



# Our Clients

 Praxis

 PRONET GAMING

 **ultraplay**  
advanced betting solutions


 **MXM**  
MXM GAMING

 **NETELLER**®

 **coindirect.**

 **finrax**

 **Skrill**

 **Curaçao eGaming**

 **smartico**

 **GAMINGSOFT**

 **PROTOCOL ZONE**  
THE ZONE OF EXCELLENCE

 **optimove**



# Our Cases: KuCoin

## Task:

Increase brand awareness in CIS, and attract users to new promotions on the trading platform.

## Implementation:

- Create promotional materials, considering our client preferences;
- Creatives for bloggers; and
- Ads integrations.

## Outcome:

- Top bloggers, with an active core audience that were attracted;
- 450k+ views;
- 5.5k+ new users; and
- FTD Cost - 100\$.



Watch full review

- 108 000 followers
- 24 373 views
- 178 comments



Watch full review

- 222 000 followers
- 23 976 views
- 170 comments



# Our Cases: DROPS

## Task:

Place ads on crypto channels with the right core audience and increase the number of new users.

## Implementation:

- Place ad integration with key GEOs;
- Reviews with individual platform tests to understand the details of trading with EXMO; and
- Native integrations to increase brand recognition.

## Outcome:

- 500k+ views;
- 15k+ clicks; and
- 3.5k+ registrations.



Watch full review

- 108 000 followers
- 24 373 views
- 178 comments



Watch full review

- 222 000 followers
- 23 976 views
- 170 comments





# Our Cases: Fairspin

## Task:

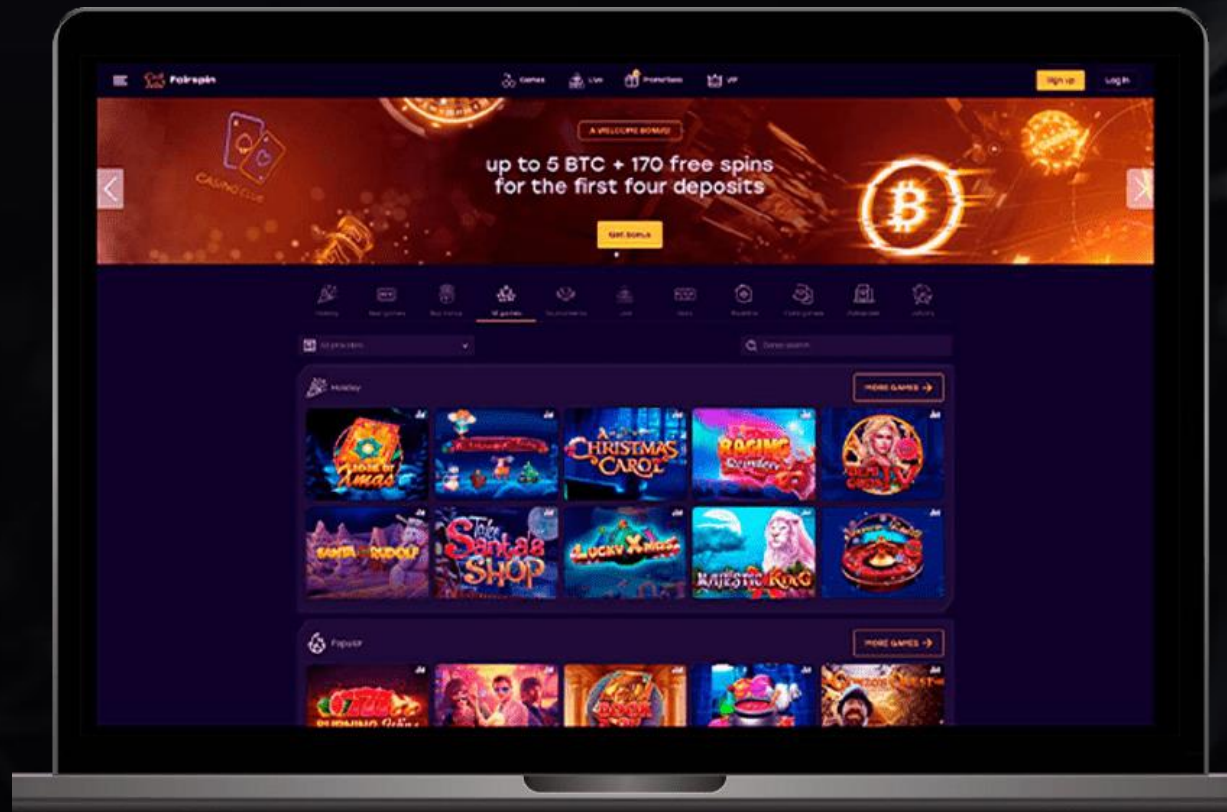
Increase brand awareness and attract new players.

