



**SECRETS**  
**TO UNLOCKING**  
**THE POWER OF**  
**DIGITAL**  
**COLLECTIBLES**

**D O U G L A S   D R O U I L L A R D**

Founder of  **SOCIETY**

# **7 Secrets To Unlocking The Power Of Digital Collectibles**

March 21, 2021 is a day that shook the business and collectibles world. That is when Beeple, a digital artist, made history by selling a digital collectible, commonly known as an NFT, for a staggering \$69 million at a Christie's auction. This event caught the world's attention — indicating that the relationship between artists and their audiences, as well as brands and their fans, was about to undergo a profound transformation.

Now, as web3 and decentralized technologies become more utilized, brands can leverage the power of digital collectibles to create interactive communities. In today's fast-paced digital age, building a strong community is crucial for the success of any project or brand. By using digital collectibles, brands can reward and engage with their members in unique and meaningful ways.

For many years, brands have relied on third-party platforms — such as Facebook, Instagram, and Twitter — to connect with their communities online. However, with algorithm changes, reduced engagement, and increased costs, these platforms are not enough. Brands are forced to pay to reach their own hard-earned followers, yet they lack control over content delivery and data.

But, what else can brands do? Fortunately, new opportunities have emerged for those who no longer want to settle for the status quo.

## **A New Approach**

Many successful brands are now leveraging digital collectibles to not only regain control of their communities but to also deepen their engagement. So, how do they do it? This e-book offers insights and best practices for brands who want to supercharge their fan bases. With this guide, you will be better equipped to create, grow, and excite a thriving community using digital collectibles.



# 1

## Prioritize collectors first.

Remember the joy of collecting trading cards? From the thrill of ripping open a new pack to the pride of completing a set, trading cards captured our imagination and sparked our competitive spirit. Today, digital collectibles offer the same excitement and sense of community, but with even greater possibilities.

Using digital collectibles, brands can establish more direct communication and interaction with their collectors. They are the core of your project, and meeting their needs should be your main objective. Offer clear expectations for why they should buy and hold onto your items. Instead of exploiting early adopters, reward their loyalty to attract more members. New members will observe how current members are treated before deciding to join, so make sure you're showing appreciation for your most loyal fans.

By prioritizing collectors and offering unique rewards, creators can tap into the same nostalgia and passion that made trading cards a beloved pastime and bring it into the digital age.

## Here are three things to keep in mind when creating your first collection:

**1**

### **Determine the “face” of your digital collectibles.**

- What do you want your collectibles to feature?
- Will they be videos, pictures, audio, etc.

**2**

### **Select the essence of your digital collectible collection.**

- Consider what will make your collection unique and appealing to your audience.

**3**

### **Determine why people should collect them.**

- Will you offer any sort of perks or exclusive access?
- Will they collect it to be part of a community?



**TIP!**

Not sure where or how to start creating digital collectibles? **Society** is a one-stop shop for minting and managing world-class digital collectibles.

## 2

# Think about collectibles as keys.

Remember the first time you got keys to your own car or apartment? Remember the excitement? While the car may have looked cool or the apartment was nice, the true excitement stemmed from the new opportunities and privileges. Digital collectibles are like these keys. While they may be referred to as “pretty pictures,” they represent so much more. Just like keys give access to exclusive spaces, your digital collectibles can give your community members access to unique experiences and perks that they can't get anywhere else.

By offering exclusive rewards to your community members through digital collectibles, you make them feel valued and appreciated. This creates an experience and connection that brings members together, increasing engagement and loyalty.

Some ways you can unlock unique experiences include:

- **Special Discounts**
- **Exclusive Products / Special Editions**
- **Early Access**
- **IRL Event Access**
- **Gated Media**
- **Voting**
- **Commemorative Memorabilia**
- **Airdrops**

# 3

## Build a seamless bridge.

Transitioning to web3 technology can be a daunting prospect for businesses and their users. To ensure a smooth transition to your digital collectibles system, it's important to build a seamless bridge from your existing web properties to your web3 efforts.

Early in the web3 space, companies attempted to create siloed experiences, which ultimately failed. Instead, thoughtful consideration must be given to how existing Web 2.0 audiences will transition to these systems. This means considering how digital collectibles will leverage existing systems like your CRM, how users will buy and hold these collectibles, and how to explain your digital collectibles solution to your users in a way that makes sense to them.

It's important to make the experience as simple as possible. Users should be able to buy and hold digital collectibles as easily as signing onto Facebook or Gmail. By thoughtfully considering these factors, you can build a digital collectibles system that integrates smoothly with your existing web properties, and creates a seamless and engaging experience for your users.



