PRESENTATION

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WIND N FIRE

2022

WIND 'N FIRE

PRESENTATION

CONTENT

- Result Project SDC
- Result Project UMETAWORLD
- Result Project AIKO
- Result Project F11
- Result Project GEEX

SMART DONATION COIN

The DeFi project on the Binance Smart Chain network unites all bloggers on a single platform that allows you to earn money

WE HAVE BEEN WORKING ON THE FOLLOWING ADVERTISING CAMPAIGNS:

- Marketing Consulting
- Influence Marketing
- Project design
- Targeting Facebook
- SMM
- Targeting Instagram
- Twitter ads
- Retarget
- Community development
- Airdrop/Gleam
- Crowdshilling
- Crowdmarketing
- Community Manager
- Listing/Advertisement
- Mass Media

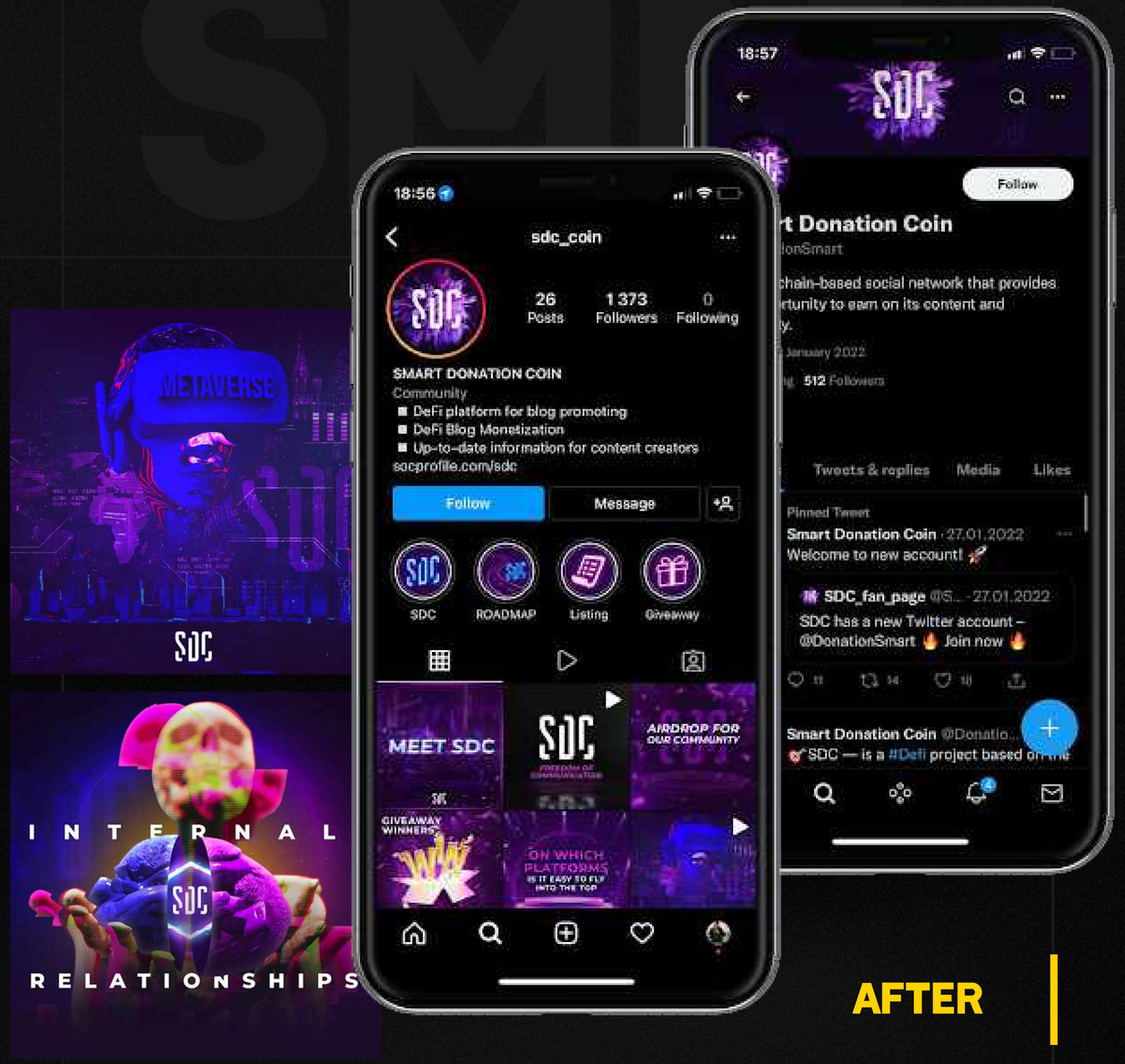
RESULT SMM

Writing a content plan for 4 weeks, writing posts, creating unique headings for project content. Drawing 15 posts depending on the complexity of the project. Development of icons for highlights. Auto-posting on all social networks. Design for social networks

