# Telling Our Story

How are we communicating the Costaflores story with the world, and what noise are we making to ensure that **The OpenView Project** project gets talked about? These are the two components of "Telling Our Story".

How are we going to tell our story, and ultimately, how do we gain **traction**?

Well, if we are to follow the advice found within the book, *TRACTION, How Any Startup can Achieve Explosive Customer Growth* we simply need to identify one of the 18 possible communications channels and develop and exploit a strategy for that channel.

1. Publicity
2. Unconventional PR
3. Search Engine Marketing (SEM)
4. Social and Display Ads
5. Offline Ads
6. Search Engine Optimization (SEO)
7. Content Marketing
8. Email Marketing
9. Viral Marketing
10. Engineering as Marketing
11. Business Development (BD)
12. Sales
13. Affiliate Programs
14. Existing Programs
15. Trade Shows
16. Offline Events
17. Speaking Engagements
18. Community Building

In this section, we will describe how we address the issue of gaining traction with this project. This involves three phases:

* Explore different **channels** and **strategies**,
* define **target audiences**, and
* build **tools** and **metrics** for tracking our progress.

## Social Media Strategy and Runbook

Our Social Media strategy should define the processes and tasks associated with our periodic activities surrounding social media. Essentially, we want to create a task list in our runbook, defining all the activities we should be doing daily, weekly, monthly, quarterly, and yearly, as it relates to the major social media outlets (facebook, twitter, youtube, instagram, etc.).

Using tools like Audience, Netvibes, etc.
*Tools*

Create 10 categories of non-time specific content to serve as postable material on social media.
For each category, develop 10 posts.

Each post should contain:

* <140 characters of text to accommodate twitter.
* Photos or video
* Link to more extensive article on www.costaflores.com

Define a frequency for posting on each social media platform.

Create a table/spreadsheet, listing categories and posts. For each post, we should indicate, when and where (social media platform) these posts have been made, if the posts were promoted for a specific target audience, how much was spent, and what was the feedback.

| Req ID | P | Definition | Owner | Notes |
|---|---|---|---|---|
| 6.1.1 | | Define examples on how have wineries used social media on the past for success | Jacqueline | |
| 6.1.2 | | Analyze current state of social media network, prepare the infrastructure to start focusing on growth, and brand awareness | Jacqueline | |
| 6.1.3 | | Select 2 social networks that best fit our potential customers and create a plan for each one. | Jacqueline | |

| Req ID | Definition | Owner |  |
|---|---|---|---|
| 6.1.4 | Define the specific audience to target, based on the projected budget to be used | Jacqueline |  |
| 6.1.5 | Define a content style guide, how will it be created, in what schedule, by whom. | Jacqueline |  |
| 6.1.6 | Analyze the terms and conditions of different platforms to define what the reach and limits are. | Jacqueline |  |
| 6.1.7 | Define a goal for the first month, six months, and a year, With an objective month over month growth. | Jacqueline |  |
| 6.1.8 | Define a weekly testing process for the creation, and tracking of social media efforts | Jacqueline |  |
| 6.1.9 | Define a blueprint for dealing with community management, asking for feedback | Jacqueline |  |
| 6.1.10 | Define a privacy policy to be uploaded to the site, which is necessary for advertising on them. | Jacqueline |  |

| Req ID | P | Definition | Owner | Notes |
|---|---|---|---|---|
| 6.2.1 |  | SEO, SEM **processes** to be executed daily, monthly, weekly, yearly, implemented in the runbook. | Jacqueline |  |
| 6.2.2 |  | Google | Jacqueline | Find 10 keywords to focus on |
| 6.2.3 |  | Youtube | Jacqueline |  |
| 6.2.4 |  | Facebook | Jacqueline | Define 10 cities and customer target. Criteria large populations of Argentine people outside of Argentina, Tech centers, and other factors. |
| 6.2.5 |  | Instagram | Jacqueline |  |
| 6.2.6 |  | Twitter | Jacqueline | Target 50 influencers |
| 6.2.7 |  | Pinterest | Jacqueline | Analyze target audience and research of paid advertising |
| 6.2.8 |  | Investment | Jacqueline |  |

## Media Dashboard

We want to present, in a single dashboard, a visual portrayal of the noise we are making about the brand (social media, press, events, etc.), the repercussions generated on-line (likes, shares, hits, followers), and how this converts to winecoin sales.
Using Netvibes, Mixpanel, Google Analytics, and other tools, we can track this information, and present in a public dashboard.

| Req ID | P | Definition | Owner | Notes |
|---|---|---|---|---|
| 6.3.1 |  | Measure and plot over time, views, hits, likes, conversions, followers. | Jacqueline |  |
| 6.3.2 |  | Plot over the same time posts, media events (articles, episodes, mentions), interventions (live events). | Jacqueline |  |
| 6.3.3 |  | Plot winecoin sales. | Emi |  |
| 6.3.4 |  | Plot the value of winecoins and Costaflores stock. | Emi |  |
| 6.3.5 |  | Facebook bots | Emi |  |

## Marketing Initiatives

## The Luck Hunters

| Req ID | P | Definition | Owner | Notes |
|---|---|---|---|---|
| 6.4.1 |  | The Luck Hunters treatment document information |  |  |
| 6.4.2 |  | Interview in One Young World |  |  |
| 6.4.3 |  | Sizzle Reel |  |  |
| 6.4.4 |  | Uyuni video |  |  |
| 6.4.5 |  | Images |  |  |
| 6.4.6 |  | The Luck Hunters' Website | Mister Sinatra |  |

