



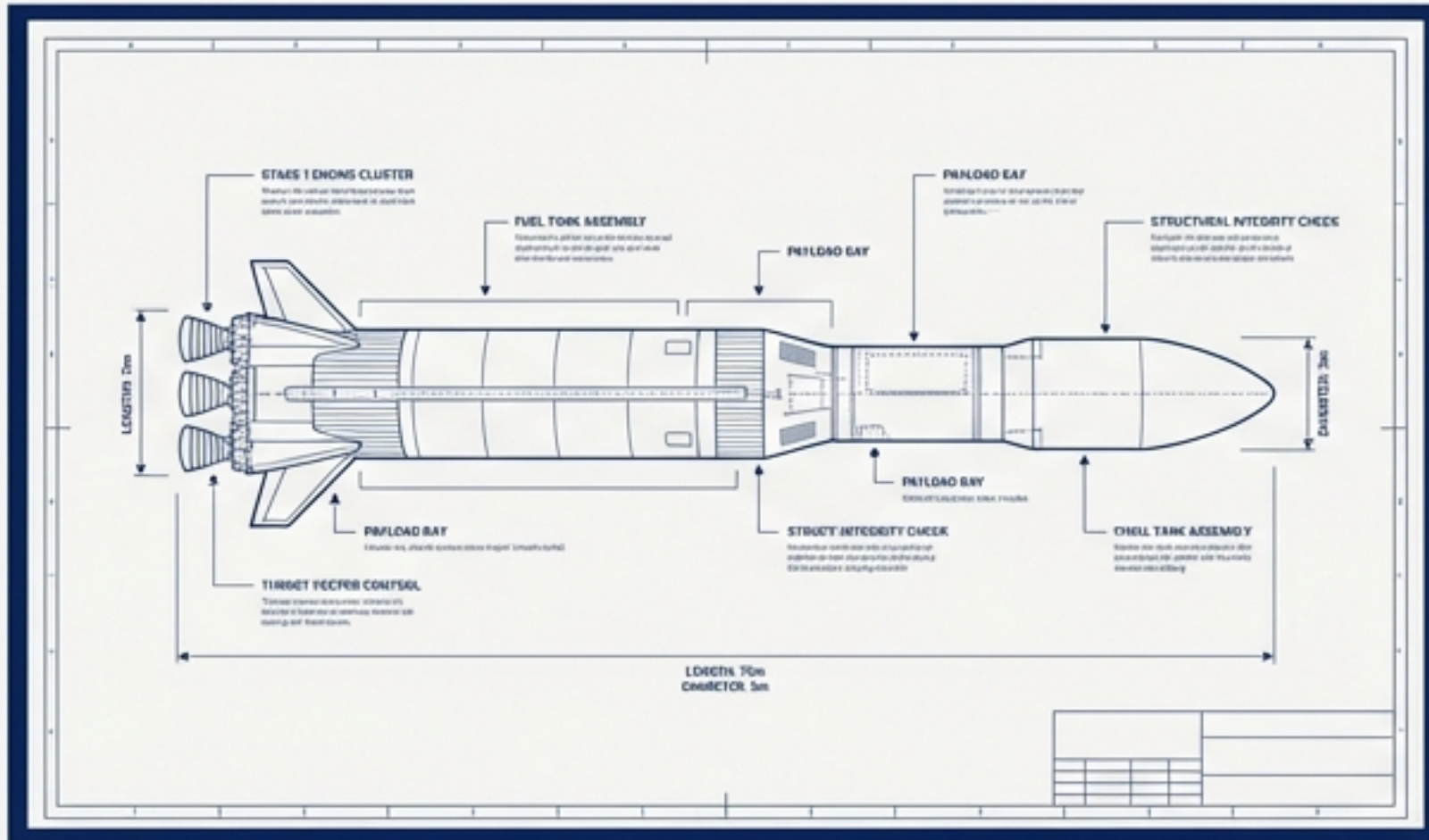
Winning in crypto isn't about having the best code.

It's about having the loudest community and the strongest narrative.