BEFORE

RESULT SMM

Writing a content plan for 4 weeks, writing posts, creating unique headings for project content. Drawing 15 posts depending on the complexity of the project. Development of icons for highlights. Auto-posting on all social networks. Design for social networks



AFTER

RESULT

COMMUNITY DEVELOPMENT

Before to starting the company, the client had no social networks. After one months of work of the agency, the following results were achieved

Telegram + 4 108 new users

Discord + 265 new users

Twitter + 512 new users

Facebook + 119 new users

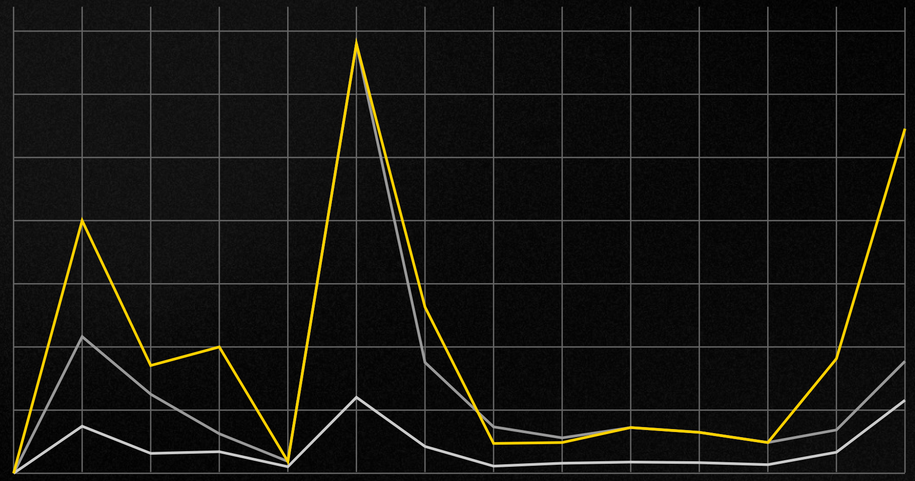
SDC

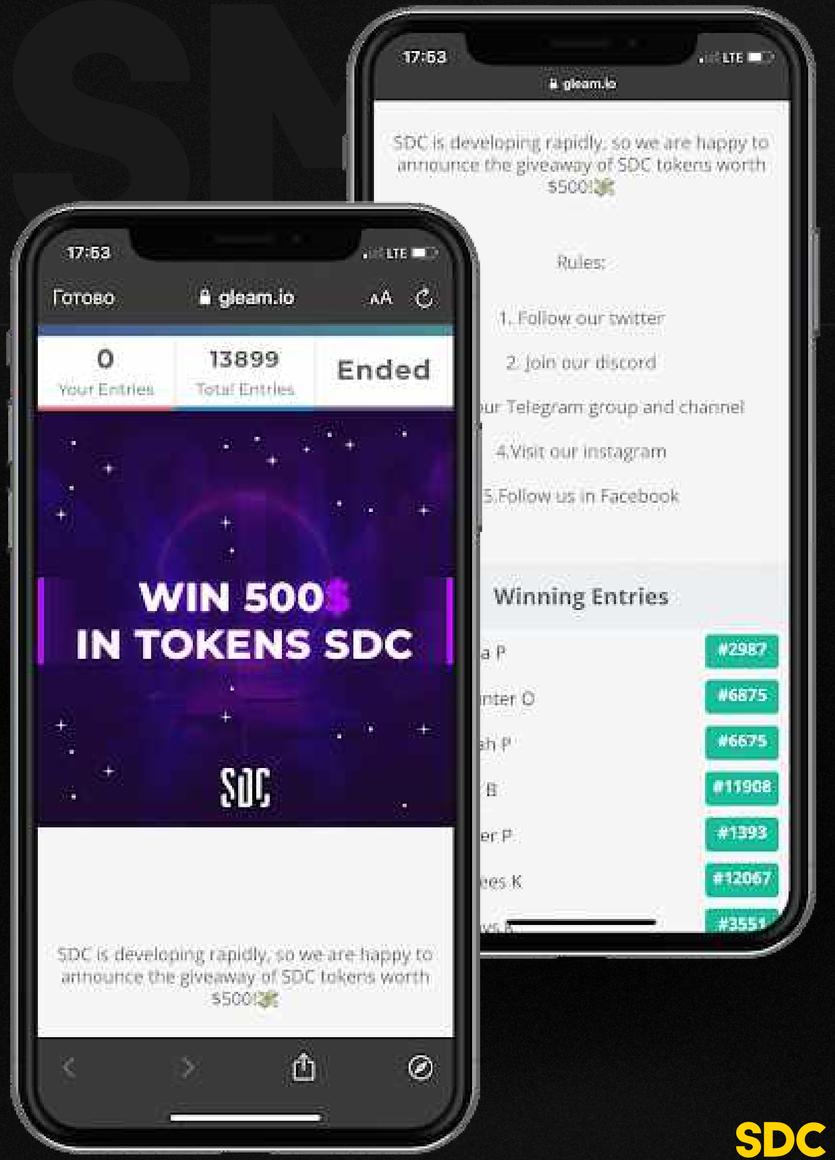
RESULT

COMMUNITY DEVELOPMENT

+ INFLUENCE MARKETING

Launch of the contest - gleam. Number of participants in the competition -19 336





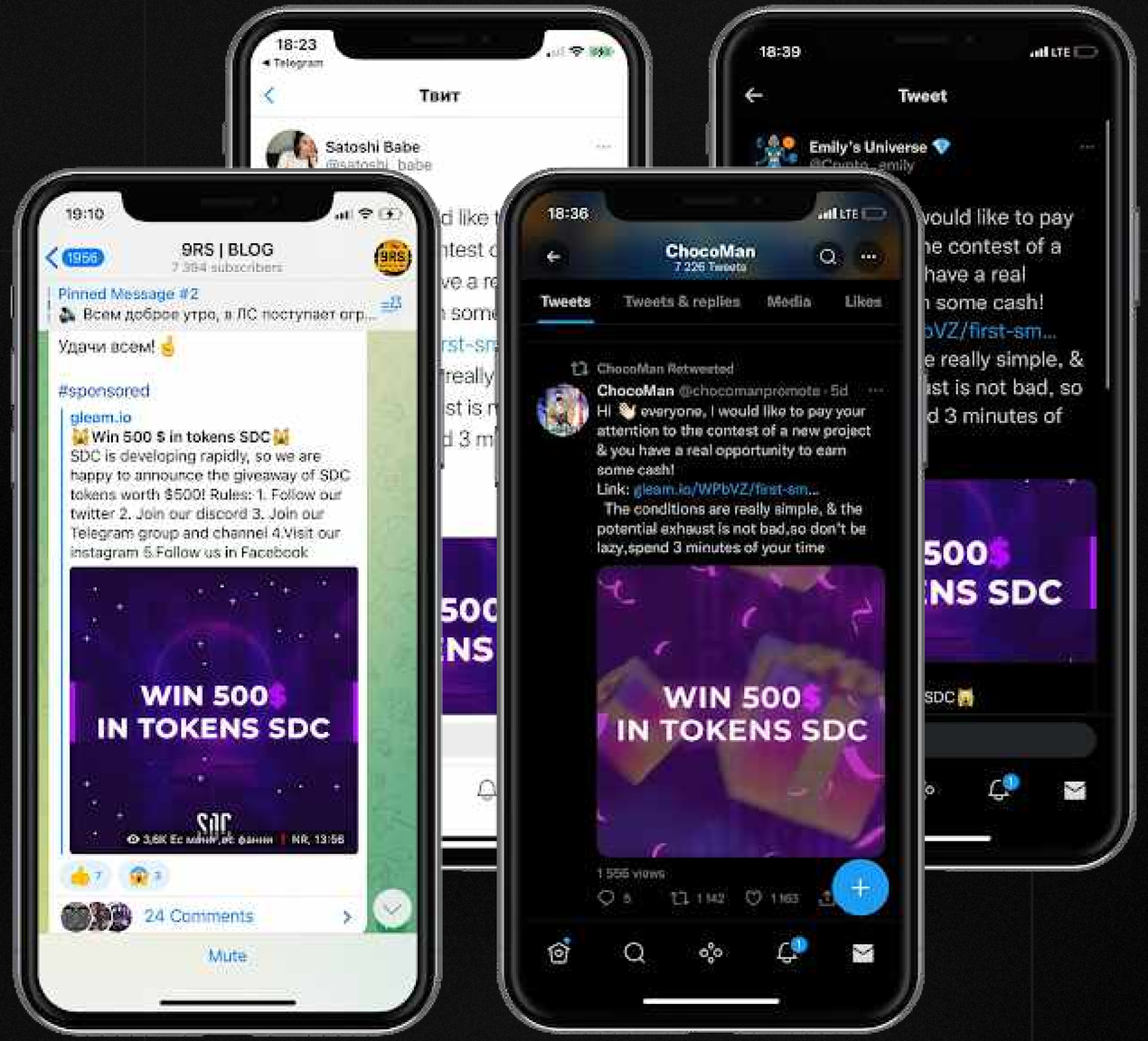
SDC