## Implementation:

- Place ads with core crypto-channels with certain SEO;
- Creation of a unique task for each blogger;
- Development of special promotions for each influencer;
- Branding of the separate YouTube channels;
- Brand promotion with streamers on Twitch and YouTube platforms;
- Press releases and banners on large crypto resources;
- Large-scale advertising campaign via Google Ads; and
- Targeted Facebook ads.

## Outcome:

- 500k+ views;
- 15k+ clicks; and
- 3.5k+ registrations.



# Our Cases: BETMATCH

*The first bookmaker that uses blockchain technology to store funds and calculate bets.*

## Task:

Complex brand promotion.

## Implementation:

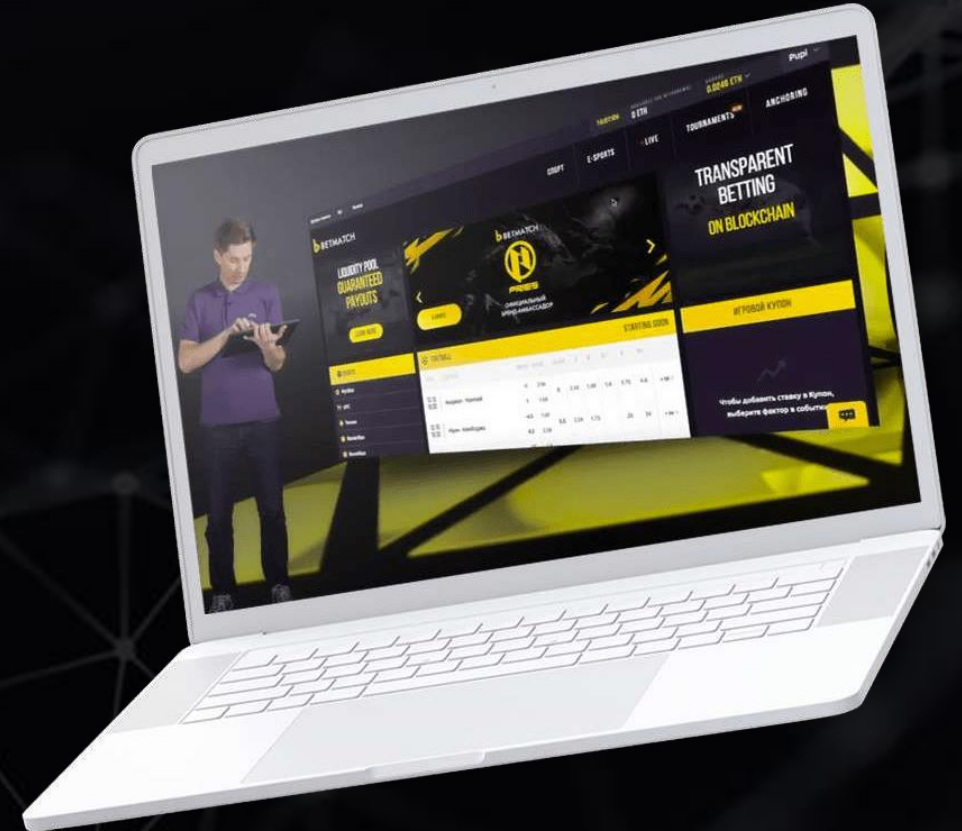
- To bring the BetMatch brand to the market and reach the top position in the crypto-bookmaker category following was done; and
- Deep media market research to identify a core audience, namely, cryptocurrency owners who are interested in sports betting.