Most founders realize the hard way that they should have worked as hard on their marketing as they have on their product.

This playbook is built on the proven, fundamental strategies to win the game of attention. It's a blueprint for founders who want to build something that lasts.

In crypto, you are guilty until proven innocent.



PRODUCT



LAUNCH DAY REALITY

The industry is skeptical. Founders spend all their time on the product, only to launch and realize most people don't care.

This is the **Cold Start Problem**: the graveyard of most projects. It's the inability to gain initial traction, spending money on influencers without ever achieving liftoff.

The secrets of crypto marketing have been gatekept by a select few. This playbook changes that.

The playbook behind \$10B+ in client portfolio value.

This isn't theory. These are tested and proven strategies from Unfungeible, a web3 marketing firm founded in the depths of the bear market.

Our experience is drawn from:

250+ **\$10** **Years**
Billion+

clients, from industry giants to emerging innovators.

in client portfolio Fully Diluted Value (FDV).

of building and reverse-engineering the most successful launches in crypto.



"I've spent a lot of time watching, studying, and reverse engineering the strategies of the projects and founders that have managed to succeed."

— Leon Abboud

The Four-Phase Launch Sequence: From Idea to Icon.

We will break down the entire marketing journey into four distinct, chronological phases. This is your mission control dashboard.



Phase 1: The Blueprint (Pre-Launch)

**How to build a project people actually want.*



Phase 2: Ignition & Liftoff (Launch Kickoff)

**How to overcome the cold start problem and generate attention.*



Phase 3: Entering Orbit (Middle of Funnel)

**How to convert attention into meaningful community action.*



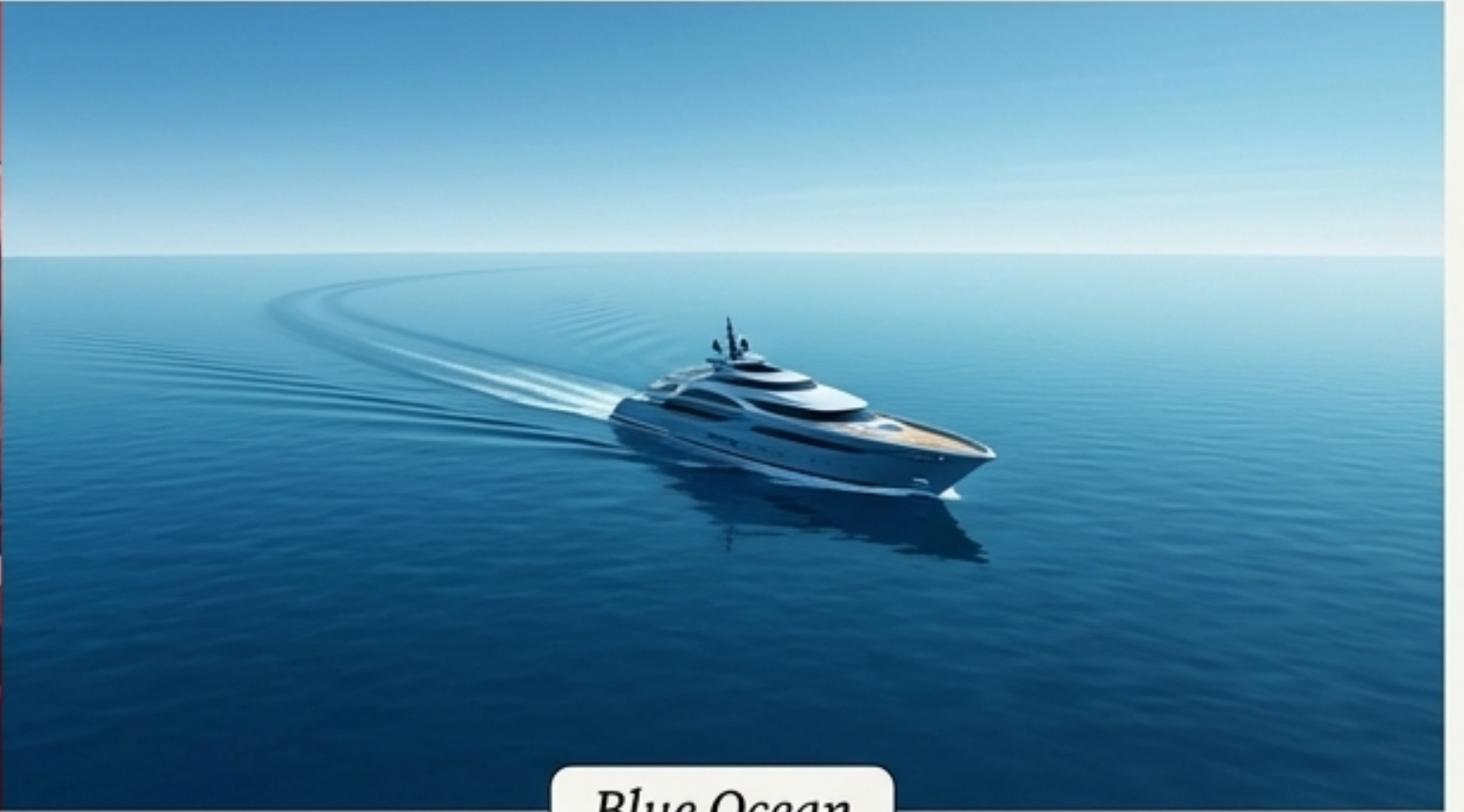
Phase 4: Signal Boost (Virality Enablers)

