

# JACK DALRYMPLE OF CAP AND CUT



## 5 Innovative & Non Traditional Marketing Strategies That Can Engage Audiences Like Never Before

AN INTERVIEW WITH CHAD SILVERSTEIN  
PHOTOS BY JOHN GILBERT

**A**ctive Community Participation and Public Recognition: Foster a culture where community engagement is not only encouraged and rewarded with exclusive benefits but also publicly acknowledged. Actively communicate appreciation for community members on social platforms, highlighting their contributions and celebrating their involvement. This approach builds a loyal user base that feels genuinely valued and connected to the brand's success.

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Traditional marketing methods are no longer sufficient in today's dynamic and fast-evolving market. To truly engage and captivate audiences, businesses need

to think outside the box and adopt innovative and non-traditional marketing strategies. What are these strategies, and how can they transform audience engagement? I had the pleasure of interviewing Jack Dalrymple.

Jack Dalrymple is the CMO of Clash Rush, an iGaming hub for PvP games, and the Founder of Cap and Cut, a Boston-based trailer house and creative design studio. Previously, as CMO at Bit Fry Game Studios, he spearheaded innovative Web2 and Web3 marketing campaigns for NBA and NHL game titles, integrating emerging AI technologies and audience-centric strategies that set new standards for engagement. With over 20 years in the industry, Jack has developed GTM strate-

gies for product and brand launches, from indie studios and startups to AAA giants and Fortune 500s, combining creative content with cutting-edge tech to drive growth and build vibrant communities.

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**Thank you so much for joining us in this interview series! To start, could you share when and how you got started in marketing?**

I began my journey in marketing while working on Dungeons and Dragons Online and Lord of the Rings Online. My role was to help build one of the world's first HD game capture studios, which allowed us to create dynamic marketing content and game trailers directly from live online gameplay. This innovative approach to

capturing authentic in-game experiences for promotional use marked my entry into the marketing field, where I learned to blend creativity with technical execution.

During this time, we navigated a significant industry shift: the transition from traditional subscription-based revenue models to the free-to-play model with microtransactions. Our games were among the first to make this change, which fundamentally transformed how games generated revenue and engaged users. This shift required us to completely rethink our marketing strategies, focusing more on long-term user engagement and retention rather than just initial acquisition.

One of the first major changes we took to break away from traditional marketing was creating behind-the-scenes developer diaries for monthly updates. These diaries provided a glimpse into the development process, showing consumers not just the polished final product but also the work-in-progress. This transparency opened up early dialogues with fans, fostering a sense of ownership and deeper engagement with the brand. It was an early example of community-driven marketing, which has become a staple in engaging today's audiences.

**What has been the biggest shift in the marketing industry and can you give us an example of how it impacted you?**

**T**he biggest shift in the marketing industry has been the move towards community-first strategies, particularly influenced by Web3 principles and the values of the TikTok generation. Traditional marketing used to be about broadcasting a message as widely as possible, often without much regard for genuine engagement or consumer sentiment. Today's consumers, especially Gen Z, expect brands to demonstrate empathy, understanding, and a genuine interest in their communities.

Web3 strategies have reshaped the marketing landscape by emphasizing community building and fostering meaningful, two-way relationships with consumers. It's about creating environments where the consumer feels valued and heard, rather than merely being a target for sales. This shift has fundamentally changed how we approach marketing, moving from simply pushing out promotional content to creating engaging experiences

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that align with our audience's values and interests. For instance, we use community-driven initiatives that involve consumers in decision-making processes for marketing and product development, which not only builds trust but also transforms consumers into brand advocates who feel a personal stake in the brand's success.

The demand for transparency and authenticity has led us to rethink our strategies to ensure that every interaction with our brand is meaningful and resonates with the community's values. By embracing these new, community-first strategies, we're able to connect with our audience on a deeper level, foster loyalty, and create a more inclusive brand experi-

ence that truly resonates in this new age of digital engagement.

