

# FULL CIRCLE

## Marketing Offer

**250+**

developed  
projects

**12+**

years we help projects  
grow and develop

**2000+**

support of top-tier  
creators and opinion leaders

# Audit Results

## GOALS:

1. Community Building
2. Token acquisition

 **GEO:** Global

### 1. Key objectives before launching the promotion campaign

Crafting a Promotion Plan and a Marketing Strategy

Creating terms for community and ambassador programs that convert advertising traffic into active gamers

Implementing advertising strategies

Expansion to regional communities

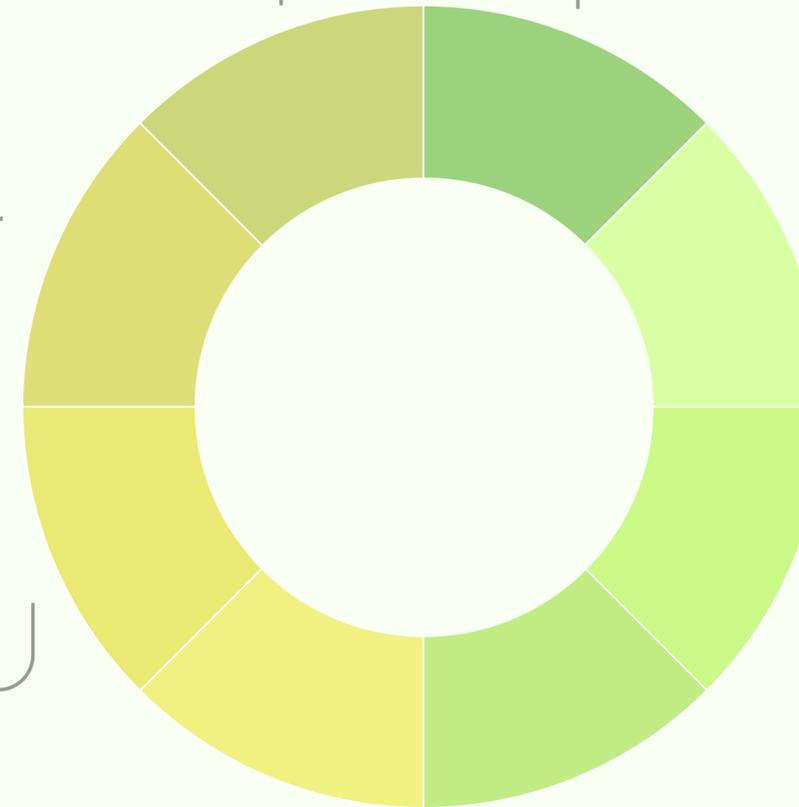
### 2. Traffic generation for the project

Synchronizing upcoming project updates with our marketing efforts

Combining marketing with marketmaking

Launching a community engagement program (community boost)

Utilizing influencer marketing and PR



# Where should we start?

## STAGE 1

### Marketing strategy and marketing plan development

Product market fit validation

Competition & SWOT analysis

Target audience analysis

Marketing Objectives

Highlight USPs & Positioning

Identify Key promotion channels

Metrics & Key Performance Indicators

Calculation of the necessary budget

Marketing timeline & RoadMap

- Business model & Finances
- Tokenomics
- Whitepapers and roadmaps with key milestones outlined

- Influence marketing
- PR
- Ads (PPC)
- Ambassador program
- Community engagement program
- Community building
- Guerilla marketing
- Email marketing
- SEO
- SMM | Content
- Partnerships & Collaborations
- Performance marketing and other marketing streams