**How to engineer mechanics for exponential growth.*

Don't be a "me too" business. Create your own ocean.



Red Ocean



Blue Ocean

The Law of Leadership: Once the #1 spot is taken (e.g., Uniswap on Ethereum), it's incredibly difficult to dethrone. Most failed projects are "me too" businesses with slight iterations.

Competing in a "Red Ocean" is bloody. It's filled with rivals fighting over the same market share, leading to comparison fatigue for users.

The goal is to create a "Blue Ocean"—a new, uncontested market space where you are the only player. This makes you incomparable.

Engineering Your Blue Ocean: The Four Actions Framework

Analyze your competitors and the features the market takes for granted. Then, reshape your product to create a new value curve. This is how brands like Yellowtail Wine and Cirque du Soleil redefined their industries.

INCREASE

Which features should be raised well above the industry standard?

(e.g., Cirque du Soleil increased price and venue quality)

DECREASE

Which features were the result of competing but can be reduced?

(e.g., Yellowtail decreased focus on fancy bottle design)

REMOVE

Which features taken for granted by the industry can be eliminated?

(e.g., Cirque du Soleil removed animals)

ADD

What new features, never before offered, can you introduce?

(e.g., Cirque du Soleil added storytelling and live music production)

Your Narrative is Your Weapon.

Once you have a unique category, you need a story that unites your tribe. A strong community is built on three pillars:

1. A Contrarian Narrative

What do you believe to be true that the rest of the market hasn't realized yet? Speak about a narrative *before* it becomes the narrative.

2. A Villain

Who or what are you fighting against? Frame your project as the hero's guide to defeating a common enemy (e.g., Brave vs. data-stealing conglomerates; the anti-VC meta).

3. Slogans & Rituals

Create an inside language. Cults have their own lingo that signals belonging (e.g., Berachain's "ugabooga" or "BM" for Bear Morning). It creates an "in-group."