**Can you explain why it's essential for businesses to break away from traditional marketing and embrace new strategies?**

**I**t's essential for businesses to break away from traditional marketing because the landscape and the audience are rapidly evolving. Today's consumers, particularly younger generations like Gen Z, seek genuine connections that align with their values. They demand transparency, inclusiveness, and a sense of generosity from the brands they support. Gen Z, in particular, pushes brands to adopt more ethical and community-first marketing approaches, expecting them to be transparent about their practices and actively involve them in the brand narrative. Traditional marketing, often characterized by one-way messaging, no longer resonates in an era where people are looking for deeper engagement and meaningful interactions.

Embracing new strategies allows businesses to shift from simply broadcasting messages to creating interactive, two-way conversations that engage consumers on a more personal level. For example, by moving towards community-driven approaches and gamification, brands can invite their audience to participate in a shared experience, making them feel valued and heard. This creates a more inclusive environment where the consumer's voice is integral to the brand's narrative.

By adopting innovative strategies that prioritize community engagement and user experience, businesses can not only keep pace with evolving consumer expectations but also build lasting relationships. These strategies help develop a brand that is not just seen but felt — a brand that people want to be a part of because it stands for something more than just profit. This is how brands can remain



relevant and grow in today's dynamic market landscape.

**Could you share and briefly explain the first major change you made to break the trend of traditional marketing that was not so common?**

**O**ne of the first significant changes we made to break away from traditional marketing was to transform how we engaged with our community by introducing gamification and immersive social experiences. We recognized the value in not just speaking to our audience, but actively involving them in a dynamic, engaging environment where they could participate, contribute, and feel truly valued.

We created a comprehensive community-building strategy that included a customized reward system. Fans could earn loyalty points for their participation in various community activities, such as digital events, discussions, or even just show-

ing up regularly. These points were then redeemable for a variety of rewards like early product access, exclusive giveaways, and branded merchandise, encouraging continuous engagement.

Additionally, we introduced custom mini-games and organized a series of interactive digital events designed to foster camaraderie among participants. These events went beyond mere promotions; they were crafted to be enjoyable and to build a sense of community. By focusing on giving back and showing appreciation for our community's time and energy, we built stronger, more meaningful relationships that have driven sustained engagement and loyalty.

**What specific results did you see after implementing this change?**

**A**fter implementing this community-focused, gamified approach, we saw not just immediate growth, but exponential engagement driven by word

of mouth and organic user actions. Our strategy of rewarding active participation and creating a fun, interactive environment encouraged existing members to invite their friends to join the community, significantly increasing our audience size within a short period.

The gamification elements we integrated across social platforms also led to notable cross-platform growth and engagement, reaching users wherever they were most active. This cross-platform presence not only expanded our reach but also kept our community engaged across various touchpoints, resulting in a cohesive and continuous brand experience.

Overall, these efforts built a strong foundation of engaged community members, which served as a launchpad for future campaigns. The sense of belonging and participation we cultivated turned our community into passionate advocates who were excited to be a part of our journey from the very beginning, ensuring sustained growth beyond the initial launch.



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**How do you ensure that these new marketing strategies resonate with your target audience?**

**W**e ensure our marketing strategies resonate with our target audience by employing a data-driven approach, utilizing tools like social listening and analytics. This allows us to analyze consumer sentiment, track brand reputation, and understand the evolving preferences of our community. By continuously monitoring these insights, we can make informed decisions and adjust our strategies in real-time to stay aligned with what our audience values most.

For instance, if we notice a shift in sentiment around a particular campaign, we can quickly pivot our messaging or approach to better align with our audience's needs. Additionally, we actively engage with our community members to solicit direct feedback and involve them in the creative process, ensuring that our marketing efforts are both data-informed and community-driven, resulting in campaigns that truly resonate.

**Can you share an example of something you tried that didn't deliver expected results or ended up ending up becoming a financial burden, and what you learned from that experience?**

**E**arly in our social media marketing efforts, we encountered a valuable learning experience on Reddit. We shared a trailer for one of our products on a relevant subreddit, expecting it to be well-received. However, the post was met with skepticism and criticism, as the community perceived us as 'shills' due to our lack of prior active participation.

