

**CREATIVE
MARKETING
IN AN
INCREASINGLY
REMOTE WORLD**

A Monthly Writing Contest in Partnership



The screenshot shows the IGN website interface. At the top left is the IGN logo with 'US' next to it. Below the logo is a 'BIG STORY' section with a red-tinted image of Henry Cavill and the text 'Henry Cavill Wants to Play Geralt in Netflix's The Witcher'. The main content area has a search bar and navigation links for 'Shows', 'Reviews', 'PS4', 'Xbox', 'PC', 'Nintendo', and 'Movies'. The article title is 'DEAD CELLS REVIEW - REMOVED' with a timestamp of '6 AUG 2018 9:00 AM PDT'. Below the title is a 'Share.' button. The main text reads: 'BY IGN STAFF → Editor's Note: As a group of writers and creators who value our own work and that of others in our field, the editorial staff of IGN takes plagiarism very seriously. In light of concerns that have been raised about our Dead Cells review, we've removed it for the time being and are investigating.'

The screenshot shows a 'Choose Difficulty' screen from a video game. At the top, it says 'Choose Difficulty'. In the center is a cartoon character with a serious expression, wearing a black shirt with 'Gamesbeat' written on it. Below the character are two curved arrows pointing left and right, labeled 'L2' and 'R2' respectively. Below the character, the text 'VIDEO GAME JOURNALIST' is on the left and 'GAMER' is on the right. At the bottom, there are two buttons: 'Back' with a circle icon and 'Select and Continue' with a cross icon. A yellow rectangular highlight is positioned below the 'VIDEO GAME JOURNALIST' text.

THE PROBLEM WITH CURRENT INFLUENCER/OUTREACH TACTICS

**MODERN
INFLUENCER
OUTREACH
IS**

Time Consuming - emails, follow ups, interviews, embargoes...

Costly - \$1000s for a single post, 10s video ad, sponsored articles...

Forced - Decreases passion, alienates audiences...

A WRITING
CONTEST ON
HACKER NOON
IS

Seamless - On HackerNoon, we handle all editorial and promotion...

Effective - 100s of original articles and SM posts with your brand name...

Genuine - Your fans write what they're passionate about, no forced ads or paid reviews...

Personal - Increased brand reputation by giving back to the community through the contest awards...

OUTREACH - IMPLEMENTATION - UPKEEP

PROPOSAL OUTLINE

OUTLINE

Contest Promotion

- Promote internally on Hacker Noon (blog posts, newsletters, banner ads)
- Promote on FB, Instagram, Twitter, and LinkedIn
- Cross post between HN and your brand's social media accounts
- Run ads on writing gig and contest websites

Handling Submissions

- Submissions come into HN's platform
- All stories get a custom tag like
- Get tagged page on HN to house submissions
- Editorial team reviews, edits, and publishes submissions
- The 10 posts with most traffic are voted on by editorial team and top 5 are awarded prizes each month

Prize Breakdown

- **1st Place** gets \$2000
- **2nd Place** gets \$1500
- **3rd Place** gets \$1000
- **4th Place** gets \$800
- **5th Place** gets \$500

PAST CONTEST EXAMPLES

#build-velo-web-app stories

Use your software development skills to test Velo by Wix and stand to win \$2000

Subscribe

Win \$2000 by building a web app on Velo by Wix



Visit Wix
<http://bit.ly/30k50Z>

promoted

Building a Wedding Website in 5 Minutes from Scratch



@webdeveloper123
Ella R. Woodard
4min
04/07/21

How to Register Users on Your Wix Website



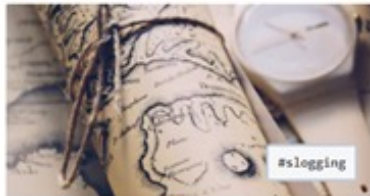
@stefanhorne
Stefan Horne
8min
03/30/21

How to Make an Online Timer via Velo's GUI or JavaScript Editor



@amateurweb
The Amateur Web
3min
03/12/21

How to Win the Velo Writing Contest: A Detailed Cheat Sheet



@arthur.tkachenko
Arthur
3min
03/10/21

Building a Website for a Dental Clinic Using Wix and Velo



@webdentist
Forest William
4min
03/10/21

#decentralized-internet stories

How can we make the internet work for the end user? Anyone who publishes on the #decentralized-internet tag on HackerNoon will be entered to win a monthly prize as part of the Decentralized Internet Writing Competition by Free TON & HackerNoon.

Subscribe

Enter The Decentralized Internet Writing Contest



Visit HackerNoon+FreeTON
<https://bit.ly/2Fomq1x>

promoted

Which Polkadot Projects Stand Out the Most?



@anton-dzyatkovskii
Anton Dzyatkovskii
9min
05/03/21

Top 5 Smart Contract Platforms on Polkadot for building DApps (A De...)



@haroonbaig
Haroon Baig
11min
05/02/21

How To Decentralize The Internet?



@benjaminbateman
Benjamin Bateman
5min
05/02/21

Everything You Wanted To Know About NFTs



@nonamec3po
No_name_c3po
8min
04/30/21

Bitcoin Dodging Doge as Doge Dodges Bit by Bit



@anarchocatholic
AnarchoCatholic
10min
04/30/21

VPNs are No More Sufficient to Protect Your Privacy on the Web

Can Power be Incorruptible? Decentralized Autonomous Organizations ...

[ANN] Now LIVE: Koinos Testnet DEVELOPER PREVIEW

PAST CONTEST EXAMPLES

Cases that I find going full development might be better:



1. You have your own eco-environment for your product
2. You need complete integration with all systems around it
3. You have scaled up substantially
4. You need to customise over personalise

This article is part of a writing contest hosted by Hacker Noon in partnership with Wix. Learn how to [enter here](#) and take a shot at winning \$1000 every month, from March 1st, 2021 to May 31st, 2021.



customizable footer at the end of every submission

19    



by Muhammad Bilal @th3n00bc0d3r. Founder, Full Stack & Hardware Engineer, Philosopher

 Make me a Programmer: The Independent Entrepreneur Kindle Edition



writer's credentials boost authority and humanize each story showing these are real stories, not ads

Related Stories	Subject Matter
Win \$2000 by building a web app on Velo by Wix by @Wix	#promoted
The Psychology of a Programmer by @th3n00bc0d3r	#psychology



sponsored post promotes contest and brand name

PROMOTION EXAMPLES (BELOW EVERY STORY SUBMISSION)

This article is part of a **blockchain gaming writing contest** hosted by Hacker Noon, in partnership with [The Sandbox](#).

Learn how to [enter here](#) and take a shot at winning **\$2000 every month**, from July 1st to September 30th, 2021.

500+ HIGH-QUALITY STORIES BECAUSE...



Visibly **Enticing**



Rewards Creators



Exponential **Growth**



Better **Shareability**

ONLY
POSSIBLE ON
HACKERNOON
BECAUSE...

- **High Domain Authority** (87) Better SEO & Distribution
- Home of **creators, geeks, and HODLers** (not a PR site)
- **80,000+ daily readership**
- Strict, yet open-for-all **editorial review** process
- 1M+ SM **followers** (FB, Twitter, Insta, LinkedIn, Pinterest)
- 130k+ newsletter **subscribers**
- Offers this as a Plug n Play Service at an **unbeatable price**

PRICING BREAKDOWN

Offer Price: \$50k (3 months - all inclusive)

Offer Price: \$95k (6 months - all inclusive)

Offer Price: \$160k (12 months - all inclusive)

THANK YOU