For successful implementation, analysis and selection of contractors for the following directions:-

- SEO site optimization;
- Development of a series of creatives, by the company's brand book;
- Development of a unique tracking service for traffic analysis in RS, CPA, CPM and CPC directions;
- Creation of a unique bonus system for new users; and
- Preparation of introductory articles.

## Outcome:

- 500k+ views;
- 15k+ clicks; and
- 3.5k+ registrations.



# Full Stack Marketing

Our team provides comprehensive support for ICO, IEO, ITO projects, crypto exchanges, Fintech companies and assists to launch the projects from scratch. For the successful operation and functioning of coins.

*"It's not enough to just have an interesting idea - we are ready to take care of the rest"*



# Conducting Audits

PowerBank Marketing works very closely with Hacken company and always recommends a thorough audit of projects which includes:-



## Blockchain Security

**Formal Verification**

**Ethereum Contract Audit Android**

**Blockchain Protocol Audit iOS**

**Tron Contract Audit Network**

**EOS Contract Audit**



## Penetration Testing

**Web Application**

**Android Penetration Testing**

**iOS Penetration Testing Web**

**Network Penetration Testing**

**DDoS Resistance**



## Security Assessment

**Threat Modelling**

**Cloud Security Assessment**

**Web Infrastructure Risk Assessment**

**Vulnerability Assessment**

**Social Engineering**



# Marketing PR Support of SEO Projects

Listing on a cryptocurrency exchange is necessary to increase the price and liquidity of the token. In addition, it inspires confidence in potential buyers. Accordingly, careful preparation for SEO is necessary for both; company documentation and the token itself.

For a fast and successful coin run:

- Negotiations and co-operation with the top-30 of crypto exchanges;
- Studying the features of a blockchain project and the technical side of the token and its security;
- Legal support and preparation of essential documentation; and
- Marketing support of the project and its launch using all available channels to attract a paying audience.



# YouTube Influencers

Essential tools that we use for our clients together with top YouTubers are:

- Pre-rolls/post-rolls: Prepared videos up to 30 seconds that are placed on the channels at the start/end of the video, with the link in the description;
- Integration: Integration in some part of the video of the direct ad, 1-2 minutes long, with the link in the description;
- Native advertising: The Product appears in the video with bloggers mentioning it and the link is likely in the description;
- Product placement: Product appears in the video without being mentioned or without links;
- Review: Exclusive video about the product, link in the description; and
- Special projects: Individual approach such as promotions, discounts, promo-codes, participation and hosting different events.



# Instagram Influencers

Essential tools that we use for our clients together with top Instagrammers are:

**Posts:** The blogger is devoted solely to the product with a nice segue. The style of the photo is discussed beforehand, and the brand's page is tagged;

**Story:** Story that describes product/service/promotion and swipe;

**Native ad in the post:** Small brand incept in the post without description or hashtag;

**Video-review:** Video up to 60 seconds long, made in the blogger's style and have the brand's page is tagged;

**Live:** Ads integration in the live and/or stream devoted to the product and the link can be placed in the bio for some time; and

**Special project:** Have an individual approach with promotions, discounts, promo-codes, participation and hosting different events.



# TikTok Influencers

The main format that we use for our clients together with TikTokers is native advertising integrated into the usual blogger's content.