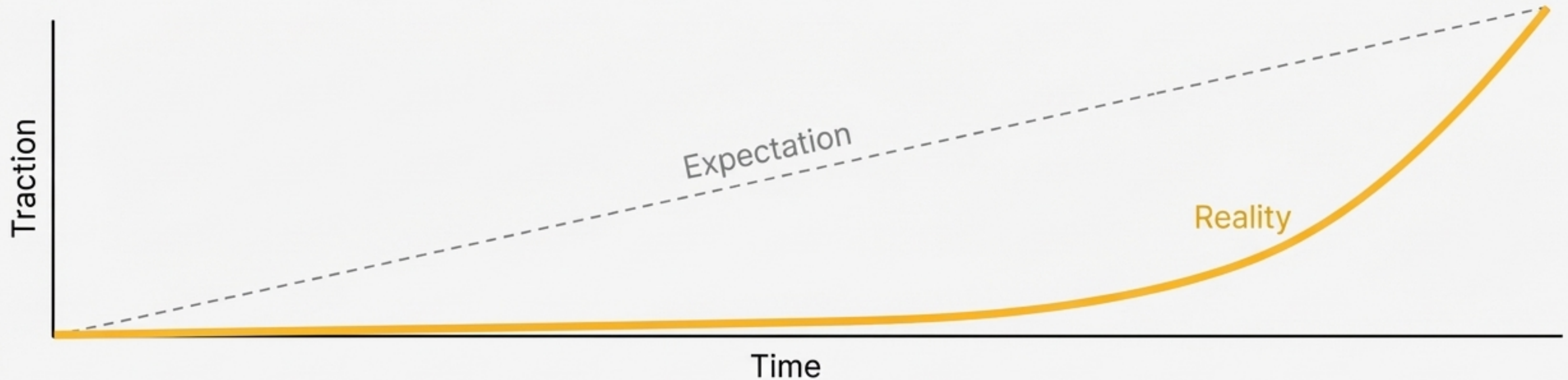
The StoryBrand Framework

The customer is the hero of the story, not your project. Your project is the guide that gives them a plan to achieve success.

Phase 2: Ignition & Liftoff

Escaping the Launchpad: Overcoming the Cold Start Problem.

