

Marketing and Partnership

Marketing Strategy .1

Community Engagement: Building a loyal and active community is at the core of Shahnameh T2E's marketing strategy. The project will utilize platforms like Telegram, Twitter, and Instagram to share updates, host discussions, and engage directly with users. Regular AMAs, community events, and contests will be held to foster a strong connection with the audience.

Influencer Marketing: Collaborating with influencers in the blockchain, gaming, and cultural storytelling spaces to expand reach and build credibility. Influencers will share content about the game, participate in live streams, and educate their followers on the unique aspects of Shahnameh T2E.

Content Marketing: Creating high-quality, informative content to educate users about Shahnameh, blockchain technology, and the game's mechanics. This includes blog posts, explainer videos, tutorials, and social media content that highlights the cultural significance of the project and the benefits of T2E gameplay.

Paid Advertising: Leveraging targeted advertising on crypto and gaming platforms to reach potential users. Ads will focus on the game's unique offering, cultural significance, and potential rewards, drawing attention to the token presale and game launch.

NFT and Crypto Events: Participating in relevant blockchain and gaming events, both online and offline, to increase visibility and connect with potential investors, partners, and users. Shahnameh T2E aims to present the project at conferences, webinars, and industry meetups to showcase its innovation and cultural relevance.

Partnerships .2

Banking Partnerships: Collaborating with local banks to enable REAL token-to-currency conversion, providing users with a direct and seamless way to benefit financially from their in-game earnings. This partnership aims to add real-world value to the in-game currency, bridging the gap between digital assets and traditional financial systems.

Cultural Organizations: Partnering with cultural institutions and organizations dedicated to preserving Persian heritage. These partnerships can provide access to a broader audience interested in cultural preservation and allow Shahnameh T2E to benefit from shared resources and expertise.

Blockchain and Crypto Projects: Establishing strategic alliances with other blockchain and crypto projects to integrate Shahnameh T2E within a broader digital ecosystem. This could include partnerships for co-marketing efforts, shared community engagement, or technological collaborations that enhance the project's value and functionality.

Educational Institutions: Working with universities and educational platforms to promote Shahnameh T2E as a tool for learning about Persian culture and blockchain technology. This could involve developing curriculum content, offering game-based learning experiences, and engaging students through special events or challenges

Influencers and Content Creators: Formal partnerships with influencers and content creators who align with the project's mission to share Persian culture through gaming. These creators can help drive awareness, share insights, and create content that resonates with their followers, thereby expanding Shahnameh T2E's reach

By combining a robust marketing strategy with diverse partnerships, Shahnameh T2E aims to build a global community, attract a wide user base, and establish itself as a unique player in the blockchain gaming and cultural preservation sectors. These efforts will not only promote the game but also create long-term value for users, partners, and investors alike