This task is implemented in the following way:

- Each integration has a unique script;
- To omit the ban for integrated ads referral link is placed in the bio or hidden via tap link;
- In each integration we show the client's website or logo and highlight the main advantages/motto; and
- Place text with a call to action that is telling viewers about the referral link in the bio.



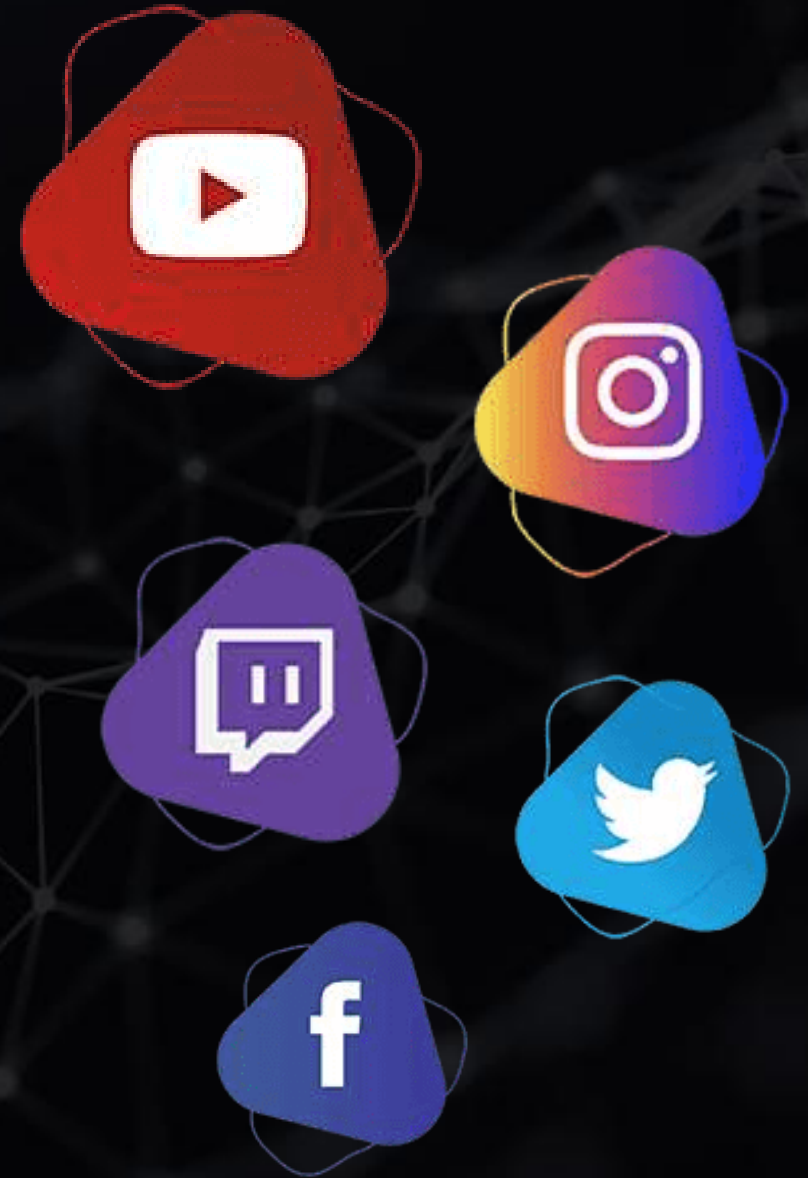


# Mainstream Influencers

Popular non-crypto influencers are often a great way to attract their loyal followers to a project by supporting the project publicly.

The types of manifestations with famous people:

- Brand Ambassador with public support for the project, advertising support on their social networks;
- Advertising materials with the participation of media people to promote the project through other marketing tools;
- Preparation of educational content that explains how to use the product with the participation of influencers; and
- Getting huge ad reach in comparison with crypto influencers and constant growth of the community in the social networks of the project.



