

OVERALL MARKETING

BEFORE THE NEBA TOKEN TGE

Introduction:

This strategy describes a comprehensive approach to the successful market launch of a **NEBA** Token through a **Token Generation Event** (TGE)

It covers key marketing channels, activities and tools aimed at building a strong community, generating interest and stimulating investment

- **Monthly budget:** €575,000
 - €275,000 for core marketing activities
 - €300,000 for KOL Marketing
- **Campaign period:** January - July 2025
- **Public Offering (TGE):** June - July 2025

Monthly budget by channel:

Channel	Monthly budget (EUR)	Activities
PR campaigns	60 000	Sponsored articles, interviews, press releases
Advertising on social networks	40 000	Advertising on Twitter, LinkedIn, Instagram, TikTok
Paid advertising	35 000	Google Ads, crypto networks, native advertising
Influencer Marketing	50 000	Collaborate with crypto and tech influencers
Building community	45 000	Telegram, Discord, Reddit, Medium, Facebook groups, LinkedIn groups
Education campaigns	25 000	Articles, videos, webinars and podcasts
Brave Ads, DappRadar and AdEx Network	20 000	Advertising on specialized crypto platforms
Sponsorship of events	20 000	Participation in crypto events with own booth and lecture
KOL Marketing	300 000	Collaboration with key opinion leaders (KOLs)
Total	595 000	

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1. Aims of the campaign

- **Maximum awareness:**
 - **Establishing NEBA as a leader in blockchain-based e-commerce**
 - **KPIs**
 - Number of publications in high profile media (Forbes, CoinDesk, Cointelegraph, TechCrunch)
 - Number of individual token buyers/holders
 - Social media reach (Twitter, Instagram, LinkedIn)
 - Number of brand mentions in online media and social networks
 - Traffic to the **NEBA** website
 - Number of requests for information on TGE
- **Global engagement:**
 - Encourage active participation in all phases of TGE: private placements, pre-sales, staking and public offerings
 - **KPIs**
 - Number of registrations for TGE
 - Number of participants in private/presale sales
 - Number of Stakers
 - Investment volume in TGE
 - Average investment per user
- **Leadership position:**
 - Establishing NEBA as a credible and innovative project in the blockchain and Web3 space
 - **KPIs**
 - Number of citations in quality media
 - Number of followers on social networks
 - Sentiment analysis of brand publications
 - Number of partnerships with key industry players

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2. Countries in which we will seek investors for Presales

Important: We will avoid advertising in the US, Canada and Singapore except for Private Sales

Europe

- Germany: active blockchain community. High demand for cryptocurrencies and decentralized financial (DeFi) projects
- UK: a leading centre for fintech and blockchain innovation. Large audience of crypto investors
- The Netherlands: open to innovation and Web3 projects. A popular destination for crypto enthusiasts
- Switzerland: known for its „Crypto Valley“ and blockchain-friendly regulations. Ideal for targeting high net worth and institutional investors
- Eastern Europe (especially Poland, Ukraine, Romania and Serbia): active crypto enthusiasts and higher adoption of DeFi solutions. Lower advertising costs with excellent return on investment (ROI) potential

Asia

- South Korea: one of the most active crypto communities globally. Strong interest in ICOs and new token launches
- Japan: stable regulatory framework for cryptocurrencies. High technological literacy among the population
- Indonesia: A fast-growing market for crypto and blockchain. Large base of young, tech-oriented people
- India: Despite regulatory challenges, crypto enthusiasm is growing rapidly. Huge potential market with very active online population
- Pakistan: 6.5% of the population owns cryptocurrency
- Vietnam: among the top 10 countries in cryptocurrency adoption. Young and digitally oriented population

Latin America

- Brazil: the largest crypto market in Latin America. Highly engaged investor base
- Argentina: Significant interest in cryptocurrencies due to economic instability. Popularity of projects offering staking or passive income opportunities
- Mexico: a growing crypto community led by younger investors. High social media activity and interest in new projects