This experience taught us that online communities, especially on platforms like Reddit, value authentic engagement and

contributions over direct marketing. We learned the importance of understanding the culture and norms of each community, building trust and credibility through consistent, valuable interactions, and being transparent about our intentions. As a result, we shifted our strategy to focus on long-term community engagement, ensuring our marketing efforts are perceived as authentic and more likely to be embraced.

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**Great. Now, let's dive into the heart of our interview. Could you list "5 Innovative & Non Traditional Marketing Strategies That Can Engage Audiences Like Never Before"?**

**1** Empowering Consumer Ownership: Focus on giving consumers a tangible stake in the brand through digital or physical means, such as NFTs or exclusive merchandise. This strategy turns consumers into active participants, enhancing their emotional investment and loyalty by allowing them to directly benefit from their engagement.

**2** Active Community Participation and Public Recognition: Foster a culture where community engagement is not only encouraged and rewarded with exclusive benefits but

also publicly acknowledged. Actively communicate appreciation for community members on social platforms, highlighting their contributions and celebrating their involvement. This approach builds a loyal user base that feels genuinely valued and connected to the brand's success.

**3** Community-Led Co-Creation and Collaboration: Engage the community in the development and marketing processes, inviting them to contribute to product design and creative content. This strategy aligns with Gen Z's desire for brands to be transparent and collaborative, deepening their connection and fostering brand advocacy.

**4** Exclusive Experiences and Gamification: Offer unique, gamified experiences that combine digital and real-world interactions. By creating engaging, memorable events, brands can appeal to Gen Z's preference for immersive, interactive experiences that build lasting emotional connections.

**5** Cross-Platform Integration and Community Building: Develop partnerships that create a seamless, integrated experience across multiple platforms. This approach expands reach and builds stronger, connected communities by providing consistent and engaging interactions, regardless of where consumers engage with the brand.

These strategies emphasize transparency, open dialogue, and active audience involvement, aligning with the core principles of a Web3 community-first approach and meeting the value expectations of Gen Z marketing strategies. By building trust and fostering genuine connections, these approaches encourage loyalty and transform consumers into brand advocates. In doing so, they offer a pathway for brands to thrive in today's digital landscape, turning even non-consumers into engaged community members who feel a personal connection to the brand's mission and values.

## Available Wherever Books Are Sold

Win Over Gen Z with Web3 Strategies Your Guide to the Future of Marketing



### Engage Gen Z. Future-Proof Your Brand.

In today's fast-changing digital landscape, brands are struggling to capture the attention of Gen Z, a generation that values authenticity, collaboration, and community like never before. The old playbook of one-way messaging and transactional loyalty programs is no longer enough. Enter web3 marketing, a revolutionary approach that builds lasting connections through gamification, transparency, and a community-first ethos.



**Jack Dalrymple** delivers the playbook to win over Gen Z with web3 marketing strategies — Community-First, Gamified, and Collaborative.

**What challenges might companies face when transitioning away from traditional marketing strategies, and how can they overcome them?**

One of the biggest challenges companies face when transitioning away from traditional marketing strategies is rethinking their approach to customer engagement. Moving from one-way communication to fostering genuine, two-way interactions can be daunting for companies accustomed to broadcast messaging. Additionally, there is often internal resistance to change, particularly when embracing strategies that prioritize long-term community building over immediate profit.

To overcome these challenges, companies should start with pilot programs that experiment with community-focused initiatives, allowing them to test new strategies in a controlled environment. Encouraging a culture of empathy and understanding is crucial; companies need to prioritize listening to their audience and leveraging data-driven insights to under-

stand their preferences. Fostering adaptability and continuous learning within teams will also help companies embrace innovative approaches and shift their marketing strategy to resonate more deeply with today's audiences.

**How do you measure the success and ROI of these new marketing strategies?**

To measure the success and ROI of our new marketing strategies, we focus on a mix of traditional metrics and innovative indicators that align with a community-first approach. Engagement is a primary measure — how actively our audience participates in our community events, discussions, and digital experiences. High levels of participation indicate that our strategies resonate with the audience and provide a compelling reason to stay engaged.