# Crypto Media Buying

**Another alternative and how Crypto Media buying works is:**

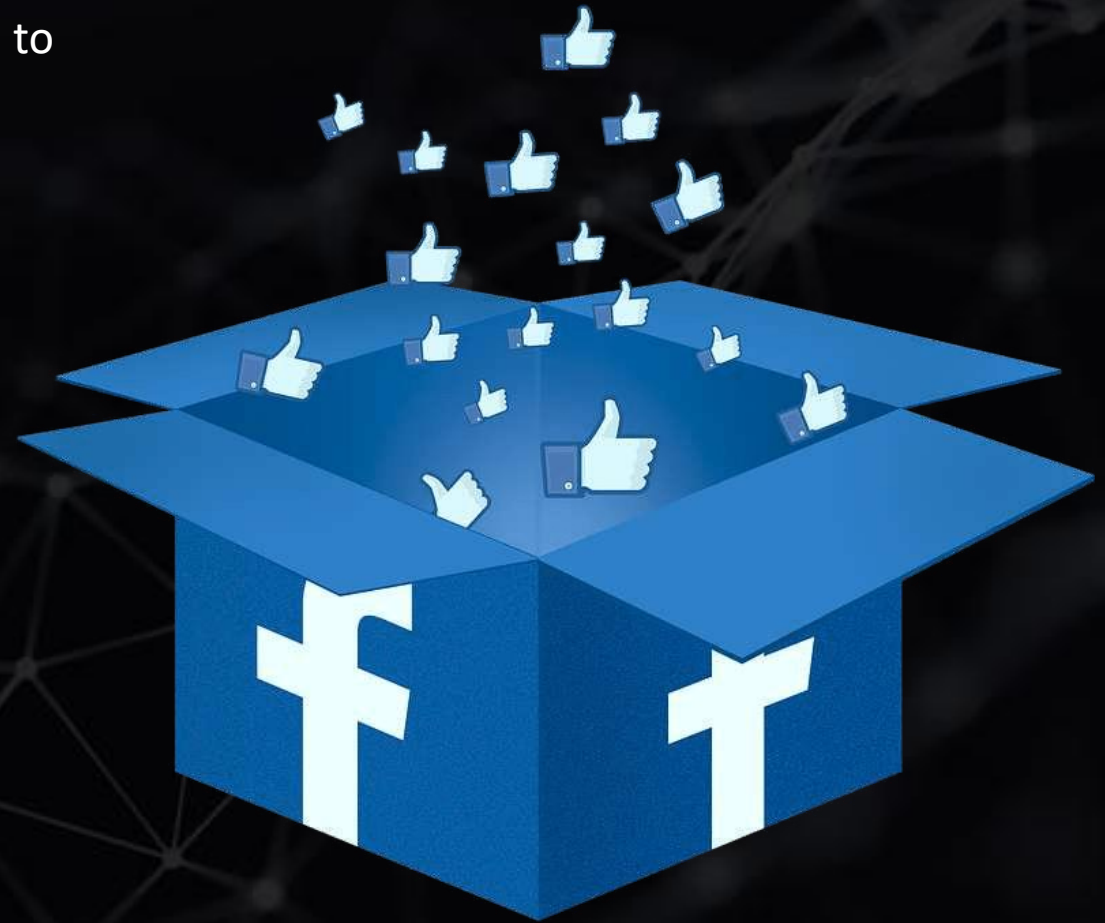
- Articles about the product on the most influential websites, devoted to suitable topics;
- Ads in the most popular telegram and Twitter publics about topics related to the product;
- Banners on different portals;
- Placement, maintenance, and regular optimization of advertising campaigns using key ads-networks; and
- Special promos organised together with influential crypto portals.



# Targeted Ads on Facebook

As Facebook banners re-direct crypto ads, we use a special system to sidestep those algorithms. This tool includes:

- Installation of the Facebook Pixel and its optimization;
- Core audience segmentation based on its interest and SEO;
- Creative development;
- AB-test to determine the best conversion funnels;
- Ad campaign optimization and up-scaling; and
- Remarketing strategy defining and optimization.