Middle East

- UAE (Dubai): a major blockchain and crypto hub in the region. Ideal for attracting high-profile investors
- Turkey: one of the most active countries in terms of cryptocurrency use. High interest in DeFi and long-term investments

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Africa

- Nigeria: the leading country in cryptocurrency adoption in Africa. Active young audience interested in decentralized technologies
- South Africa: well-developed crypto infrastructure and active market for blockchain projects

Key recommendations:

- Priority regions: Europe (Germany, UK, Eastern Europe), Asia (South Korea, Japan, Vietnam) and Latin America (Brazil, Argentina)
- Localisation: adapting ads to the language and culture of each country. For example, ads in German for Germany and in Portuguese for Brazil
- Analysis tools: using platforms such as Google Trends and SimilarWeb to measure interest in cryptocurrencies in different regions

3. Target audience

3.1. Main audience

3.1.1 Crypto investors and enthusiasts

- **DeFi enthusiasts**
 - **Specific needs and interests**
 - High yield (APY) from staking and yield farming
 - Innovative DeFi protocols and applications
 - Lending and borrowing options for crypto assets
 - Participation in Decentralized Administration (DAO)
 - Investment security, audited smart contracts
 - Low transaction fees
 - **Preferred platforms**
 - DeFi platforms: Uniswap, Aave, Compound, Curve, PancakeSwap, SushiSwap, Yearn.finance
 - Wallets: MetaMask, Trust Wallet, Argent
 - DeFi Pulse, The Defiant, DeFi Rate
 - Forums: reddit (r/DeFi, r/CryptoCurrency), Discord groups of DeFi projects
 - Analytics platforms: Dune Analytics, Nansen

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- **Influencers**
 - Twitter: @DeFi_Dad, @DegenSpartan, @bantg, @Arthur_Ox, @zhusu
 - YouTube: Chico Crypto, Whiteboard Crypto, Finematics, Bankless
- **NFT collectors**
 - **Specific needs and interests**
 - Ownership of unique digital assets
 - Support artists and content creators
 - Participation in the NFT community
 - Access to exclusive content and experiences
 - Ability to resell NFTs on the secondary market
 - NFT integration in games and metaverse
 - **Preferred platforms**
 - NFT Marketplaces: OpenSea, Rarible, Foundation, SuperRare, Nifty Gateway, LooksRare
 - NFT platforms: Enjin, Flow, WAX, Immutable X
 - News sites: NFT Now, The Block, Cointelegraph (NFT section)
 - Forums: reddit (r/NFT, r/CryptoArt), Discord groups of NFT projects
 - Analytical platforms: NonFungible.com, CryptoSlam
 - **Influencers**
 - Twitter: @beeples, @farokh, @gmoneyNFT, @punk6529, @pranksy, @DeezeFi
 - YouTube: 3LAU, GaryVee, Zeneca_33
 - Instagram: @beeples_crap, @fewocious, @parrott_ism
- **Blockchain gamers**
 - **Specific needs and interests**
 - Play-to-earn models, the possibility of earning cryptocurrency/NFT through play
 - Ownership of in-game assets (in-game items) in the form of NFTs
 - Decentralised gaming platforms
 - Interactive gameplay and strong communities
 - Ability to trade in-game assets

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- **Preferred platforms**

- Blockchain games: Axie Infinity, Decentraland, The Sandbox, Gods Unchained, Splinterlands
- Gaming platforms: Steam, Epic Games Store, Twitch
- News sites: DappRadar, PlayToEarn.net, The Block (gaming section)
- Forums: reddit (r/CryptoGaming, r/AxieInfinity), Discord groups on blockchain games

- **Influencers**

- **Twitter:** @brycent, @Jihoz_Axie, @seedifyfund, @YieldGuild, @zynga
- **YouTube:** The Crypto Lark, Coin Bureau (gaming section), a16z (gaming section)
- **Twitch:** DrDisrespect, Pokimane, shroud

3.1.2. Venture capitalists, institutional investors and DeFi participants

- **Specific needs and interests**

- High return on investment (ROI)
- Well structured and transparent project
- Strong team with experience in blockchain and e-commerce
- Clear roadmap and tokenomics
- Regulatory Compliance
- Scalability and growth potential
- Partnerships with established companies

- **Preferred platforms**

- LinkedIn: for professional networking and analytics
- Crunchbase: for researching companies and investments
- PitchBook: for venture capital and private equity data
- AngelList: for investing in startups
- Specialized conferences Consensus, Web3 Summit, Token2049
- Business media: Forbes, Bloomberg, The Wall Street Journal, Financial Times

- **Influencers**

- Twitter: @a16z, @paradigm, @PanteraCapital, @cdixon, @bhorowitz, @pmarca, @novogratz, @AriannaSimpson, @ljxie
- LinkedIn: prominent venture capitalists and institutional investors

3.2. Secondary audience

3.2.1. Experts in e-commerce

- **Specific needs and interests**
 - Innovative solutions to optimize online commerce
 - Reduce transaction costs and fees
 - Increasing security and transparency
 - Improving the customer experience
 - Integration of blockchain technologies into existing platforms
 - New blockchain-based business models
- **Preferred platforms**
 - LinkedIn: for professional contacts and industry news
 - Dedicated e-commerce publications in the various targeted countries
 - Conferences: Shopify Unite, eTail, NRF Retail's Big Show
 - Blogging on eCommerce platforms: Shopify, Magento, WooCommerce
- **Influencers**
 - **Twitter:** @Shopify, @BigCommerce, @WooCommerce, @Magento
 - **LinkedIn:** renowned experts and opinion leaders in e-commerce

3.2.2. Technology-oriented early adopters and professionals

- **Specific needs and interests**
 - Testing new technologies and innovative solutions
 - Participation in the development of the blockchain ecosystem
 - Investment opportunities in early projects
 - Understanding the technical aspects of blockchain
 - Access to a community of like-minded people
- **Preferred platforms**
 - **Twitter:** to follow news and trends
 - **Reddit:** r/CryptoTechnology, r/Blockchain, r/EthDev
 - **GitHub:** for reviewing code and contributing to development
 - **Medium:** for reading technical articles and analysis
 - **Discord:** for communication with developers and other enthusiasts
 - **Hacking events and conferences**

3.2.3. Small and medium investors

- **Crypto Beginners**
 - **Specific needs and interests**
 - Easy to understand projects
 - Educational materials about cryptocurrencies and blockchain
 - Low entry barrier to investment
 - Trusted platforms for buying and storing cryptocurrencies
 - Support and guidance from the community
 - **Preferred platforms**
 - Coinbase: an easy-to-use platform for beginners
 - Binance: another popular exchange with lots of learning resources
 - YouTube: channels explaining cryptocurrencies in accessible language
 - Reddit: r/BitcoinBeginners, r/CryptoCurrency
 - Facebook groups: cryptocurrency groups for beginners
 - **Influencers**
 - **YouTube:** 99Bitcoins, The Cryptoviser, Coin Bureau (for beginners)
 - Long-term investors
 - **Specific needs and interests**
 - Fundamental value of the project
 - Long-term growth potential
 - Strong team and vision
 - Clear roadmap and tokenomics
 - Portfolio diversification
 - **Preferred platforms**
 - CoinMarketCap, CoinGecko: for market capitalization research, trading volume and other data
 - **Messari:** for in-depth analysis and exploration of crypto projects
 - **Twitter: to follow news and analytics**
 - **Blogs and forums:** for discussion and exchange

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- **Influencers**

- **Twitter:** @RaoulPal, @LynAldenContact, @PrestonPysh, @PlanB, @woonomic
- **YouTube:** Real Vision Finance, The Pomp Podcast

4. Marketing channels and media

4.1. PR campaigns (€60,000/month)

- **Leading media and platforms:**

- Cryptonaire Weekly / via Platinumcryptoacademy
- Forbes, CoinDesk, CoinTelegraph, TechCrunch - Via articles, press releases, interviews
- Content: vision, stages, benefits of steaming, partnerships

- **Crypto Media:**

- CryptoSlate, Decrypt, CryptoNews, AMB Crypto, CoinJournal
- In-depth articles and commentary from opinion leaders

- **Press Releases:**

- Monthly press releases distributed to selected crypto platforms

4.2. Social networks (€40,000/month)

- **Twitter (X):**

- Targeted hashtag campaigns (#NEBAToken, #DeFi, #NFT, #Web3, #Blockchain, #Crypto)
- Frequent AMA sessions, live updates and polls
- Remarketing

- **Instagram:**

- Visual campaigns showcasing the benefits of stewardship and the NEBA roadmap
- Use Stories and Reels for more engaging content

- **LinkedIn:**

- Ads targeting institutional investors and professionals
- Sharing expert content - articles, analysis, interviews

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- **YouTube & TikTok:**

- Short explanatory videos, collaboration with influencers and TGE guides
- Experimenting with different formats - short videos with user stories, animations, challenges

- **Targeting:**

- Detailed targeting by competitor demographics, interests, behaviors and followers
- Regional targeting and content tailoring for key markets

4.3. Paid advertising (€35,000/month)

- **Google Ads:**

- Keyword targeting (e.g. „best TGE 2025“, „blockchain e-commerce“)
- Display advertising on high traffic crypto sites
- Remarketing

- **Crypto Ad Networks:**

- Platforms: Coinzilla, Cointraffic
- Banners on CoinMarketCap, CoinGecko and popular crypto forums

- **Native Advertising:**

- On sites like Investing.com, Bloomberg and financial blogs

- **News crypto media:**

- CoinTelegraph, Forbes, TechCrunch, CoinDesk, CryptoSlate, CoinJournal - banner advertising, sponsored articles

4.4. Influencer Marketing (€50,000/month)

- **Crypto Influencers:**

- Collaborate with Tier 1 influencers on YouTube (define „Tier 1“ - e.g. 50K+ engaged followers)
- AMA and live videos on Twitter (X)
- Selection of influencers with proven reputation and engaged audience

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- **Micro-influencers:**
 - Inclusion of smaller but highly engaged influencers in specific niches
- **Lifestyle and tech influencers:**
 - Expand audience by targeting Web3 enthusiasts
- **Sponsored Reviews:**
 - Detailed NEBA reviews in influencer platforms
 - Encouraging influencers to create authentic and informative content

4.5. KOL Marketing (€300,000/month)

- **Identify key opinion leaders (KOLs):**
 - Focus on KOLs with expertise in blockchain, cryptocurrency and e-commerce
 - Selection of KOLs with strong online presence and engaged audiences in target markets
- **Development of custom campaigns:**
 - Create unique content - reviews, analysis, interviews, webinars, AMA sessions
 - Integration of **NEBA** into existing KOLs content
- **Long-term cooperation:**
 - Build lasting relationships with KOLs
 - Turning select KOLs into **NEBA** brand ambassadors

4.6. Community building (€45,000/month)

- **Telegram:**
 - Main communication channel
 - Identify community managers
 - Weekly awards for active participants, AMA sessions and educational content
 - Establish clear rules of conduct and moderate content
 - Create a separate channel just for the game „**Nex! in the NEBAverse**“
 - Create a third channel for technical support and answer nd questions

