



CASE STUDY #765

**Social Media Marketing & Community
Building for Web3/Blockchain**

Prepared By
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SOCIAL MEDIA MARKETING & COMMUNITY BUILDING FOR WEB3/BLOCKCHAIN



Client: Confidential Web3 Startup

Service: Social Media Marketing & Community Building

Industry: Web3/Blockchain

Timeline: 6 Months

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BACKGROUND



The client is a rapidly growing Web3 company that offers decentralized finance (DeFi) solutions aimed at simplifying blockchain-based transactions for everyday users. With a mission to bring the benefits of blockchain technology to the mass market, the company needed to build awareness, educate its audience, and foster a loyal community around its product.

Despite having an innovative offering, the company struggled with user acquisition, particularly among Web3 novices. Their target market consisted of blockchain enthusiasts, early adopters of decentralized technology, investors, and financial professionals who were interested in embracing the Web3 space. To drive growth and establish a strong presence in the competitive blockchain and cryptocurrency industry, the company aimed to focus on social media marketing and community building strategies.

OBJECTIVE



- Leverage strategic collaborations with influential Web3 projects, KOLs, and DAOs to amplify visibility across niche audiences and establish credibility.
- Host interactive AMAs, community calls, and virtual events to connect with blockchain enthusiasts and create a sense of belonging.
- Launch creative social media campaigns, including meme contests, giveaways, and user-generated content initiatives to boost daily engagement.
- Share educational threads, video explainers, and blog content that demystify Web3 concepts and highlight real-world use cases of the platform.
- Implement incentive-based onboarding, such as rewards for completing key actions, to drive product usage and create a seamless entry point into decentralized finance.

CHALLENGES



- Educate the market through simplified, jargon-free content that breaks down complex Web3 and DeFi concepts, reducing the barrier to entry for newcomers.
- Develop tailored messaging and campaigns for different audience segments—ranging from crypto-curious users to experienced DeFi participants—ensuring relevance and resonance across the board.
- Differentiate the brand through a clear value proposition, consistent storytelling, and a unique visual identity that stands out in a crowded and noisy digital space.
- Address skepticism head-on by highlighting security protocols, showcasing successful user experiences, and collaborating with trusted voices in the blockchain space to build credibility and reassurance.

STRATEGY & EXECUTION

A. Community Building Strategy



Tactic	Description
Key Platform Selection	Focused on Twitter, Discord, and Telegram where Web3 users are most active.
Dedicated Channels	Created structured spaces on Discord/Telegram for support, news, and discussion.
AMA Sessions	Regularly hosted with founders to boost transparency and educate the community.
Moderation & Guidelines	Implemented strong moderation and trained community managers for support.

B. Social Media Strategy

Focus Area	Description
Platform Focus	Prioritized Twitter, LinkedIn, and YouTube for Web3 visibility and community engagement.
Daily Twitter Threads	Shared insights on Web3, DeFi, and trends to establish authority and spark conversations.
Twitter Polls & Surveys	Engaged users to gather opinions and encourage interaction.
LinkedIn Thought Leadership	Published professional articles highlighting Web3 benefits and the company's innovations.
Influencer Partnerships	Collaborated with key voices to co-host Twitter Spaces and YouTube livestreams.
Interactive Content	Created infographics and tutorials to simplify Web3 concepts for newcomers.
Cross-Promotion	Amplified reach during Web3 events with live coverage and branded hashtags for greater visibility.

C. Engagement and Retention Tactics

Initiative	Description
Referral Program	Incentivized user growth by rewarding successful community referrals.
Gamification	Added badges, points, and rewards for active participation in AMAs, content sharing, and support.
VIP Programs	Offered exclusive access to features, airdrops, and events for top community contributors.
Webinars & Workshops	Hosted sessions on DeFi basics and blockchain use cases to educate and onboard new users.

D. Content Strategy

Strategy Element	Description
Storytelling	Shared the company’s origin and future vision to build emotional connection and humanize the brand.
User-Generated Content	Promoted community stories and experiences to enhance credibility and build social proof.
Content Calendar	Maintained consistent content across platforms with a structured posting schedule.
Weekly Industry Updates	Shared key Web3 and DeFi news to position the brand as an up-to-date thought leader.
Customer Success Stories	Highlighted real user experiences and outcomes to inspire and inform potential users.
Feature Announcements	Promoted new platform features to drive engagement and awareness of ongoing innovation.

RESULTS

Metric	Before Campaign	After 6 Months	% Change
Community Size (Discord)	1,500 members	12,000 members	+700%
Community Engagement Rate	15%	55%	+267%
Twitter Followers	3,000	18,000	+500%
LinkedIn Followers	1,500	8,000	+433%
Referral Program Sign-ups	50 sign-ups/month	500 sign-ups/month	+900%
Video Views on YouTube	2,000	20,000	+900%
Website Traffic from Social Media	5,000 visits/month	40,000 visits/month	+700%
New Users Acquired from Social Media	100 users/month	2,000 users/month	+1900%
Conversion Rate (Sign-ups from Community)	3%	12%	+300%

KEY TAKEAWAYS

Key Takeaway	Description
Community-Centric Approach	Personalized engagement and education fostered trust and long-term loyalty in the Web3 space.
Platform-Specific Strategies	Used Twitter for updates and reach; Discord/Telegram for deeper conversations and support.
Education & Transparency Matter	Simplifying Web3 through tutorials, AMAs, and webinars helped onboard users and build credibility.
Referrals & Incentives Drive Growth	Reward-based programs and gamification effectively boosted user participation and community size.
Influencers & Partnerships	Collaborations extended reach and built trust through third-party validation within the ecosystem.

CONCLUSION



The Social Media Marketing & Community Building strategy was highly successful in growing the client's Web3 presence and accelerating user acquisition. By focusing on highly targeted social media campaigns, personalized engagement, and education, the company built a vibrant, loyal community that became instrumental in driving product adoption and brand loyalty.

The 6-month campaign not only established the company as a trusted authority within the Web3 space but also provided valuable insights into the preferences and behavior of Web3 users, allowing for future marketing strategies to be even more effective.

The Goybo logo is a teal square with rounded corners. Inside the square, the word "Goybo" is written in a white, sans-serif font. The background of the square features a faint, light blue pattern of overlapping squares and lines, creating a digital or network-like aesthetic.

Goybo

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