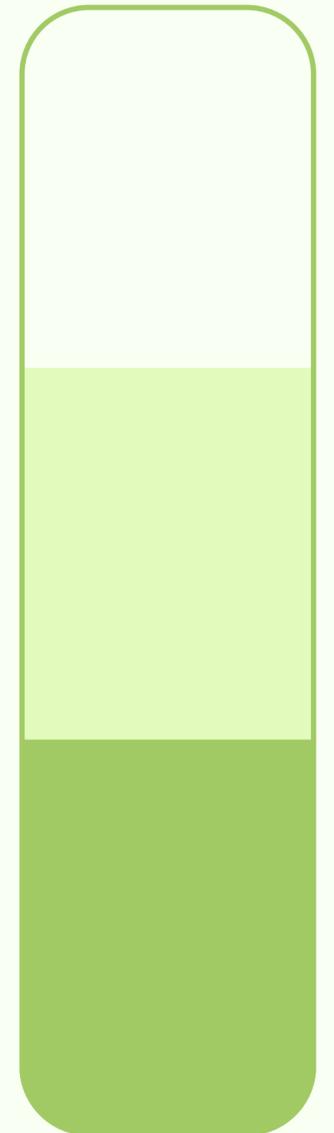
## STAGE 2

### Implementation of the marketing plan\*

*\*Roadmap & Budget will be specified after the marketing plan is approved.*

## DURATION

2-3 weeks



## OUR 9+ MARKETING TOOLS FOR BEST RESULT

- **PR:** 110+ Leading Crypto Media
- **INFLUENCE MARKETING:** 1000+ KOLs In The List
- **ADS:** Google, FB | Instagram, Reddit, TikTok, Teaser Network
- **AMBASSADOR PROGRAM**
- **COMMUNITY ENGAGEMENT PROGRAM**
- **SMM | CONTENT**
- **GUERILLA MARKETING**
- **GAMEFI GUILDS**
- **APP PROMOTION**

# The relationship of business goals and marketing tools

## PRIMARY GOALS OF THE CRYPTO PROJECT

### 1. Brand recognition

- PR in leading crypto media
- Influence marketing
- Ads
- Ambassador program
- Guerilla marketing

### 3. Increased demand for the token/NFT

- Content | SMM
- Influence marketing
- Ads
- PR in leading crypto media
- Ambassador program

### 2. Community growth

- Bounty programs
- Influence marketing
- Ads
- Guerilla marketing
- Ambassador program

### 4. Building loyalty

- Content | SMM
- Ambassador program
- Influence marketing



# Marketing Plan

We propose a comprehensive marketing plan to ensure secure future launches.

This plan will outline steps to foster a loyal community, creating a strong base of supporters eager to contribute to your project and token.

1.

## The plan will include:

- Marketing activities by direction
- Calculated budgets
- Areas of responsibility
- KPIs and expected results
- Timelines of all activities planned
- Partnerships / Events plan

2.

## On top of that, we will lead you through:

- Product market fit validation:
  - *Business model & Finances*
  - *Tokenomics*
  - *Whitepapers and roadmaps with key milestones outlined*
- Competition & SWOT analysis
- Target audience analysis
- Marketing Objectives
- Highlight USPs & Positioning
- Identify Key promotion channels
- Metrics & Key Performance Indicators
- Calculation of the necessary budget to achieve the project goals

# Planned marketing directions

Marketing Direction	Activities
Content Strategy	<ul style="list-style-type: none"> <li>• Develop and publish articles, blog posts, and newsletters detailing project updates and achievements.</li> <li>• Collaborate with influencers for guest articles and insights.</li> <li>• Regular updates and exclusive content on social media.</li> </ul>
Influencer Marketing	<ul style="list-style-type: none"> <li>• Campaigns with crypto influencers to enhance project visibility.</li> <li>• Utilize Tier 1-2 channels for hype and reach.</li> <li>• Employ Tier 3-4 channels for conversions and engagement.</li> </ul>
Expansion and Hype	<ul style="list-style-type: none"> <li>• Collaborate with crypto media for coverage of major announcements.</li> <li>• Use PR campaigns in cryptomedia to build trust and increase visibility.</li> </ul>
Ambassador Program	<ul style="list-style-type: none"> <li>• Leverage ambassadors to increase user reach, involvement, and loyalty.</li> </ul>
Guerrilla Marketing	<ul style="list-style-type: none"> <li>• Engage in tactics like commenting on competitor posts and relevant industry discussions.</li> </ul>
Community Engagement	<ul style="list-style-type: none"> <li>• Launch bounty program for activities like social sharing, content creation, and referrals.</li> <li>• Crowdfund campaigns on TaskOn/Zealy/Galxe to boost daily and social media activity.</li> <li>• Retrodrops based on leaderboard rankings.</li> </ul>

### Strategic Preparation

- Influence & PR strategy
- Develop Ambassador Program terms
- Design Community engagement strategy
- Guerilla marketing strategy

### Building an Ambassador Community

- Create influencer database
- Negotiate and onboard influencers

### Preparing List of Communities

- Build partnerships with leading communities
- Placement on Gaming Listings (DappRadar, GameSwift, etc.)
- Conduct AMAs and joint giveaways
- Create educational content

### Preparing Account for Targeted Ads Promotion

- Analyze advertising channels
- Select channels for promotion
- Craft narratives for the campaign

