

Ard Adz Social Strategy - Opulous Socials

Key Dates

- Announcement Date: TBC
- Sale Date: TBC

Objectives

- Increase awareness of the S-NFT sale
- Increase Opulous brand awareness
- Increase Opulous social media following
- Increase Opulous engagement
- Increase Opulous mailing list
- Sell out S-NFT sale
- Gain as much coverage as possible from publications, influencers etc.
- Build user trust in the Opulous brand

KPIs

- Socials engagement
- Socials following increase
- Blog Visits
- Blog link clicks
- Website traffic
- Mailing list increase
- S-NFT sales
- S-NFT sale time

Traffic

- Prior to release driving traffic to our [BLOG](#)
- Release day onwards driving traffic to [Republic deal page](#)

SOCIAL ASSETS BRIEFS & CAPTIONS*

*Assets and social copy subject to change & approval

NFT S-NFT INCOMING POST

RATIO

1080x1080
1080x1920
1920x1080

COPY

S-NFT

New sale incoming!

ASSETS





TWITTER CAPTION

NEW S-NFT sale announcement coming TOMORROW 🐱

Who's ready? 🔥

\$OPUL \$ALGO #NFTs

INSTAGRAM CAPTION

NEW S-NFT sale announcement coming TOMORROW 🐱

Who's ready? 🔥

#Opulous #Algorand #NFTs

PRE-ANNOUNCEMENT POST

****IMAGE****

Gif from Twitter of someone excited.

****TWITTER COPY****

Announcement coming 8PM UTC 🚀

Who's ready for #OPULSZN? Let us know in the comments 🙌

\$OPUL \$ALGO #NFTs

ARD ADZ S-NFT SALE ANNOUNCEMENT

****VIDEO BRIEF ****

<https://docs.google.com/document/d/1Euy3KyNtV4RpUXJba1cViuLMlxK0uMZVbl8wshscOfY/edit#heading=h.ss3u2iy1370e>

****TWITTER CAPTION****

🔥 NEW S-NFT SALE INCOMING 🔥

We are excited to announce 'Patek Myself' from @ArdAdz will be our next S-NFT launch coming on DATE TBC 🚀

It doesn't stop there. We're also introducing our FIRST ever generative artwork collection 🤖

Find out more → [LINK TO BLOG](#)

\$OPUL \$ALGO #NFTs

****INSTAGRAM CAPTION****

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It doesn't stop there. We're also introducing our FIRST ever generative artwork collection 🤖

Find out more via Medium link in our bio 🔗

#Opulous #Algorand #NFTs

EARLY ACCESS POST

RATIO

1080x1080
1080x1920
1920x1080

COPY

S-NFT SALE

Get early access by holding OPUL tokens

NOTES

Text on the left and then fading into the image on the right

ASSETS





****TWITTER CAPTION****

We are giving \$OPUL holders the chance to get EARLY ACCESS for our next S-NFT sale 🚀

Find out more → [LINK TO BLOG](#)

\$ALGO #NFTs

****INSTAGRAM CAPTION****

We are giving \$OPUL holders the chance to get EARLY ACCESS for our next S-NFT sale 🚀

Find out more via link in bio 🔗

\$ALGO #NFTs

ARD ADZ INSTAGRAM LIVE ANNOUNCEMENT

RATIO

1080x1080

1080x1920

1920x1080

COPY

LIVE Q&A

ARD ADZ SPECIAL

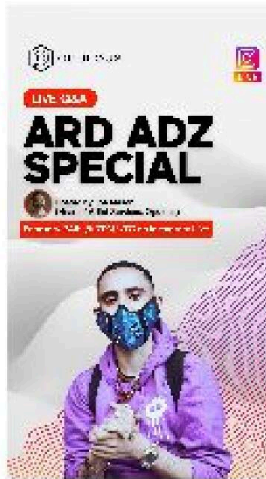
DATE TBC @ 7PM UTC

Live on Instagram Live

Hosted by Joe Mason (Head of Artist Services, Opulous)

ASSETS (DATES SUBJECT TO CHANGE)