# Contextual Advertising via Google and YouTube

Another tool to drive traffic to our customers' products is Google where very high-quality traffic comes and there are several options for advertising:

- Banner advertising on all popular sites with a suitable target audience (Google Display Network);
- Display advertising (sites, forums and blogs) that talk about the products indirectly or directly;
- Google ads YouTube - advertising video creatives on YouTube itself;
- PPC, Targeted advertising - advertising both for brand queries and for the most popular queries of competitors on Google;
- UAC - Universal Application Campaign - online advertising with conversion optimization.





# Search Engine Optimisation

For internal and external optimisation, SEO allows an increase in the flow of organic and targeted traffic to the site. It can raise the search results for key queries to higher positions.

Inner optimisation:

- Website analysis; and
- Semantic core of the site development and expansion.

Outer optimisation:

- Tasks for copywriters;
- Recommendation for the creation of new texts; and
- Inner page optimisation and work with meta-data content and page description.

Outer optimisation:

- Competitors' website analysis;
- Link mass analysis ( link mass and anchor-list cleaning);
- Link buying plan; and
- Organic link building (links on influential resources).



# R&D

We will do a comprehensive R&D of your project to identify its strengths and weaknesses. We then prepare a list of recommendations that will improve the product's performance. We will show where you can get more profit and determine the points of growth for the project.

**The R&D area is divided into several areas:**

- Analysis of funnels to attract traffic;
- Analysis of customer communication and the work of the support department;
- Retention analysis;
- UI / UX analysis;
- Customer journey analysis; and
- Analysis of the bonus system.



# Marketing & PR Support of IPO Projects

The company's IPO brings advantages as well as a lot of preparatory work. It is difficult to carry out this procedure successfully and this process is aimed at increasing company recognition and attracting potential investors, analysts and traders.

PR support for an IPO includes:

1. Communication audit of the current reputation of the company and its executives, analysis of competitors;
2. Marketing research, creating a portrait of a potential investor;
3. Preparation of documents for investors and organisation of ROAD-SHOW;
4. Program implementation during the placement period;
5. Implementation of the communication program after the IPO; and
6. Conducting an interim assessment of effectiveness with the constant refinement of the communication strategy.



# AMA Sessions

AMA sessions are another effective tool for promoting crypto projects, which, in addition to directly attracting customers it's the best way to build the trust of your community in the product. A public dialogue between owners and key employees allows you to build loyalty and directly answer questions from participants both in text and an audio/video conference format.

The AMA sessions include:

- Full moderations of AMA sessions – posting announcements, prescribing a full-fledged schedule and timing;
- Preparation of questions that can be specifically asked during the AMA; and
- Awarding AMA participants for the best questions.



**AMA**  
**ASK ME ANYTHING**



# Cloaking

**Cloaking** – in our case, it's a substitution of one offer (for moderators) for another. Cloaking can be configured according to different parameters:

- Filtering by page;
- Filtering by IP;
- Filtering by user agent bots;
- Filtering by connection types;
- Bot's filtering;
- Filtering by devices;
- Filtering by operating systems; and
- Other parameters that can be removed from the user agent of a user.

When applying traffic filtering the server must be running, which will receive this traffic and distribute it, which we will do for this offer.

After distributing the traffic, we have to collect statistics of conversions and stack users' data who came to <<white>> offer and <<black>> offer in separate analytical tables for advertising activity and optimisation.

