

BUIP148: Ecosystem Outreach & Marketing for BU & On-chain Scaling 2

Submitted by singularity

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Motivation

In November 2019 the operational BUIP132 was approved. This BUIP requested \$30,000 for expenditures necessary to continue with further outreach and marketing initiatives. Since then there have been a number of things that have happened within the ecosystem, a major one being that the BCH ecosystem has pushed for decentralised development and against the recent IFP debacle. It is important now that BU refocuses its efforts in being a leader within the space, and bringing Bitcoin to the world.

Objectives

To continue with more outreach and marketing initiatives building on the results from BUIP132. BU is an important and valuable entity within the BCH ecosystem. Its consistent focus on bringing peer-to-peer electronic cash to as many people as possible has not wavered, and it is important that its efforts do not go to waste. By using resources to communicate BU's core message and initiatives, not only to the BCH ecosystem but also to the wider cryptocurrency industry, BU's impact can be amplified. The goal of this BUIP is to expand the reach BU has within the wider Bitcoin industry and provide the quality branding that BU deserves to match its excellent work.

Funding

Budget: \$30,000 over a six-month period commencing from the date of vote.

Commitment of funds will only be made for focused initiatives and costs directly incurred in ecosystem outreach, social media communication, video content, messaging, branding and other awareness strategies.

The elected BU officials: President, Secretary and Developer will jointly agree expenditures for outreach initiatives.

Impact

By better communicating the excellent work that BU does within the ecosystem through the use of visually rich, digestible and branded messaging, BU will become an even more capable leader for the BCH ecosystem. It will allow BU to communicate complex but crucial subjects more effectively while reaching a wider audience. This BUIP will encourage further engagement and participation of not only the BU membership but also the wider BCH community in BU, which will offer significant advantages over the long-term.

Deliverables from BUIP132

Social Media Account Management

Since the implementation of BUIP132 the Bitcoin Unlimited social media accounts have come alive. BU now has official [Twitter](#), [Read.cash](#), [Reddit](#), [Telegram](#), [Facebook](#), [LinkedIn](#), and [Youtube](#) accounts.

Brand Refresh

BU now has a beautiful new brand that has been widely praised and gives it the professional image it deserves. This includes a new logo, color palette, design elements, and even a logo animation. Below you will find the official BU brand guidelines and logo animation.

Informational Video

This year a new video was produced to provide an introduction to what Bitcoin Unlimited is, what it does and why. This will allow people new to BU to get rapidly up to speed and hopefully get involved. This video can be found below.

Content

A number of articles were released to communicate officially on behalf of BU. These can be found on Reddit and Read.cash.

Deliverables of BUIP148

Social Media Account Management

A continued active presence across multiple relevant social media platforms.

Video Content

Fortnightly pre-recorded and live-streamed videos including interviews, discussions and debates of BU leaders, members and guests. For a professional production quality a set of branded assets will be created including; an intro animation toolkit, outro animation, lower thirds animation toolkit.

Episode 1 has already been recorded with Andrea Suisani where Graphene and ultra-long transaction chains were discussed. Episode is planned for the coming weeks with Peter Rizun to discuss his new Cash Drive technology.

Written Content

Content written to communicate key messages from Bitcoin Unlimited to the wider community.