

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

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

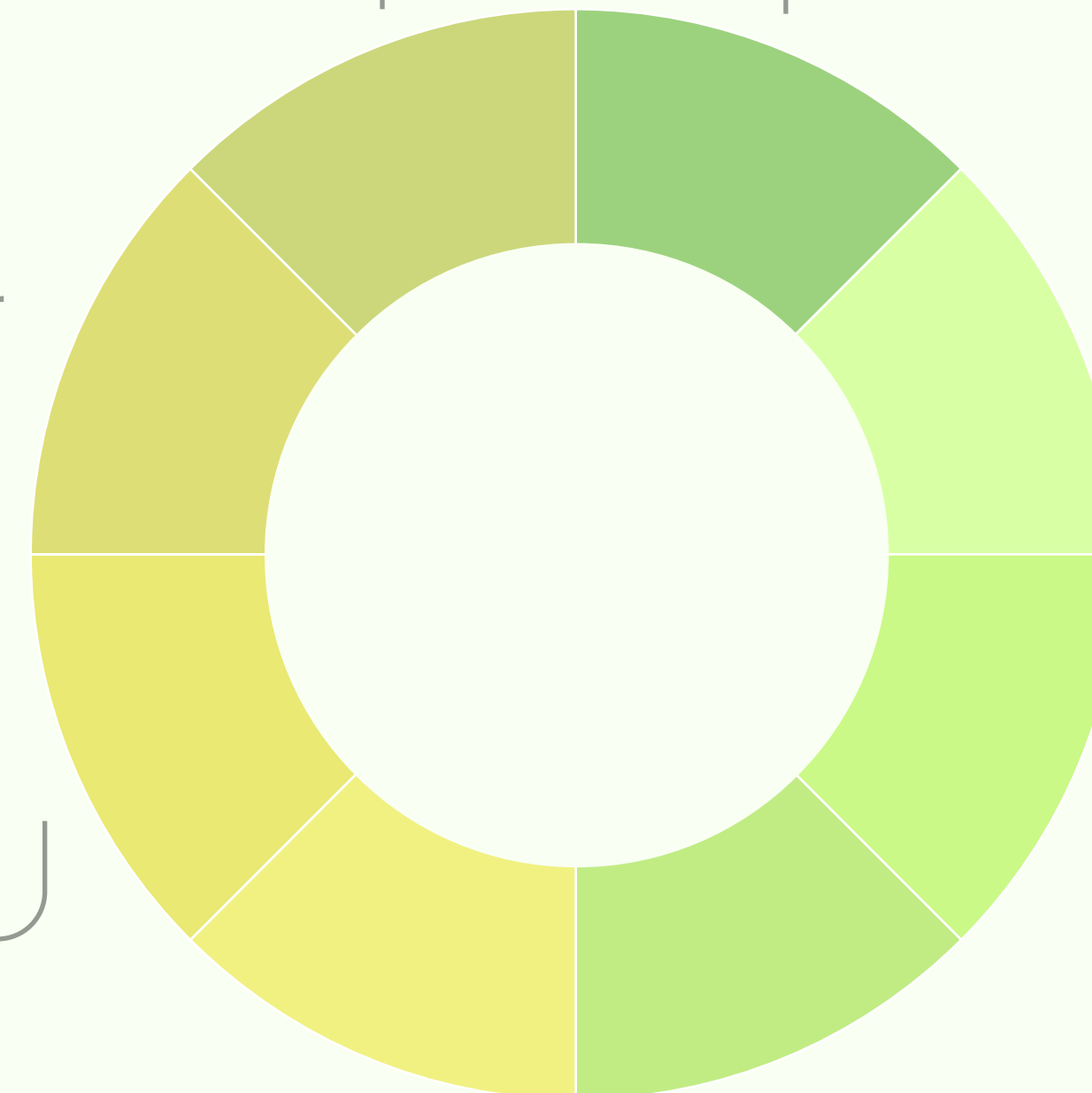
1. 2. Traffic generation for the project