We also assess the growth of our community across different platforms, monitoring not just new member acquisition but also retention and active participa-

tion. Metrics like user retention rates, event participation, and referrals reflect the strength of our community-building efforts. Additionally, we evaluate the impact of our gamification strategies, tracking loyalty program effectiveness and user feedback to understand their role in fostering an interactive community.

Beyond engagement metrics, we monitor consumer sentiment and brand reputation through social listening tools like Brandwatch. This allows us to gauge how our audience feels about our brand and campaigns, ensuring our messaging aligns with their values and expectations. By tracking shifts in sentiment and reputation, we can quickly adjust our strategies to maintain a positive brand image and deepen our connection with our community. This comprehensive approach ensures we build a sustainable, engaged community that drives long-term growth, loyalty, and brand advocacy.

**Looking forward, how do you see the role of innovative marketing evolving in the next 5-10 years?**



In the next 5–10 years, I envision marketing evolving into a more community-centric and interactive field, driven by transparency, inclusivity, and ethical engagement. As consumers increasingly prioritize brands that reflect their values, the focus will shift towards strategies that build genuine relationships and foster a sense of belonging. Marketing will move away from traditional broadcast methods and become more about facilitating meaningful dialogues within communities.

Brands will need to invest in creating experiences that not only attract but also actively engage their audience, making them part of the brand’s journey. This could involve collaborative content creation and community-driven initiatives that give consumers a stake in the brand’s direction, fostering deeper connections and brand loyalty.

Additionally, I see a significant role for gamification and digital experiences in shaping the future of marketing. As digital and real-world experiences continue to blur, brands will leverage interactive and immersive technologies to create engaging, memorable experiences. This evolution will also involve more ethical considerations, ensuring that marketing practices respect consumer privacy and build trust through transparency and genuine engagement.

**What advice would you give to business leaders who are hesitant to move away from traditional marketing methods?**

For business leaders hesitant to move away from traditional marketing methods, my advice is to start by fostering a mindset of openness and adaptability. Understand that the marketing landscape is rapidly evolving, driven by changing consumer expectations and the rise of community-focused strategies. View this

shift as an opportunity to engage with your audience in more meaningful ways.

Begin by experimenting with small-scale initiatives that allow you to test new strategies without overhauling your entire approach. Pilot a community-driven campaign or introduce gamified elements to customer engagement efforts. These smaller experiments provide valuable insights and help build confidence in new methods. Encourage continuous learning and customer empathy within your teams, and cultivate a test-and-learn approach to navigate the transition away from traditional methods effectively.

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**Can you share any upcoming initiatives or plans you have for further innovating your marketing strategies?**

While the specifics of our upcoming initiatives remain confidential, we are focused on pushing the boundaries of community-driven marketing. We’re exploring innovative ways to empower our audience and

enhance engagement through unique, interactive experiences. A key area of focus is integrating more dynamic user-generated content and gamification elements, allowing our customers to participate actively in creating a richer, more personalized journey.

We are also expanding our content strategies to include more immersive and real-time engagement tools, making our content more compelling and shareable across various platforms. Our goal is to blend cutting-edge technology with high-quality content to create memorable experiences that resonate deeply with our audience. These efforts will ensure our marketing remains at the forefront of innovation and continues to distinguish us as leaders in both content creation and community engagement.

**How can our readers follow your work and learn more about your approaches to modern marketing?**

Readers can follow my work on LinkedIn where I regularly share insights and updates on innovative marketing strategies, particularly within the gaming, Web3, and digital marketing spaces. <https://linkedin.com/in/jackdalrymple>

For a deeper dive into our practical applications and successful campaigns, you can visit <https://capandcut.com> where we showcase our latest case studies and examples of our work. This offers a closer look at how we implement our strategies, from concept to execution, and the results they generate.

**This was great. Thank you so much for the time you spent sharing with us.**

Jack's book is available online here: <https://amazon.com/dp/B0DS9CT8M4>