



Proposed Marketing Plan

Marketing Promotion plan

1. Internal Marketing

- Homepage Rolling Banner Announcement (cover 9m+ users): the official announcement will be published and stay at homepage, to notice all users.

Social Media Announcement:

- With the helping of Upbit's media resources and strong user bases, we could assist to quickly build a larger and better community and achieve a certain number of seed users.
- Over 10k Twitter followers
- Key influencers' promotion
- And announcement on official channels: twitter, medium, linkedin and others.

Community Promotion:

- Upbit official communities to promote with local language for the local users
- Over 70k English community users
- Upbit different language community promotion
- Cooperated active oversea communities (each community has 30-50k+ active users) to promote, AMA is available.

Community AMA/LIVE: Using the powerful community resources of Upbit to conduct community interview/interaction activities. (10~30k)

Mobile Promotion:

- Listing news notification: cover more than 800k users, 180+ countries
- APP users account for over 80% of the total Upbit users.
- Pop-up ad: all APP users will see the promotion when they open it

Email promotion

- Sending project newsletters for over 1,000,000 cryptocurrency interested registered users
- Accurate the effective users for marketing activities
- Will be posted on our Twitter account and communities

 AMA Promotion (optional)

Requests

- Set up 8-12 questions to introduce the project to our users and investors
- AMA posters (from Upbit)

Features

- Social media blast (Upbit channel for the AMA)
- Featured in email newsletter
- External promotion after AMA
- Upbit team will help with translation for the national media needs
- Interact with users closely

- Key influencers' sharing

2. External Marketing

⇒ Media Coverage on Leading Industry Publishing Websites, such as:



Listing Process Guideline:

