

 GROWTH CARTOGRAPHY · FIELD GUIDE 003 · DECENTRALIZED

THE NETWORK IS THE PRODUCT.

Marketing within crypto-powered networks: Farcaster, Lens, DAOs, onchain identity, token communities, and the agent settlement layer arriving on top of them.

 PART ONE

THE PARTICIPANT-OWNED STACK

No landlord, no single feed, no advertising product to buy. The infrastructure is owned by its participants — and that changes everything about how reach works.



■ THE STRUCTURAL DIFFERENCE: NO PLATFORM CONTROLS THE FEED

Protocol-owned

Farcaster social graph stored on peer-to-peer Hubs. No company can shadow-ban, remove, or reprice a brand's presence. Content is permanent.

On-chain

Lens posts and follows are EVM transactions. The brand's content lives in smart contracts it interacts with directly — not in a database a platform controls.

■ PORTABLE IDENTITY: ENS MAKES BRAND.ETH THE SAME EVERYWHERE

Millions of .eth names

ENS has registered millions of human-readable names since launch. **brand.eth** resolves to the same wallet address in every ENS-compatible app — no redirect required.

PART TWO

HOW REACH WORKS HERE

Frames, tokens, attestations, and airdrops are the mechanics. Contribution and participation are the distribution mechanisms — and both are partially legible on-chain.



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Frames are the first social format that produces **first-party data by design**. The “click” is a wallet transaction — cryptographically verified, onchain, permanent. No cookie, no pixel, no post-click attribution to reconstruct.

■ ONCHAIN REPUTATION: ATTESTATIONS + POAPS = COMPOSABLE TRUST

EAS attestations

Any party can issue a signed, on-chain claim about any wallet:
"completed course," "governance contributor," "licensed holder."
Composable across every protocol in the ecosystem.

POAPs

On-chain attendance tokens — events, AMAs, milestones. The wallet's POAP collection is a permanent, publicly-verifiable track record that travels with the holder forever.

■ RECALIBRATE FOR THE DECENTRALIZED MARKET

WHAT YOU RENT VS WHAT YOU OWN

RENTED FROM A PLATFORM

Followers in a company's database

Social reach priced by the algorithm

Loyalty tiers in a CRM

Ad targeting via platform cookie

OWNED ONCHAIN

→ wallet.eth identity, portable across all EVM protocols

→ Contribution record, verifiable by any protocol

→ Token holdings, attestations, and POAPs in the wallet

→ Airdrop eligibility criteria in smart contract logic

PART THREE

THE AGENT LAYER

Agents are going to transact with agents. The settlement layer taking shape is crypto — not for ideological reasons, but because it solves the agent commerce problem cleanly.

03

■ THREE OPEN PRIMITIVES · ALL MIT OR APACHE 2.0 · ALL ACTIVE JULY 2026

HOW AGENTS SETTLE IN CRYPTO. **NO HUMAN IN THE LOOP.**

AP2 · PAYMENT MANDATE

Pre-authorized spending

[google-agentic-commerce/AP2](#)

User pre-authorizes agent: max amounts, approved counterparties, permitted transaction types. The mandate travels with the agent task.

X402 · HTTP PAYMENT

Pay inline, in the request

[coinbase/x402](#)

API returns 402 with payment terms. Agent pays USDC on Base, attaches receipt to header, retries. No billing accounts, no subscriptions, no human approval.

AGENTKIT · MANAGED WALLET

Agent holds the wallet

[coinbase/agentkit](#)

Agent manages an Ethereum wallet: send transactions, call contracts, check balances — all within the task loop. No human needed to sign.

■ THE CMO ACTION PLAN

SIX MOVES FOR THE DECENTRALIZED MARKET

01

Establish brand.eth

Register the ENS name. It is the portable, verifiable identity that all other onchain assets attach to.

02

Show up in the protocols

Maintain a Farcaster channel and a Lens profile. Participation, not broadcast. Contribution, not impressions.

03

Issue and earn attestations

Use EAS to attest that wallets completed actions with your brand. Earn attestations from credible community issuers.

04

Design a thoughtful airdrop

Eligibility criteria are your definition of an ideal community member, encoded in smart contract logic. Genuine contribution requirements, not volume metrics.

05

Build Frames and Open Actions

Let community members interact directly from casts and posts. Every Frame interaction is a wallet signature — first-party data by design.

06

Publish an x402 API surface

Make your corpus and services discoverable and payable by agents, inline, via x402. Be in the agent-readable stack before it matures.

■ EVERY BUILD REFERENCE, ONE PLACE TO CHECK

SOURCES & METHODOLOGY

01 Farcaster protocol docs + neynarxyz/nodejs-sdk (MIT)

Decentralized social protocol on peer-to-peer Hubs; production Node.js SDK for casts, channels, Frames

github.com/neynarxyz/nodejs-sdk ↗

03 EIP-4361 (SIWE) + wevm/viem (MIT)

Ethereum standard for wallet authentication; viem implements createSiweMessage / verifySiweMessage

github.com/wevm/viem ↗

05 coinbase/x402 (MIT)

HTTP 402 payment protocol; agent pays USDC inline in HTTP request — no billing accounts, no subscriptions

x402.org ↗

02 Lens Protocol docs + lens-protocol/lens-sdk (MIT)

Onchain social graph on EVM chains; production SDK for profiles, posts, Open Actions

github.com/lens-protocol/lens-sdk ↗

04 Ethereum Attestation Service (EAS)

General-purpose on-chain attestation framework; composable verifiable claims about any wallet address

attest.org ↗

06 coinbase/agentkit (MIT) + google-agentic-commerce/AP2

AgentKit: managed wallet for AI agents. AP2: payment mandate spec (pre-authorized agent spending)

github.com/google-agentic-commerce/AP2 ↗



BUILD THE MACHINE, NOT THE AD.

In crypto-powered networks the durable asset is a verifiable onchain identity and corpus that travel with you — not a position in a rented feed. Build it now, while showing up is still a differentiator.

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