Abstract:

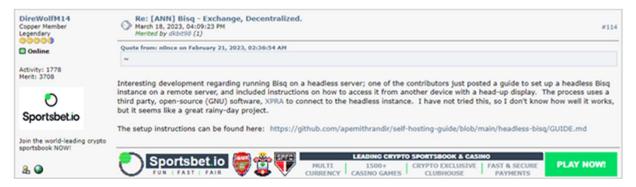Proposal to advertise Bisq on the bitcoin forum, bitcointalk.org.

The bitcoin forum was started by the creator of bitcoin, the pseudonymous "Satoshi Nakamoto," and continues to be most frequently visited discussion platform dedicated to cryptocurrency, and more specifically bitcoin. Many new users find it a great way to learn about and start using bitcoin. Forum administration espouses a free economy, and one has been allowed to develop on the forum. Among the goods and services available, advertising has been a significant part of the forum's economic landscape.

Many crypto startups have turned to the forum to draw attention to their projects, and many have enjoyed success for doing so. Among the many services that have grown their brand by initially advertising on the forum are two notable cryptocurrency casinos who've grown to also sponsor English Premier League football clubs, and a notorious bitcoin mixer which grew to be the largest and most widely used mixing service in history by advertising solely on the bitcoin forum.

Forum Statistics:

- Total Members: 3,526,175
- Total Posts: 61,895,606
- Total Topics: 1,348,226
- Average registrations per day: 293
- Average posts per day: 5386
- Average topics per day: 217
- Average online users: 124
- Average page views per day: 984,622

Forum administration doesn't facilitate advertising on the forum, but rather the advertiser contracts with members of the forum directly or through a campaign manager to rent the participants' avatar and signature space. The user's profile is used to display a logo in the avatar space, and advertisement in the signature space which can include hyperlinks, text, and line art. As an example:

Ideally, prominent members are chosen to participate due to their post quality, activity factors, and notoriety. Essentially, the campaign participants are chosen for their prior and future contributions the forum community. Typically, a member of the forum with campaign management experience is chosen to orchestrate the initialization and management of the campaign. The campaign manager selects participants, confirms participants are adhering the campaign requirements, and evaluates and qualifies posts for payments. Often the CM will also hold the campaign funds in escrow, and remits payments to participants on a weekly basis. Although I have no experience

managing campaigns, I have had coaching from a couple of highly reputable managers in recent weeks. I've also participated in several campaigns and know the workings well enough to be confident in undertaking the responsibilities. To facilitate the campaign, I have chosen to employ my own funds with the understanding that approval of my proposal will allow me to submit my expenses for reimbursement. Proposal: A twelve-week long trial campaign with 12 participants, cost metrics as follows:

Proposed payment per post in USD value Weekly limit of 25 qualifying posts will be paid			
Roll	Cost	Qty	Total
Participant, Legendary	$4.00	25	$100.00
Participant, Hero	$3.60	25	$90.00
Participant, Senior	$3.20	25	$80.00
Campaign Management			
Roll	Cost/Part.	Qty Part.	Total
Campaign Management	$10.00	12	$120.00
Initial Expenses			
Roll	Cost/Part.	Qty Part.	Total
Signature Design	$100.00	2	$200.00
Recuring expenses, weekly			
Roll	Cost	Qty	Total
Campaign Management	$120.00	1	$120.00
Participant, Legendary	$100.00	3	$300.00
Participant, Hero	$90.00	3	$270.00
Participant, Senior	$80.00	6	$480.00
Summary of expenses			
Weekly Costs			$1,170.00
Number of weeks for trial			12
Total Campaign period cost			$14,040.00
One time fee to create 2 signatures			$200.00
Total costs as proposed			$14,240.00

Definition of qualifications for payment:

- Up to 25 constructive posts per week will qualify for payment.
- Posts must have been posted during the weekly period to qualify and cannot be a repeated post from a previous week.
- Posts in certain threads or sections of the forum that do not lend value to the promotion of Bisq do not qualify for payment.
- The approved and unaltered signature must remain in the participant's profile for the entire weekly period to qualify for payment.

Timeline:

I propose to conduct the experimental trial-period phase of the campaign during the northern hemisphere's winter months since that tends to be when the forum experiences most of its usage. This may lead to anomalous results, however this means that the trial period will be most effective, even if campaign does not continue.

- Commencement of trial period: November 12, 2023
- Conclusion of trial period: February 3, 2024

Effectiveness:

Assessment of the effectiveness of the advertising campaign can be made by using metrics such as:

- Increase in revenue.
- Increase in volume of trades on Bisq.
- Increase in unique visits to Bisq.network.

An increase in revenue is the most critical assessment metric. To be effective, the campaign must demonstrate an increase in revenue at least 10% greater than the cost of the campaign.