### TIP!

#### Not sure where to start?

Reach out to the Society team at [hello@society.win](mailto:hello@society.win) and we can answer your questions.

# 4

## Model the leaders.

While the digital collectibles space is undoubtedly new, you are not alone in your journey. To succeed, you can take inspiration from the leading brands. Gucci, Tiffany, and Starbucks are just a few examples of those that have successfully entered the digital collectibles world. By studying their journeys, you can better understand what works and what doesn't.

- **How do they leverage their existing user base?**
- **How do they innovate in unique ways?**
- **How do they stay true to their brand identity?**

Take the time to do your research and see what lessons you can learn from those who have come before you. Capitalize on their successful strategies so you can achieve similar results.





# 5

## Understand your “source of truth.”

As businesses evolve, so do the tools they use to connect with customers. Twenty years ago, you typically picked up the phone to connect with a business. Ten years ago, you emailed them. Five years ago, you went on their social media page. Now — and in the future — you can interact with them directly through web3 technology.



Web3 technology enables businesses to access data from customers' digital wallets, creating a "source of truth" for understanding their preferences and behavior. This allows businesses to manage and retain customer contacts and profiles across communication platforms, while ensuring the secure and transparent handling of customer permissions, history, and product/holding information.

By understanding your "source of truth," you can create a more personalized and meaningful connection with your customers. This is essential in the digital collectibles space, where collectors expect unique and valuable experiences. By seamlessly integrating your online shop, physical store, and in-real-life events, you can create a comprehensive and engaging experience for your collectors that will keep them coming back for more.

# 6

## Stick with proven technologies.

The world of web3 can be overwhelming, with a seemingly endless array of technologies to choose from. But even though the space is new, there are proven winners that can ensure your success. Think of it like setting up an email account — instead of creating your own service from scratch, you would use a reliable and established provider like Gmail. The same principle applies to web3 technology.

Platforms like Ethereum, Polygon, and ImmutableX have a proven track record, a large user base, and a secure infrastructure — providing a reliable foundation for your digital collectibles project. Building on well-established platforms will support your project's long-term growth and success.



### TIP!

**Wondering how to develop on those chains and keep up with industry standards?**

**Society** supports all of the proven technologies and is designed to plug into your existing workflows with no code involved.



# Realize that it's more than crypto.

You may have heard of Bitcoin and maybe even some of the other cryptocurrencies, and it's understandable if you find it all a bit intimidating. But don't let that scare you away from exploring web3, because building on it can actually be quite accessible. Several providers now accept credit cards and other forms of payment, meaning you never have to buy or accept cryptocurrency.

By focusing on creating unique and desirable digital assets, you can attract and retain a dedicated community of collectors who will value your collection regardless of market fluctuations. This means that you can build value beyond just crypto. So don't get too caught up in the ups and downs of the crypto market. Instead, focus on creating a valuable and engaging collection that people will love.



# Bringing it **all together.**

By implementing the strategies outlined here, you will be well on your way to creating a successful digital collectible project that resonates with your audience and provides real value to your collectors. Whether you are just starting out or looking to refine your approach, these secrets will help you to build a community that is engaged, loyal, and growing.

With Society, you can easily turn these secrets into action. Society provides a comprehensive suite of tools that allow you to build, manage, and grow your digital collectible project with ease. From minting and distributing NFTs to Discord integration, gated access, and much more, Society is the ultimate solution for businesses looking to take their digital collectible projects to the next level.

Start unlocking the full power of digital collectibles with Society!

Get started today at [society.win/get-started.](https://society.win/get-started)

# About Society.

Digital collectibles are the key to unlocking powerful connections, and Society is the key to supercharging those connections. Society is a streamlined web3 loyalty platform that allows brands, enterprises, and creators to build and connect with their communities using blockchain technologies. As an all-in-one solution, Society enables the minting and management of digital collectibles that can be used to revolutionize customer relationships. The easy-to-use platform allows brands to unlock unique experiences for their fans — including gated access to Discord rooms, loyalty tiers, voting programs, interactive games, air drops, secret stores, royalties, and opportunities to unlock in-real-life events.

Launched by the leaders of **Shrine Development**, Society offers wallet support for over 40 different blockchains — providing unparalleled flexibility and convenience. The platform is designed to plug into an existing SaaS application or workflow, making it easy and convenient to mint NFTs and use them within existing loyalty programs. Whether you want to create a new collection of digital assets or enhance your existing ones, Society has you covered. The platform has been built by an experienced, client-centered team of talent, ensuring you can trust Society to deliver the results you need and provide the support you deserve. Learn more about all that Society can do at [society.win/get-started](https://society.win/get-started).