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- **Discord:**
 - Technical discussions, support, developer community
- **Reddit and Medium:**
 - Campaigns in Subreddits, weekly posts and Q&A
 - Educational posts on Medium explaining the unique benefits of a **NEBA**
- **Expanding presence:**
 - Facebook groups, LinkedIn groups, Telegram channels of partners and crypto communities
- **Loyalty program:**
 - Rewarding the most active community members on the **NEBA** Token website as well as Telegram channels
- **Create several specific Telegram channels:**
 - One for playing with the Nex! company robot, one for investors, one for announcements and one for technical discussions

4.7. Education campaigns (€25,000/month)

- **Explanatory articles and videos:**
 - Topics: benefits of steaming, how to participate in the NEBA Token TGE, and long-term benefits
 - Diversification of formats - infographics, interactive tools, case studies
- **Webinars and podcasts:**
 - **Platforms: YouTube, Spotify, Apple Podcasts**
 - Topics: application of blockchain in e-commerce, passive income through staking
 - Involve **NEBA** Token team members for a more authentic presentation
- **Interactive tools:**
 - Stacking ROI calculators, TGE participation simulators, platform demonstrations

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- **Partnerships with educational platforms:**

- Courses on blockchain and cryptocurrencies mentioning **NEBA** Token as an example

4.8. Event sponsorship (20 000/month)

Participation as sponsors at events where we will have our own stand and a speaker on the main stage

Participation in crypto events in London, Dubai and one of the Asian

4.9. Advertising on Brave Ads, DappRadar and AdEx Network (€20,000)

- **Brave Ads:**

- Targeting crypto-users accustomed to blockchain-based platforms

- **DappRadar:**

- Positioning the NEBA Token as a potentially leading product followed by DApp users

- **AdEx Network:**

- Use decentralised advertising solutions for greater transparency and trust

4.10. Partnerships

- **DeFi protocols:**

- Cross-promotional campaigns, listing of **NEBA** Token on decentralized exchanges and yield farming platforms

- **Crypto wallets:**

- **NEBA** Token integration into popular wallets such as MetaMask, Trust Wallet, Rainbow

- **NEBA Grants Program:**

- **Funding developers building solutions on the NEBA Token Blockchain**

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5. Telegram game „Nex! in the NEBAverse“ + Telegram channels

5.1. Concept

- Integration of the company's Nex! robot into the official Telegram channel, which launched a mini-game aimed at the crypto audience
- Players move around the **NEBAverse**, completing missions and collecting virtual rewards that can be exchanged for **NEBA** tokens
- Inclusion of puzzles, quizzes and ranking competitions to stimulate competitive spirit and long-term interest

5.2. Finding crypto players

- **Cooperation with partner projects:**
 - Posting announcements in crypto communities and platforms (e.g. large Telegram groups for crypto games, Discord servers of NFT projects, forums like Bitcointalk)
 - Joint campaigns (cross-promotion) with DeFi, NFT and GameFi projects, where the audience is active and open to new blockchain initiatives
- **Advertising on specialized crypto networks:**
 - Google Ads and Cointraffic campaigns targeting users looking for new „play-to-earn“ games or NFT opportunities
- **Influencer Marketing:**
 - Partnering with crypto influencers and game streamers to showcase the game „Nex! in the **NEBAverse**“ and invite followers to get involved
- **Organisation of promotional activities:**
 - Airdrop or Twitter (X) contests where participants have to join a Telegram game to win prizes

5.3. Objectives

- **Stimulating participation and retaining attention:**
 - Quick start with a plan to reach 2 million players, backed by a total Airdrop fund of \$3.5 million
- **A fun way to learn about the NEBA Token and its benefits:**
 - Game elements encourage users to read and learn about the **NEBA** while completing missions

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- **Increase brand loyalty and recognition:**
 - **Constant updates and additional content to maintain interest**

