

NFT Brand Marketing Mix

PRODUCT

- What type of NFT is it?
- How will people use the NFT?
- What is the NFT collection named?
- What does the NFT look like?

PRICE

- What is the cost to produce the NFT collection?
- What are the fees and royalties?
- What is the minting strategy?

PLACE

- Where does the target audience live?
- On which chain is the NFT built?
- On which marketplace(s) is the NFT offered?
- Where can the NFT be used?

PROMOTION

- Which media channels are best aligned with the target audience?
- What are competitive NFT brands doing to promote themselves?
- How do market swings impact promotional messages and tactics?