### Starting Guerrilla Accounts

- Select accounts for posting
- Choose influencers for outreach

### Regional Community Development

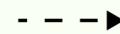
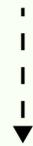
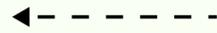
- Select new regional leader
- Create regional chat
- Conduct contests and AMAs

### Influencer Campaign

- Compile KOL list for approval
- Choose Geo and Subject
- Boost audience reach

### Crowdsource Campaign

- Boost project community
- Users complete social tasks



### Influencers Expansion N°1 (Global | Twitter)

- 3-4 influencers on Twitter (Tier 2-3)
- Crowdsourcing Campaign Promotion
- Coverage up to 3,5M active web3 users

### Partnership With Communities

- Placement on Gaming Listings (DappRadar, GameSwift, etc.)
- Conduct AMA Sessions\*\* in external communities
- Joint Giveaways\*\* with partners
- Educational Content from these communities

### Launching a Zealy Space (landing for the Ambassadors)

- Reviewing Ambassador Tasks
- Adjusting to Project Needs
- Adding Tasks for Project News

### PR Campaign

- Making a list of PR resources
- Writing PR narratives for every upcoming newsbreak

### Continuous Ads Promotion

- Acquiring constant community inflow
- CPA from \$0,05
- Promoting products related to cryptocurrency by traditional advertising channels like TikTok, Instagram, and Facebook

### Regional Community Development

- Conducting weekly contests
- Daily chat engagement
- Weekly AMA sessions and Live streams

### Guerrilla marketing

- Increasing audience reach, attracting new audiences to the project
- Commenting on competitor posts with project mentions

### Influencers Expansion N°2 (Global | Twitter)

- 15-20 influencers on Twitter (Tier 3-4)
- Crowdsourcing Campaign Promotion
- Coverage up to 3,5M active web3 users

### Partnership With Communities

- Placement on Gaming Listings (DappRadar, GameSwift, etc.)
- Conduct AMA Sessions\*\* in external communities
- Joint Giveaways\*\* with partners
- Educational Content from these communities

### Launching a Zealy Space (landing for the Ambassadors)

- Reviewing Ambassador Tasks
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- Making a list of PR resources
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### Regional Community Development

- Conducting weekly contests
- Daily chat engagement
- Weekly AMA sessions and Live streams

### Guerrilla marketing

- Increasing audience reach, attracting new audiences to the project
- Commenting on competitor posts with project mentions

# Marketing Campaigns

<h2>TOKEN DEVELOPMENT</h2>	<h2>CONTENT MARKETING</h2>	<h2>ADS PROMOTION</h2> <p>Paid Traffic from Meta or Teaser Network</p>
<ul style="list-style-type: none"> <li>• Development of Tokenomics</li> <li>• Creation of Token Smart Contracts</li> <li>• Implementation of Vesting Schedules (Locks)</li> </ul> <p>  Results: tokenomics model, robust smart contracts, and structured vesting schedules to boost investor trust and token stability.         </p> <p>  Budget: \$6000         </p>	<ul style="list-style-type: none"> <li>• Outstaffing 2 SMM professionals— content manager and designer for one month</li> <li>• 30 posts each for X (Twitter) and Telegram</li> <li>• 45+ images by the designer</li> <li>• Focused, relevant content with 3 types:               <ol style="list-style-type: none"> <li>1) Engaging (memes, challenges)</li> <li>2) Informative (updates, articles)</li> <li>3) Selling (demos, testimonials)</li> </ol> </li> <li>• Competitor content analysis</li> <li>• Monthly content strategy</li> <li>• Weekly content plan</li> </ul> <p>  Results: Monthly SMM coverage going in line with the rest of the marketing         </p> <p>  Budget: 4,500 USDT / month         </p>	<ul style="list-style-type: none"> <li>• Ads on Facebook and Instagram: Cost-effective user attraction, enhances brand recognition, and allows targeting by interests and regions.</li> <li>• Web 2 Ads on Web 3 Resources:</li> <li>• Generates steady user traffic, increasing coverage.</li> <li>• Ads on 50+ Crypto Websites, includes CoinMarketCap, CoinGecko, BSCscan for broader reach.</li> </ul> <p>  Results: Constant community inflow CPA from \$0,05         </p> <p>  Budget: 3,500 USDT for ad account management + \$1,000-1,500 monthly for the ad account.         </p>



# Marketing Campaigns

Influencer campaign targeting loyal crypto buyers for token listings.  
With 1,000+ KOLs, we handpick those aligned with your project, focusing on exclusive trading signals.