****TWITTER CAPTION****

Join our Instagram Live with @ardadz tomorrow @ 7PM UTC 🔥

Learn more about our S-NFT launch, Generative Art Collection and MORE! 🚀

Follow here ➡ bit.ly/Opulous_IG
Set a reminder via our Instagram Story 💡

\$OPUL \$ALGO #NFTs

****INSTAGRAM CAPTION****

Join our Instagram Live with @ardadz tomorrow @ 7PM UTC 🔥

Learn more about our S-NFT launch, Generative Art Collection and MORE! 🚀

Set a reminder via our Instagram Story 💡

See you there! 🍀

#Opulous #Algorand #NFTs

ARD ADZ INSTAGRAM LIVE - LIVE NOW POST

RATIO

1080x1080

1920x1080

1080x1920

COPY

LIVE NOW

Q&A with Ard Adz!

Join us on Instagram Live

Hosted by Joe Mason (Head Of Artist Services, Opulous)

ASSETS





TWITTER CAPTION

Our Q&A has begun on our Opulous Instagram Live 🎤

Join us and ask questions about our upcoming S-NFT sale with @ArdAdz 🚀

➡ bit.ly/Opulous_IG

\$OPUL \$ALGO #NFTs

*INSTAGRAM CAPTION

Our Q&A has begun on our Instagram Live 🎤

Join us and ask questions about our upcoming S-NFT sale with @ArdAdz!

\$OPUL \$ALGO #NFTs

COMMON GENERATIVE ARTWORK ANNOUNCEMENT

RATIO

1080x1080
1080x1920
1920x1080

COPY

GENERATIVE ARTWORK COLLECTION

COMMON

ASSETS





TWITTER CAPTION

🔥 GENERATIVE ART INCOMING 🔥

The first 150 to invest at least \$200 in our Patek Myself S-NFT sale will receive a unique Common level generative art #NFTs from our upcoming collection! 🙌

Early access for \$OPUL holders 🙌

➔ [LINK TO BLOG](#)

\$OPUL \$ALGO

INSTAGRAM CAPTION

🔥 GENERATIVE ART INCOMING 🔥

The first 150 to invest at least \$200 in our Patek Myself S-NFT sale will receive a unique Common level generative art #NFTs from our upcoming collection! 🙌

Early access for \$OPUL holders 🙌

Find out more via Medium link in our bio!

\$OPUL \$ALGO

ARD ADZ NEW ARTIST POST

RATIO

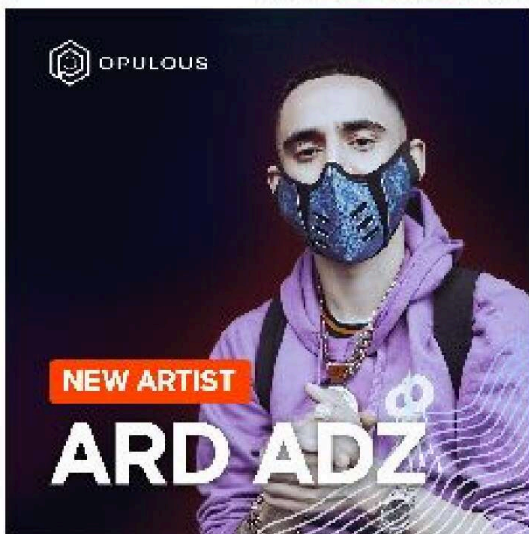
- 1080x1080
- 1920x1080
- 1080x1920

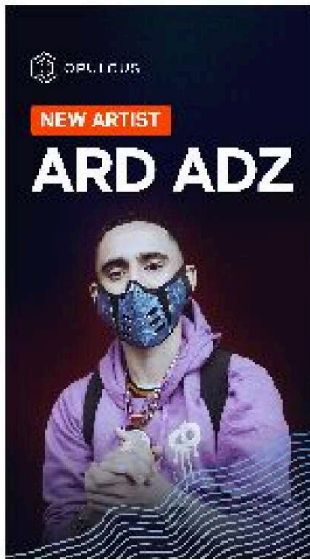
COPY

NEW ARTIST

ARD ADZ

ASSETS





****TWITTER CAPTION****

We can't wait for the upcoming S-NFT launch with @ardadz 🔥

Find out more → [LINK TO BLOG](#)

\$OPUL \$ALGO

****INSTAGRAM CAPTION****

We can't wait for the upcoming S-NFT launch with @ardadz 🔥

Find out more via link in bio!