A successful launch isn't linear. It's like arming a spring: a long period of tightening followed by an explosive release of energy. Your goal is to trigger curiosity, which precedes interest.



The Two Paths to Liftoff

Buy Your Way In (Influencer Marketing)

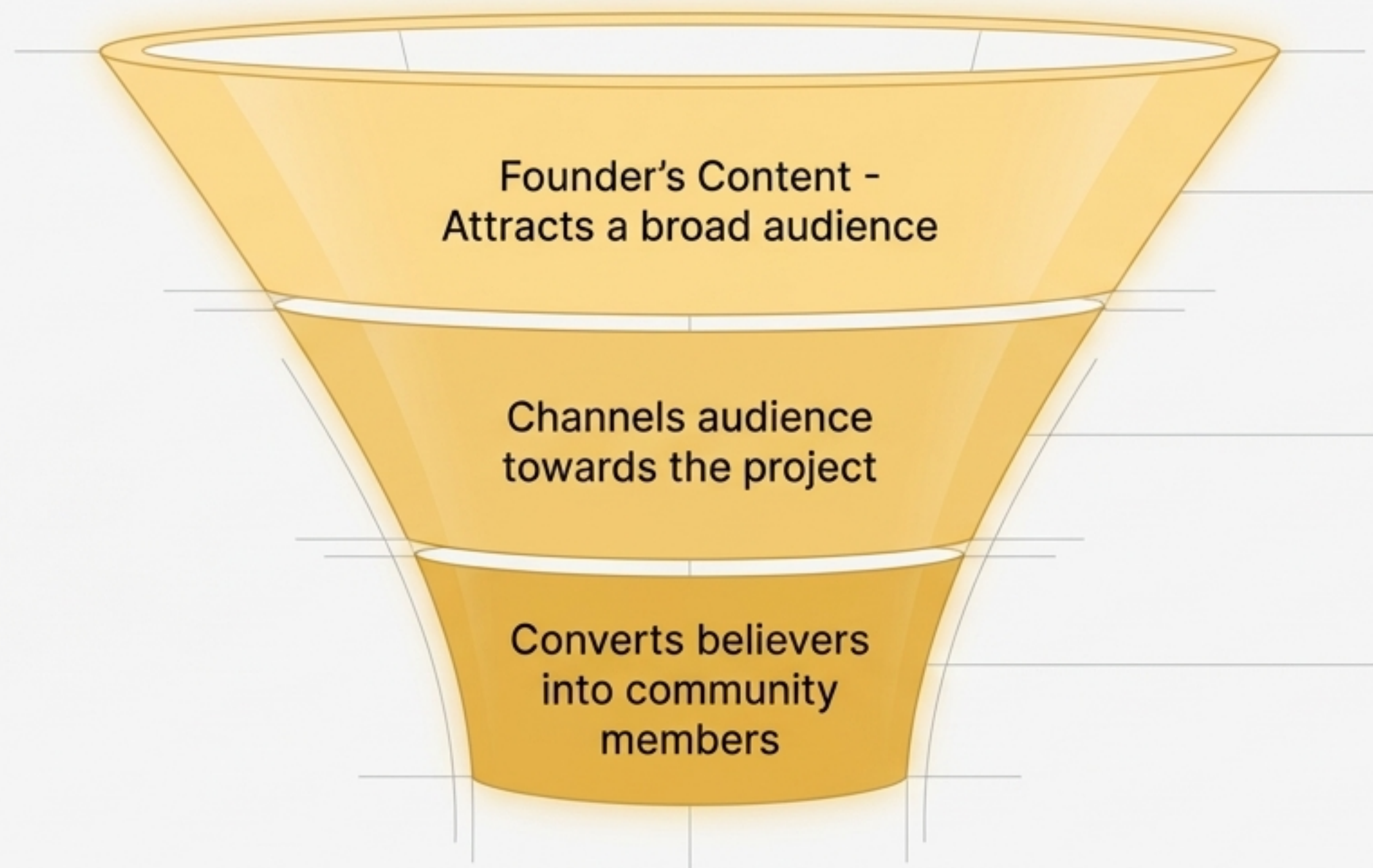
Pay to create the *perception* of hype. Costly and often smells inorganic.

