from 1% to 99% over the initial 12-month period.



Token vs. Fiat

In a similar fashion, payment would initially be done in fiat, and gradually transitioned to MTB* tokens.



Service and Advertisement

After an initial seed budget for advertising, any amount spent on advertising would be folded into the compensation amount. In other words, spending money on advertising or not, would be discretionary, and based on the lump sum of payment.

Token Pricing

The valuation of tokens, used to determine the fiat/token ration is based on the ICO pricing.

KPI weighting

Here is an example of KPI weighting for compensatory calculations:

Projected Metrics														
Channel KPI	2do KPI	Weight	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR
Facebook followers		8%	3000	3818	4636	5455	6273	7091	7909	8727	9545	10364	11182	12000
Instagram followers		8%	1366	1742	2118	2493	2869	3245	3621	3997	4373	4748	5124	5500
Twitter followers		8%	449	635	822	1008	1195	1381	1568	1754	1941	2127	2314	2500
LinkedIn followers		8%	18	198	378	559	739	919	1099	1279	1459	1640	1820	2000
YouTube subscribers		8%	60	145	231	316	402	487	573	658	744	829	915	1000
Telegram Openvino		8%	77	161	245	329	413	497	580	664	748	832	916	1000
Costaflores.com visitors		8%	500	909	1318	1727	2136	2545	2955	3364	3773	4182	4591	5000
Token sales	10384	44%	4192	4192	200	200	200	200	200	200	200	200	200	200
Wine sales	16700		1300	1300	1400	1500	1600	1700	1800	1900	900	1000	1100	1200
Token Price			200	218	236	255	273	291	309	327	345	364	382	400
Token Revenue			838400	914618	47273	50909	54545	58182	61818	65455	69091	72727	76364	80000
Fixed			99%	90%	81%	72%	63%	54%	46%	37%	28%	19%	10%	1%
Variable			1%	10%	19%	28%	37%	46%	54%	63%	72%	81%	90%	99%