#Opulous #Algorand #NFTs

RARE GENERATIVE ARTWORK ANNOUNCEMENT

RATIO

1080x1080

1080x1920

1920x1080

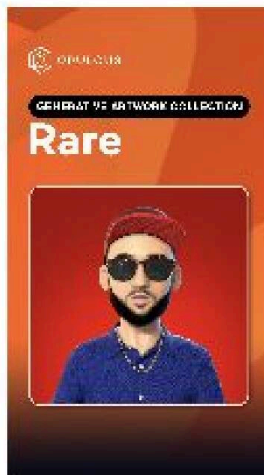
COPY

GENERATIVE ARTWORK COLLECTION

TIER: RARE

ASSETS





TWITTER CAPTION

⚡ RARE #NFT PERKS ⚡

The first 30 investors who invest at least \$500 will receive:

- 🔥 Unique RARE level generative art #NFT
- 🎵 Signed CD from Ard Adz
- 🎫 2 tickets to a Ard Adz headline show
- 👕 Limited Edition T-Shirt

Find out more [→](#)

\$OPUL \$ALGO

*INSTAGRAM CAPTION

⚡ RARE #NFT PERKS ⚡

The first 30 investors who invest at least \$500 will receive:

- 🔥 Unique RARE level generative art #NFT
- 🎵 Signed CD from Ard Adz
- 🎫 2 tickets to a Ard Adz headline show
- 👕 Limited Edition T-Shirt

Find out more via Medium link in bio [🔗](#)

#Opulous #Algorand

SUPER RARE GENERATIVE ARTWORK ANNOUNCEMENT

RATIO

1080x1080

1080x1920

1920x1080

COPY

GENERATIVE ARTWORK COLLECTION

SUPER RARE

ASSETS





****TWITTER CAPTION****

🔥 SUPER RARE #NFT PERKS 🔥

The first 10 investors who invest at least \$2k will receive:

- 🔥 Unique SUPER RARE level art #NFT from our upcoming collection
- 🔊 @ArdAdz x Opulous customized speaker
- 👥 Zoom call with @ArdAdz
- + All RARE perks

➔ [LINK TO BLOG](#)

\$OPUL \$ALGO

****INSTAGRAM CAPTION****

🔥 SUPER RARE #NFT PERKS 🔥

The first 10 investors who invest at least \$2k will receive:

- 🔥 Unique SUPER RARE level art #NFT from our upcoming collection
- 🔊 @ArdAdz x Opulous customized speaker
- 👥 Zoom call with @ArdAdz
- + All RARE perks

Find out more via Medium link in bio.

#Opulous #Algorand

ULTRA RARE GENERATIVE ARTWORK ANNOUNCEMENT

RATIO

1080x1080
1080x1920
1920x1080

COPY

GENERATIVE ARTWORK COLLECTION

ULTRA RARE

ASSETS





TWITTER CAPTION

🔥 ULTRARARE #NFT PERKS 🔥

The first TWO investors who invest at least \$5k will receive:

- 🎨 A unique ULTRA RARE level artwork
- 🎵 Studio session with @ardadz
- 🔥 ALL perks from SUPER RARE & ULTRA RARE TIERS.

Find out more [→](#)

\$OPUL \$ALGO

INSTAGRAM CAPTION

🔥 ULTRARARE #NFT PERKS 🔥

The first TWO investors who invest at least \$5k will receive:

- 🎨 A unique ULTRA RARE level art NFT from the upcoming generative artwork collection
- 🎵 Studio session with @ardadz
- 🔥 ALL perks from SUPER RARE & ULTRA RARE TIERS.

Find out more via link in bio!