Earn Your Way In (Network Arbitrage)

The founder builds a network of true supporters who provide authentic, earned engagement at launch, creating a cascading effect. This is the foundation of authority.

The Founder Funnel: Your Ultimate Authority Engine.

People don't connect with project accounts; they connect with people. Use the founder's account as the primary top-of-funnel machine to attract believers, not just followers. The goal isn't to be a viral creator; it's to become a respected Category King.



The 70/20/10 Content Rule

- 70% Expertise**
Opinions, observations, and experience that establish you as an authority.
- 20% Humanity**
Hobbies, humor, and personal stories that make you likable.
- 10% Project**
Direct updates, calls to action, and "billboard marketing."

Phase 3: Entering Orbit

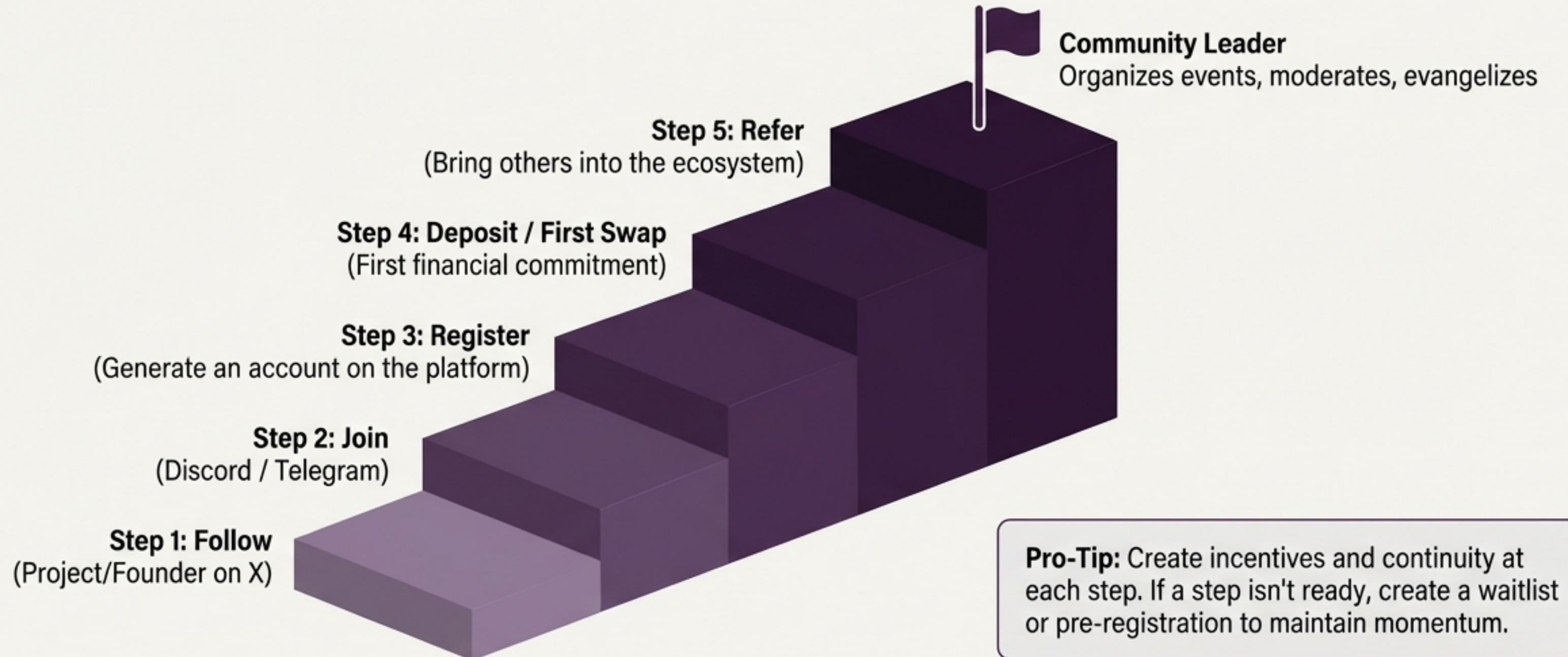
Eyeballs do not pay salaries.

Getting attention is only the first step. The next is converting that attention into actions that drive real growth.

Most projects fail here. They get people into a Discord, and the journey ends. The initial hype fades because there's no clear path forward. To maintain momentum and build a true community, you must design a clear journey for your members to follow, moving them from passive observers to active leaders.

The Community Commitment Curve

Transform strangers into community leaders by defining a clear sequence of actions. Each step deepens their commitment and integration into your ecosystem. Inspired by Airbnb's "Superhost" journey, your goal is to guide users up the curve.



Engineering Virality.

The best products have virality baked into them. Once you have an engaged community, you can amplify its growth by tapping into fundamental human drivers.

These four enablers are not just tactics; they are psychological levers that can be designed into your product, your launch, and your community structure to create a self-reinforcing growth loop.

The Four Virality Enablers



1. Social Proof (Public)

Make demand visible. Don't just have a waitlist; *show* the waitlist. Screenshot positive DMs and testimonials. Amplify every positive mention. The key is to **show, not just tell**.



2. Scarcity (Designed)

Create limitations at *every step* of the funnel, not just the final sale. Use invite-only access, limited-time roles, or capped deposits to increase conversion. FOMO = Greed + Scarcity + Urgency.



3. Hierarchy (Incentivized)

Humans are hierarchical creatures. Implement leaderboards, OG roles, and prestige levels for top contributors. People will work harder to climb a ladder, even for social status alone.



4. Greed (Speculative)

Acknowledge that people are in crypto to make money. Design mechanisms that allow for public speculation on potential returns. Outsized rewards for the #1 spot on a leaderboard can create massive hype.

The Post-Launch Game is a Game of Headlines.

Hype will always decay. Your token will go down.
The worst thing that can happen is not a price drop,
but for your project to disappear from the map.

You must remain **top of mind**.



The Post-Launch Strategy

Headline Marketing:

Continuously create and amplify major announcements. Think Pudgy Penguins in Walmart or joining a White House committee.