*\*Final KOL list shared after work starts.*

<b>KOLS CAMPAIGN</b> Option 1 Twitter	<b>KOLS CAMPAIGN</b> Option 2 Twitter	<b>PR CAMPAIGN</b> (add-on):
<ul style="list-style-type: none"><li> Geo: Global, CIS, South America, EU</li><li> Results: 30 top Alpha KOLs, up to 4M web3 users, potential ROI 300%</li><li> Budget: 30,000 USDT</li></ul>	<ul style="list-style-type: none"><li> Geo: Global, CIS, South America, EU</li><li> Results: 70 top Alpha KOLs, up to 10M web3 users, potential ROI 900%</li><li> Budget: 75,000 USDT</li></ul>	<ul style="list-style-type: none"><li>• Boost reputation and generate newsbreaks for key milestones.</li><li>• Press releases in cryptomedia: <i>Project launch articles distributed by influencers to boost trust and reputation. GOLDAPP's connections secure market-leading rates with top outlets like Yahoo Finance, Cryptonews, CoinMarketCap, Binance News Feed, and more.</i></li><li> Results: Coverage: from 3M</li><li> Budget: 5,500 USDT</li></ul>

# Marketing Campaigns

<h2>AMBASSADOR CAMPAIGN</h2>	<h2>GUERRILLA MARKETING</h2>	<h2>MARKETING PLAN CREATION</h2>
<ul style="list-style-type: none"> <li>Gain user-generated content and organic coverage.</li> <li>GOLDAPP manages an ambassador community:               <ul style="list-style-type: none"> <li>Develop program with project team</li> <li>Daily tasks in private Zealy space</li> <li>Administer ambassador chat</li> <li>Bi-weekly reports</li> <li>1-month test, extendable</li> <li>Daily/weekly tasks, news coverage, and shilling</li> </ul> </li> </ul> <p>  Results: 30-35 KOLs with active communities generating daily unique content.         </p> <p>  Budget: 4,000 USDT + Rewards for participants         </p>	<p>Expand reach by organically commenting on competitor posts using carefully selected industry leaders and Guerrilla Twitter accounts.</p> <p>  Results: 600 native comments; 100k+ views         </p> <p>  Budget: 3,000 USDT each month         </p>	<ul style="list-style-type: none"> <li>Marketing activities by direction with calculated budgets</li> <li>KPIs and expected results</li> <li>Timelines of all activities planned</li> </ul> <p>  Budget: 5,000 – 10,000 USDT         </p>

# Marketing Campaigns

## CROWDSOURCE CAMPAIGN

- Social growth via TaskOn, Zealy, Galaxy with 500k+ KYC followers
- Launch bounty program for sharing, content, and referrals
- Announce TaskOn campaign with KOLs
- Promote on Twitter, Telegram, Discord (up to 1M audience)
- Boost in top airdrop channels, social media, and app store ratings

✓ Results: 3000-10000 new KYC'd users;  
Boost social networks, grow user base and MAU  
with 4,000-10,000 new active followers.

💰 Budget: 4,000 USDT +  
Rewards for participants

## COMMUNITY GROWTH

### Stage 2

#### Community Growth:

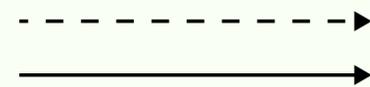
- Integrate TaskFi Protocol into gj.casino to boost traffic and gather user data.
- Develop a program to attract new, engaged users.
- Use TaskFi's referral system to expand the community 2-4 times.
- Doubling the existing community

💰 Budget: 8,000 USDT +  
Rewards for participants

# Strategy Development Process

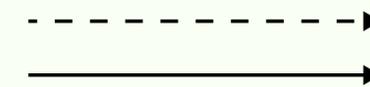
Defining **business goals** & Project audit

1.



Marketing Strategy development & **Plan**

2.



Strategy **implementation**

3.

## Product market fit validation:

- Business model & finances
- Tokenomics
- Whitepapers & roadmap milestones
- Competition & SWOT analysis
- Target audience & marketing review (USPs, channels, strategies, social media)

## Marketing strategy includes:

- Goals aligned with business objectives
- Target audience, USPs & positioning
- Key promotion channels & KPIs
- Budget calculation, timeline & roadmap

## Outcome:

- Competitive edge
- Target group attraction strategy
- Token incentive programs

## Full marketing arsenal:

- Influencer marketing
- PR
- PPC ads
- Ambassador & community programs
- Guerilla marketing
- Email, SEO, SMM
- Partnerships & collaborations

# Contact Me



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