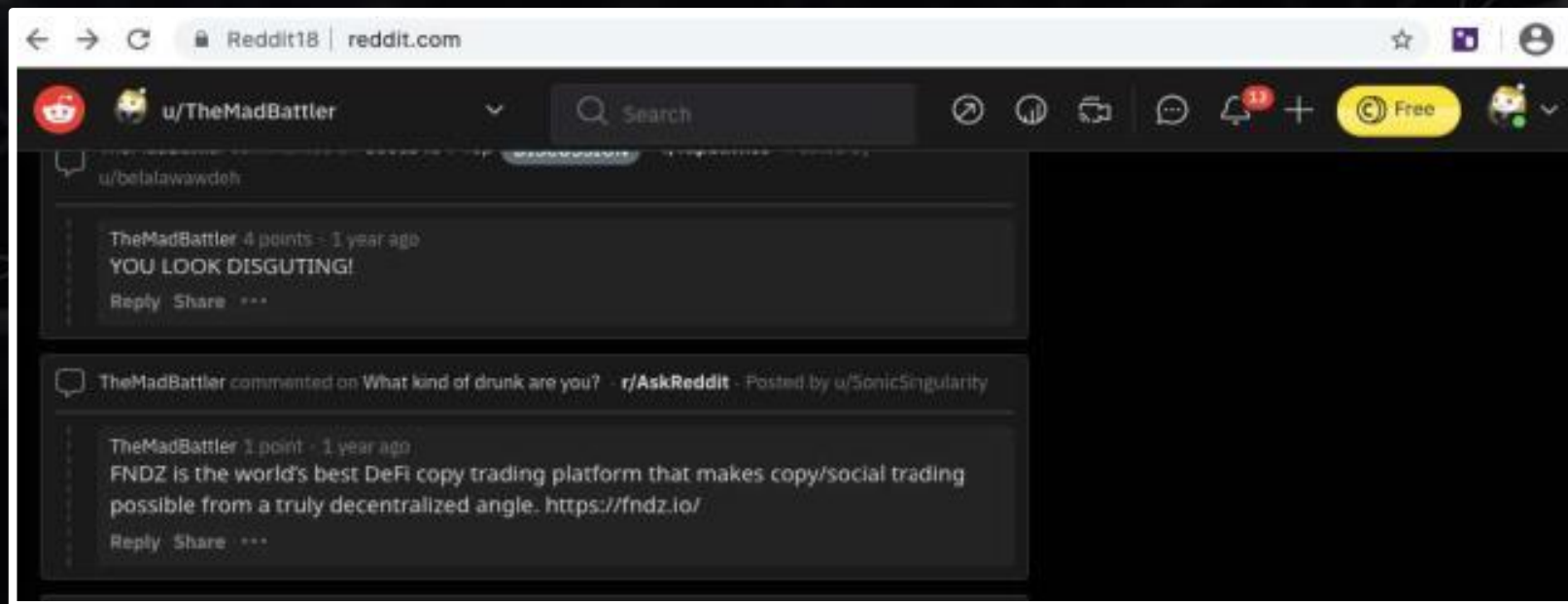
In this way, the project end will be advertised on all platforms, which algorithm directly prohibits the advertising of such products.

# Twitter / Reddit advertising

Twitter and Reddit play a big role in the crypto industry. Advertising here is always a large number of publications on pages with a small or medium number of views, but a high engagement rate and virality.

For a successful and effective launch of ads on Twitter / Reddit, we follow these steps:

- Register the right amount of Twitter accounts and start to heighten interest for successful posting in the future;
- Collect the thematic groups about cryptocurrency, trading and investment, where we can get the maximum response from our target audience;
- Generate a content plan for publishing posts and have it sent to the client for approval; and
- Communicate with target groups to achieve the maximum response from the interested audience.



# Shiling

Shilling is a great way to increase project awareness using messengers, social networks and forums.

Steps we take to create a shilling campaign:

- Research the relevant groups, channels and threads;
- Creating content plan;
- Publishing posts and comments;
- Sending different direct messages about the project; and
- Instant a-b testing and looking for the best ways to promote.



# Bounty

Bounty campaigns are a great tool to create hype and build an active community.

The community will perform tasks to receive your tokens (reposts, comments, translation etc.).

The campaign will include:

- Planning;
- Conditions and rules creation;
- Marketing actions; and
- A community management.

