

MARKETING PLAN – ARTÈ PARK PROJECT

1. STRATEGIC OBJECTIVES

- Position Artè Park as a **cultural and architectural icon** on a global level
 - Achieve international visibility across **art, architecture, technology, sustainability, and alternative investment** sectors
 - Activate the capital fundraising funnel through **JTVault (JTV)**
 - Engage **sponsors, public partners, media, and opinion leaders**
-

2. TARGET AUDIENCE

- **Private and institutional investors** (impact, ESG, art-tech sectors)
 - **Public institutions and cultural foundations**
 - **Collectors and NFT / crypto art communities**
 - **Architects, designers, contemporary artists**
 - **Cultural and tech media influencers**
 - **High-end cultural and wellness tourism**
-

3. MAIN CHANNELS

Digital Marketing

- **Official website** (SEO multilingual, dedicated investor/artists/events sections)
- **Social media campaigns** (Instagram, LinkedIn, X/Twitter, Facebook, TikTok)
 - Video capsules on project progress
 - Stories on Santi Sindoni and the symbolic language of Artè Park
- **Bimonthly newsletters** targeting investors and fanbase

Media Relations & PR

- International PR agency (culture, economics, lifestyle)
- Press releases to specialized media (e.g., Artribune, Forbes, Dezeen, Cointelegraph)
- Publications in Tier 1 newspapers (The Guardian, Le Monde, Corriere)

Events & Fairs

- **Official launch presentations** in London and Milan with immersive art installations
- Attendance at **fairs and biennials** (Art Basel, Venice Biennale, London Design Week)
- NFT & Blockchain events (NFT NYC, Paris Blockchain Week, Decentral Art Fair)

Cultural Branding

- Collaborations with artists and universities for exclusive content
- Traveling exhibitions on “The Vision of Artè”
- Multilingual podcast: *The Vision of Artè*

Community Building & DAO

- JTV airdrops for early supporters
- Telegram / Discord community with reward mechanics
- Country Ambassador Programs (UK, UAE, Italy, Korea, USA)

4. TIMELINE PHASES

Phase	Period	Key Actions
Awareness Phase	Q2–Q3 2025	Branding, website, NFT teaser, press
Engagement Phase	Q4 2025	Media partnerships, DAO activation
Conversion Phase	Q1 2026	NFT sales, JTV token launch, roadshow
Consolidation	Q2–Q4 2026	Park opening, media coverage, DAO scale-up

5. SUCCESS METRICS (KPIs)

- Social impressions and engagement rate
- Unique website visitors / bounce rate
- Token conversions / active holders
- Tier 1 media coverage
- DAO participation rate
- NFT volumes linked to Artè Park
- Qualified investor leads from IR campaigns

6. MARKETING BUDGET (12-MONTH ESTIMATE)

Item	Budget (€)
Digital Advertising & SEO	150,000
PR & Press Office	120,000
International Events & Fairs	200,000
Content Production (photo/video/podcast)	90,000
Social Media Management	80,000
Community & DAO Engagement	60,000
Merchandising & NFT Launch	50,000
Total Estimated	€750,000

CONCLUSION

The Artè Park marketing plan is designed to build a **global, emotional, and sustainable narrative**, capable of attracting capital, talent, and media attention. The project fuses **art and blockchain**,

spirituality and technology, and positions itself as an **international cultural brand** supported by a robust, scalable, and measurable communication strategy.