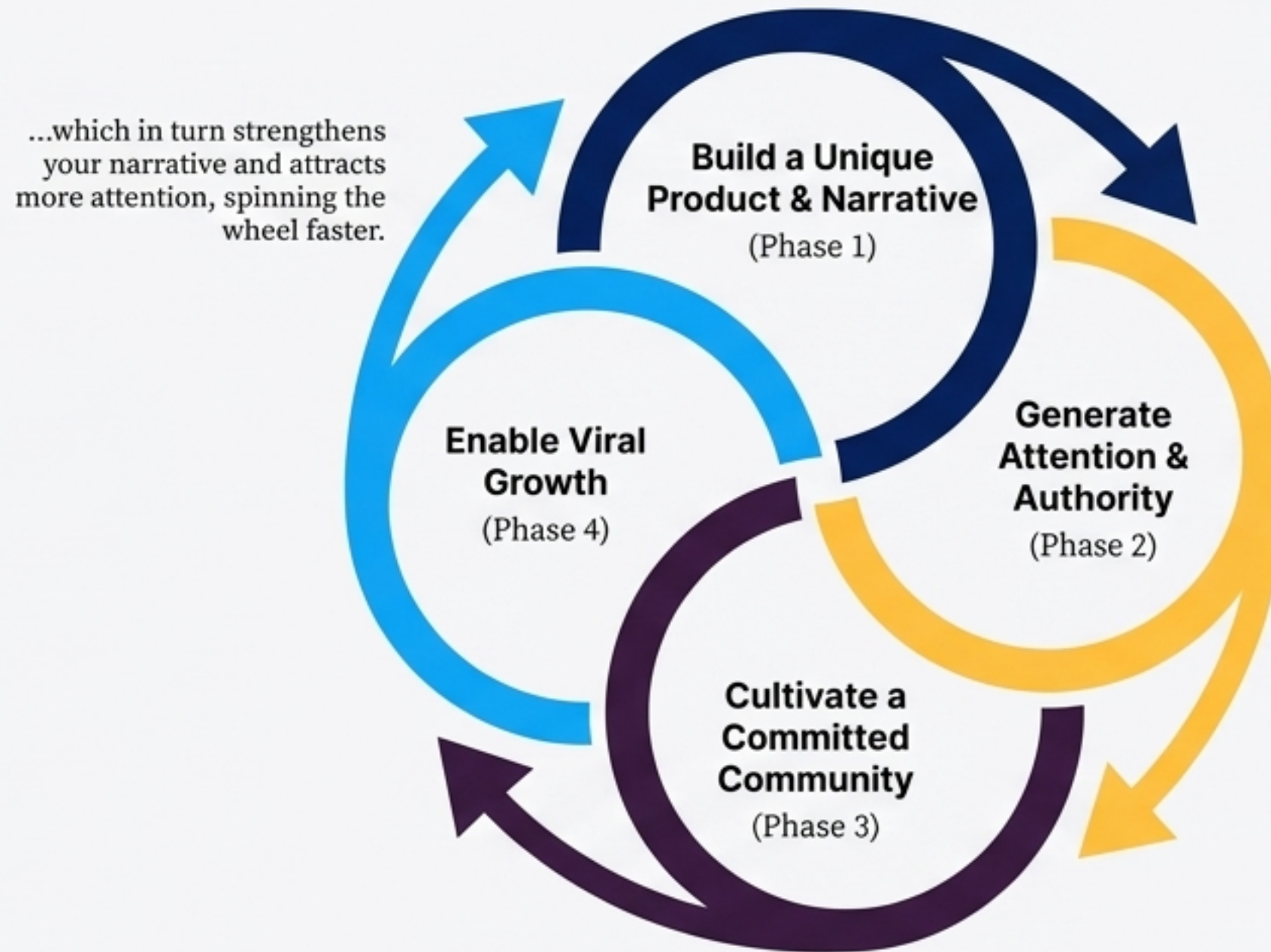
90-Day Announcement Cadence:

Before launching, have your next 90 days of major news and partnerships and loaded, ready to drop sequentially to maintain narrative momentum.

Amplify with Community:

Use your strong, cultivated community to make every headline feel bigger than it is.

Engineer Your Own Success.



**This is the blueprint. Own your narrative. Build your community.
The power to win is not in your code; it's in your hands.**