## Merchandising

Here we show different merchandising material that we create to provide to restaurants, shops, and other points-of-sale. We want to explain each of the items and link to our sales portal (prestashop) where visitors can buy the materials if they like.

| Req ID | P | Definition | Owner | Notes |
|--------|---|------------|-------|-------|
| 6.5.1 | | Wine Penguins | | |
| 6.5.2 | | Aprons | | |
| 6.5.3 | | Bottle Opener | | |
| 6.5.4 | | Keychain – stopper / harvest coin | | |

## Costaflores Global Vineyard

| Req ID | P | Definition | Owner | Notes |
|--------|---|------------|-------|-------|
| 6.6.1 | | Explain Costaflores Global Vineyard | | |
| 6.6.2 | | Map pointers for CGV plantations, with info window for each – photo and text | | |
| 6.6.3 | | Serial number, and web registration for the user | | |
| 6.6.4 | | Mechanism to ping CGV farmers periodically, requesting photos, etc. | | |
| 6.6.5 | | Option for selling $100 probe station: camera, moisture sensor, temperature sensor, wifi. Time-lapse photo. | | |

## Trade events

## Customer tours

## Costaflores Organic Vineyard events

## Extreme Wine Tasting

## The Malbec Boots

## Key Press people

Find the people in the press whom we have identified and want to cultivate to do a proper story about the project.

| Req ID | P | Definition | Owner | Notes |
|--------|---|------------|-------|-------|
| 6.7.1 | 1 | Create a strategy for identifying key press individuals. | Steve Allen | |
| 6.7.2 | | Develop a plan to contact these reporters. | Steve Allen | |
| 6.7.3 | | Create a mechanism for tracking hits and misses in reaching mavens. | Steve Allen | |
| 6.7.4 | | Define a process for following up with regular information for reporters. | Steve Allen | |

## Mavens

Identify influencers, bloggers, writers, cool people...

| Req ID | P | Definition | Owner | Notes |
|--------|---|------------|-------|-------|
| 6.8.1 | | Create a strategy for identifying Mavens. | Steve Allen | |

| 6.8.2 | | Develop a plan to contact mavens. | Steve Allen | |
| 6.8.3 | | Create a mechanism for tracking hits and misses in reaching mavens. | Steve Allen | |
| 6.8.4 | | Define a process for following up with regular information for mavens. | Steve Allen | |

## Press outlets

Identify ideal press outlets where we would like to be covered.

## Conferences

What conferences and events would we like to have a presence?

- Bitcoin / Cryptocurrency conferences
- Organic agro events
- Wine events
- Economic and development forums
- Other technology and business forums
- Artistic events
  - Sonar+D 2018

## Launch events

Where, when, and what should our launch events look like? Should they piggyback other larger events (i.e. off-events at London Wine fair, vinexpo, etc.?)

## The OpenVino Project Evangelism

Create an "evangelist packet": information that our closest allies, project participants, and identified mavens, can easily:

- explain the project
- share materials
- provide a token (merchandising, wine, winecoins,?)

| Req ID | P | Definition | Owner | Notes |
| --- | --- | --- | --- | --- |
| 6.9.1 | | Create a strategy for project evanglists. | Emi | Create a prototype for Amanda Barnes. |
| 6.9.2 | | Build an "evangelist toolkit" | Emi | |
| 6.9.3 | | Create a database for tracking evangelist contacts | Emi | |
| 6.9.4 | | Determine what tokens we give to evangelists. | Emi | |
| 6.9.5 | | Create a mechanism to share new content with evangelists, so that they can repost with ease. | Jacqueline | Check out tool, like advocate hub for creating incentives for evanaglists to share content. |
| 6.9.6 | | Engage university communications academia to create a project for students about OpenVino. | Jacqueline | Texas A&M University  Communications Professor Dr. David Tarvin is open to this, pending more information on the project. |
| 6.9.7 | | Create a moniker for OpenVino enthusiasts, to be used in hashtags. | Jacqueline | |

### Content to share: press kits, videos, social media shares.

### Martian Wine Federation

| Req ID | P | Definition | Owner | Notes |
| --- | --- | --- | --- | --- |
| 6.10.1 | | Logo | Mister Sinatra | |
| 6.10.2 | | Style Guide | Mister Sinatra | |

| 6.10.3 | | Merchandising | Mister Sinatra | |
| 6.10.4 | | Website | Mister Sinatra | Old website style |

## Building a Style Guide for Costaflores.com

| Req ID | P | Definition | Owner | Notes |
|---|---|---|---|---|
| 6.11.1 | | Logo usage | Mister Sinatra | |
| 6.11.2 | | Colors | Mister Sinatra | |
| 6.11.3 | | Font | Mister Sinatra | |
| 6.11.4 | | Spacing | Mister Sinatra | |

**Necessary points for a successful marketing campaign for the Token Sale offering. ( For me to adapt with Jacqueline to her strategy)**

1. Video on Youtube: animated or vlogger. Something that explains project and is easy to digest. (What is the problem, how are you solving problem)
2. White Paper on github? + add graphics
3. Token distribution? How much for development? Marketing? Limited supply? Dates?
4. Do you have previous Marketing investors?
5. What will the funds be used?
6. Why is a token needed, or useful?
7. Team, who are they, and experience

8. Partners?

9. Advisors?
10. Structure of the Token sale
11. How will the token sale be carried out?
12. Who audited the contract.

**Also in the token transparency aspect, we need to work closely with ICO Governance standards and possibly Messari.**