5.4. Integration with Telegram channels

- **Shared invitations:**
 - A link or QR code that directs users to a dedicated channel for the game (the first Telegram channel)
- **Bot Integration:**
 - **Nex!** answers questions and directs players to the main community channel (the second Telegram channel) where more detailed information is provided
- **Remuneration system:**
 - The distribution of earned tokens takes place in the community channel, forcing players to join there to receive their rewards. This directly increases the number of members in the community
- **Additional (third) channel in Telegram**
 - It will be used for official technical support and information
 - This channel will provide updates, answers to questions and links to important resources such as the Whitepaper and website
 - It will also integrate with FAQs and information on the current status of TGE
 - This will improve communication with investors and provide professional support for all stakeholders

5.5 Mechanics

- A variety of missions, puzzles, quizzes and ranking competitions to encourage activity and competition
- First stage of the game with 6 levels
- A second stage with 12 levels that build on what has been learned so far and offer more complex challenges related to DeFi, stacking and NFT modules
- The game will be constantly evolving, adding new levels, events and rewards to keep users interested

5.6. Loyalty programme

- Built-in loyalty system where the most active players receive additional bonuses, NFT items or enhanced NEBA stacking conditions
- Prizes may include:
 - More tokens for regular participation and game sharing
 - Exclusive access to
- **Prizes may include:**
 - More tokens for regular participation and game sharing
 - Exclusive access to beta platform features
 - VIP roles on Telegram channels, giving priority on AMA sessions and special offers

6. Performance measurement and optimization

To ensure the effectiveness of the marketing strategy, it is necessary to continuously measure results, analyze data and make necessary adjustments

This process includes:

6.1. Define key performance indicators (KPIs)

Specific KPIs will be tracked for each marketing channel to assess its effectiveness and return on investment (ROI)

6.1.1. PR campaigns

- Number of publications in top media: (Forbes, CoinDesk, Cointelegraph, TechCrunch, etc.)
- Number of publications in other media: (specialized crypto and blockchain publications, business media)
- Quality of publications: (in-depth analysis, interviews, positive tone)
- Publication reach: (number of potential readers)
- Number of social shares
- Number of media inquiries
- Number of press releases
- Sentiment analysis of publications

6.1.2. Social networks

- **Twitter**

- Number of followers
- Level of engagement (likes, comments, retweets, quotes)
- Scope of publications
- Number of video views
- Number of attendees at AMA sessions
- Analysis of the tonality of the comments
- Number of clicks on links
- Follower growth (%)

- **Instagram**

- Number of followers
- Level of engagement (likes, comments, saves, shares)
- Scope of publications
- Number of views on Stories and Reels
- Follower growth (%)
- Number of clicks on links in bio

- **LinkedIn**

- **Number of followers on the company page**
- Level of engagement (likes, comments, shares)
- Scope of publications
- Number of article views
- Number of inquiries from potential investors/partners
- Follower growth (%)

- **YouTube & TikTok**

- Number of subscribers
- Number of video views
- Average viewing time
- Level of engagement (likes, comments, shares)
- Number of clicks on links in the description

6.1.3. Paid advertising

- **Google Ads**
 - CTR (Click-through rate)
 - Conversion rate
 - CPC (Cost per click)
 - CPA (Cost per acquisition)
 - ROAS (Return on ad spend)
 - Number of impressions

- **Crypto ad networks (Coinzilla, Cointraffic)**
 - CTR (Click-through rate)
 - Conversion rate
 - CPC (Cost per click)
 - CPA (Cost per acquisition)
 - ROAS (Return on ad spend)

- **Native Advertising**
 - CTR (Click-through rate)
 - Conversion rate
 - Time on page

- **Brave Ads, DappRadar, AdEx**
 - CTR (Click-through rate)
 - Conversion rate
 - CPC (Cost per click)
 - CPA (Cost per acquisition)

- **CoinTelegraph, Forbes, TechCrunch, CoinDesk, CryptoSlate, CoinJournal**
 - CTR (Click-through rate)
 - Conversion rate
 - CPC (Cost per click)
 - CPA (Cost per acquisition)
 - ROAS (Return on ad spend)
 - Number of impressions