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

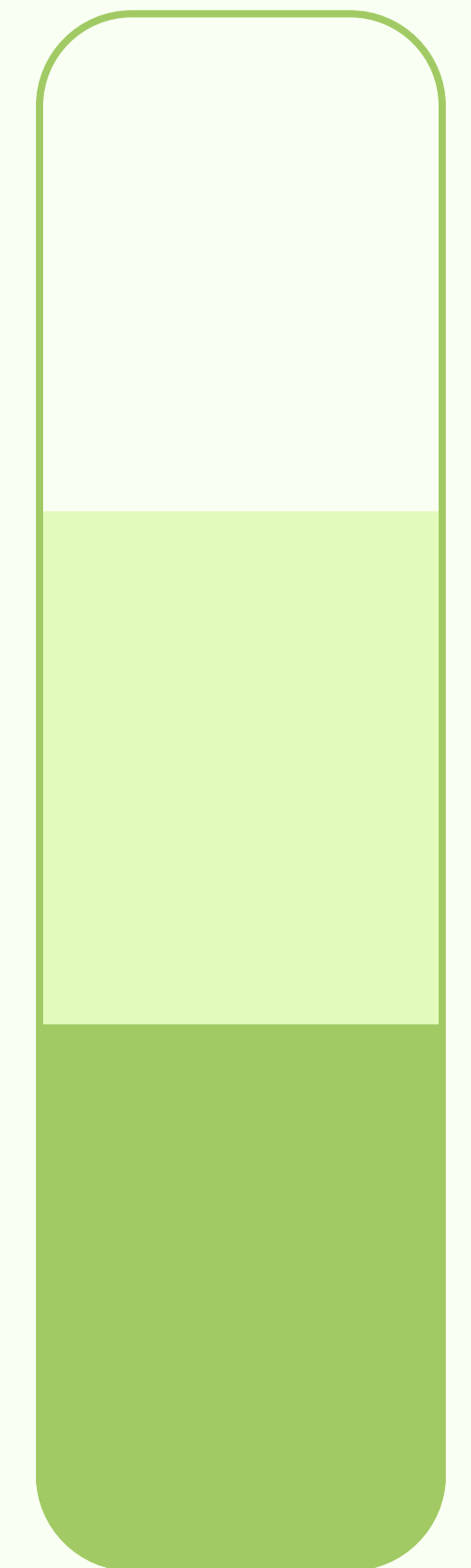
STAGE 2

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

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
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Regional Community Development

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Marketing Campaigns

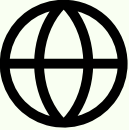


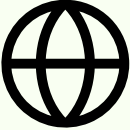




TOKEN DEVELOPMENT	CONTENT MARKETING	ADS PROMOTION Paid Traffic from Meta or Teaser Network
<ul style="list-style-type: none"> • Development of Tokenomics • Creation of Token Smart Contracts • Implementation of Vesting Schedules (Locks) <p>  Results: tokenomics model, robust smart contracts, and structured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

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

Marketing Campaigns

AMBASSADOR CAMPAIGN	GUERRILLA MARKETING	MARKETING PLAN CREATION
<ul style="list-style-type: none"> • Gain user-generated content and organic coverage. • GOLDAPP manages an ambassador community: <ul style="list-style-type: none"> • <i>Develop program with project team</i> • <i>Daily tasks in private Zealy space</i> • <i>Administer ambassador chat</i> • <i>Bi-weekly reports</i> • <i>1-month test, extendable</i> • <i>Daily/weekly tasks, news coverage, and shilling</i> <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"> • Marketing activities by direction with calculated budgets • KPIs and expected results • Timelines of all activities planned <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

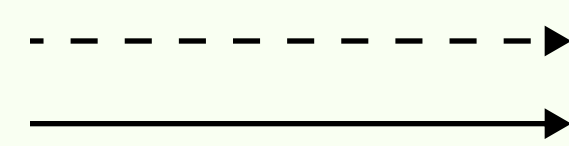
Strategy Development Process

Defining **business**
goals & Project audit

1.

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
development & **Plan**

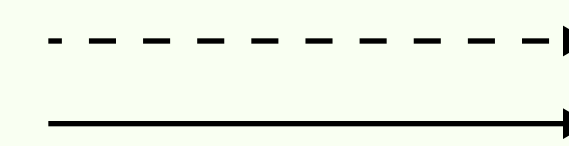
2.

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



Strategy
implementation

3.

Full marketing arsenal:

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

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