#Opulous #Algorand

SALE GOING LIVE IN 1 HOUR POST

RATIO

1080x1080

1080x1920

1920x1080

COPY

SALE STARTS IN

1 HOUR

Opulous logo

ASSETS



TWITTER CAPTION

Early access ticket holders will be emailed soon with pre-sale access! 🙌

Pre-sale TBC PM UTC

General Sale: TBC PM UTC

Good luck everyone! 🙌

\$OPUL

INSTAGRAM CAPTION

Early access ticket holders will be emailed soon with pre-sale access! 🙌

Pre-sale UTC

General Sale: UTC

Good luck everyone! 🙌

#Opulous

ARD ADZ 'PATEK MYSELF' SALE LIVE NOW

****ASSET****

Video voiceover brief - **in production:**

<https://docs.google.com/document/d/1bXAEIvu8NoPabGhMQza80I46AP25rYNVuhQ2C3vcRvE/edit#>

****TWITTER CAPTION****

🔥 Patek Myslef S-NFT sale is LIVE 🔥

Buy here ➡️ [LINK TO REPUBLIC DEAL PAGE](#)

See T&Cs ➡️ [LINK TO T&Cs](#)

Good luck everyone! 🚀

#NFTs \$OPUL \$ALGO

****INSTAGRAM CAPTION****

🔥 Patek Myslef S-NFT sale is LIVE 🔥

Buy now via link in our bio!

T&Cs via link in our bio!

Good luck everyone! 🚀

#NFTs #Opulous #Algorand

ALLOCATION NEARLY GONE POST

****RATIO****

1080x1080

1920x1080

1080x1920

****COPY****

Screenshot of the republic page

****NOTES****

<https://twitter.com/opulousapp/status/1456270911565299723>

****TWITTER CAPTION****

Wow. Over TBC% of the allocation has already gone!

Selling out QUICK 🔥

Buy here [➡ LINK TO DEAL PAGE](#)

LET'S GO! 🚀

\$OPUL \$ALGO

SOLD OUT POST

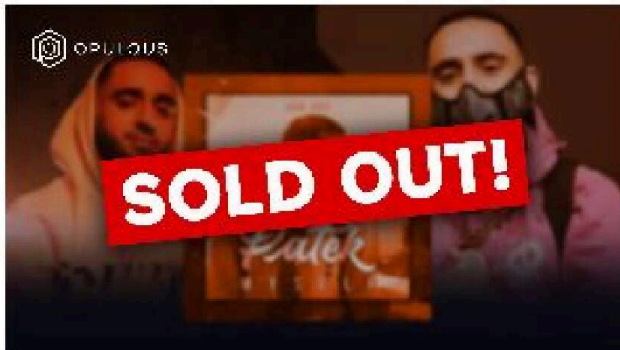
RATIO

1080x1080
1920x1080
1080x1920

COPY

S-NFT POSTER with SOLD OUT

ASSETS





****TWITTER CAPTION****

🔥 SOLD OUT 🔥

Congrats to everyone who managed to get an S-NFT. Updates on minting are coming soon, so stay tuned!

Let us know in the comments if you managed to secure an S-NFT 😊👉

\$OPUL \$ALGO @joinrepublic

****INSTAGRAM CAPTION****

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Let us know in the comments if you managed to secure an S-NFT 😊👉

\$Opulous #Algorand @joinrepublic

Ad Adz: You've secured your S-NFT, so what's next?

RATIO

1080x1080

1080x1920

1920x1080

COPY

BLOG

You've secured your S-NFT, so what's next?

ASSETS



TWITTER CAPTION

Our S-NFT sale of 'Patek Myself' by @ardadz has now finished, so we've rounded up all the key information you'll need to know 🙌

Find out what's next [→](#) LINK TO BLOG

\$OPUL

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Find out what's next via our Medium link in bio!

\$OPUL

END OF DOCUMENT



Can you vouch for John Doe?

John has applied to raise funding for Company Name on Wefunder and provided your name as a personal reference.

| *Quote goes here*

Wefunder has raised hundreds of millions for startups that later went on to raise over \$5 billion in follow-on funding from venture capitalists.

Can you vouch for John?

VOUCH FOR JOHN

LEARN MORE

About Wefunder

We help anyone invest as little as \$100 in the startups they believe in. We're also a Public Benefit Corporation with a mission to keep the American dream alive. We aim to help 20,000 founders get off the ground by 2029.

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