6.1.4. Influencer and KOL Marketing

- Scope of Influencers/KOLs publications
- Level of engagement (likes, comments, shares)
- Number of live video views/broadcasts
- Number of participations in AMA sessions organized by influencers/KOLs
- Analysis of the tonality of the comments
- Number of conversions generated by influencers/KOLs (website traffic, TGE registrations)
- ROI of each collaboration

6.1.5. Building community

• Telegram

- Number of members in the main channel
- Number of members in the game channel
- Average daily/weekly/monthly activity (number of messages)
- Number of attendees at AMA sessions
- Number of reactions (emoticons) to messages

• Discord

- Number of server members
- Average daily/weekly/monthly activity (number of messages)
- Number of participants in discussions

• Reddit

- Number of subscribers to the subreddit
- Number of publications and comments
- Upvotes/downvotes on posts

• Medium

- Number of followers
- Number of article views
- Number of „clap „s (likes)
- Number of comments

• Other (Facebook, LinkedIn groups)

- Number of members/followers
- Level of engagement (likes, comments, shares)

6.1.6. Education campaigns

- Number of article/video views
- Average viewing/reading time
- Number of downloads (guides, infographics)
- Number of registrations for webinars
- Number of participants in webinars
- Number of online courses completed (if any)
- Number of demo downloads
- Number of interactions with interactive tools

6.1.7. Gamification: „Nex! in the NEBAverse“

- Number of registrations for the game
- Number of active players (daily/weekly/monthly)
- Average playing time
- Retention rate
- Number of completed missions
- Number of awards won
- Number of conversions from players to investors (participation in TGE)
- Level of engagement on the game's Telegram channel

6.1.8. Website traffic

- Number of website visits
- Number of unique visitors
- Bounce rate (percentage of visitors who leave immediately)
- Average visit duration
- Number of pages viewed
- Traffic sources (organic search, social networks, paid advertising, referrals)

6.2. Regular analyses

- Weekly reports: short reports will be produced that track key KPIs by channel. These reports will be used to quickly identify successful/failed activities and timely response
- Monthly reports: detailed monthly reports will be produced analysing the overall performance of the campaign. These will include an analysis of KPIs, ROI, goals achieved, issues encountered and suggestions for optimization

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6.3 A/B testing

- Ad messaging: different variations of ad messaging (text, images, CTAs) will be tested to determine which lead to higher engagement and conversions
- Visual elements: different visual elements (banners, videos, infographics) will be tested across channels
- Landing pages: different versions of landing pages will be tested to optimize conversion rate
- Game Mechanics: Various missions, puzzles, reward systems will be tested to enhance the „**Nex! in the NEBAverse**“ experience
- **Educational materials: different formats and topics will be tested**

6.4. Social Listening Tools

- Brandwatch, Meltwater, Mention: social listening tools will be used to track online mentions of the **NEBA** Token, the tonality of opinions (sentiment) - positive, negative, neutral, and key discussion topics
- Competitor Analysis: competitor project activities will also be monitored and analyzed to identify best practices and potential threats

6.5. Strategy optimisation

- Based on the data collected and the analyses made, the marketing strategy will be optimised on a regular basis
Emphasis will be placed on the most effective channels and activities, budgets will be reallocated, new approaches will be tested
- Flexibility: the team will be agile and adaptable to respond to dynamic market conditions and to take advantage of emerging opportunities

7. Additional activities

- Create a loyalty program through the NEBA Token site and Telegram channels
- Publishing information about TGE on all crypto sites
- Partnerships with crypto wallets
- SDK (Software Development Kit) development
- Blockathon/Hackathon Sponsorship
- Paid podcast appearances
- Site Referral Program

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Conclusion:

This comprehensive marketing strategy, with a focus on building a strong community, gamification, KOL marketing and strategic partnerships, aims to position **NEBA** Token for successful TGE and long-term development

Regular measurement of results, A/B testing and strategy optimization are the keys to achieving the set goals