RESULT INFLUENCE MARKETING

6 bloggers participated in the advertising integration for 2 weeks

WORK WITH MICRO-INFLUENCERS

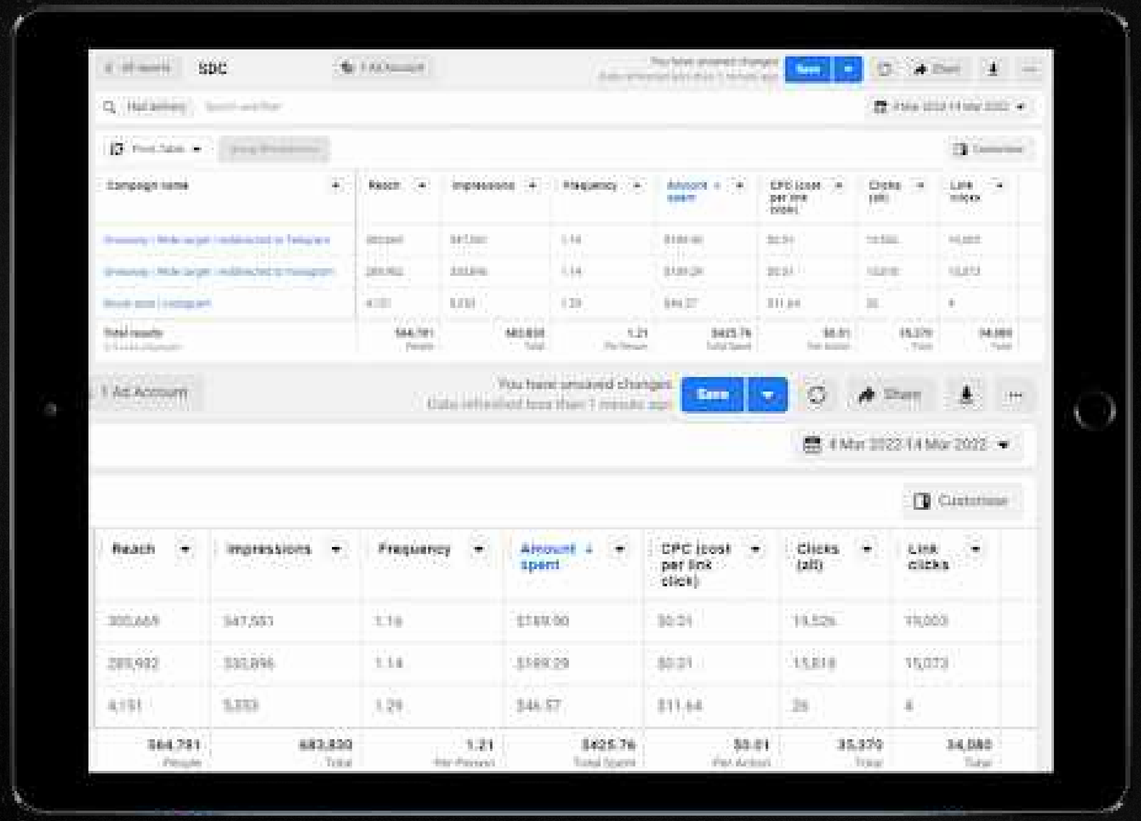
SMM



RESULT

TARGETING FOR FACEBOOK

Targeting: setting up ad account, audiences, campaigns and tracking. Setting up audience for remarketing/look like audience. We launch different campaigns and creatives in order to test performance for different settings.

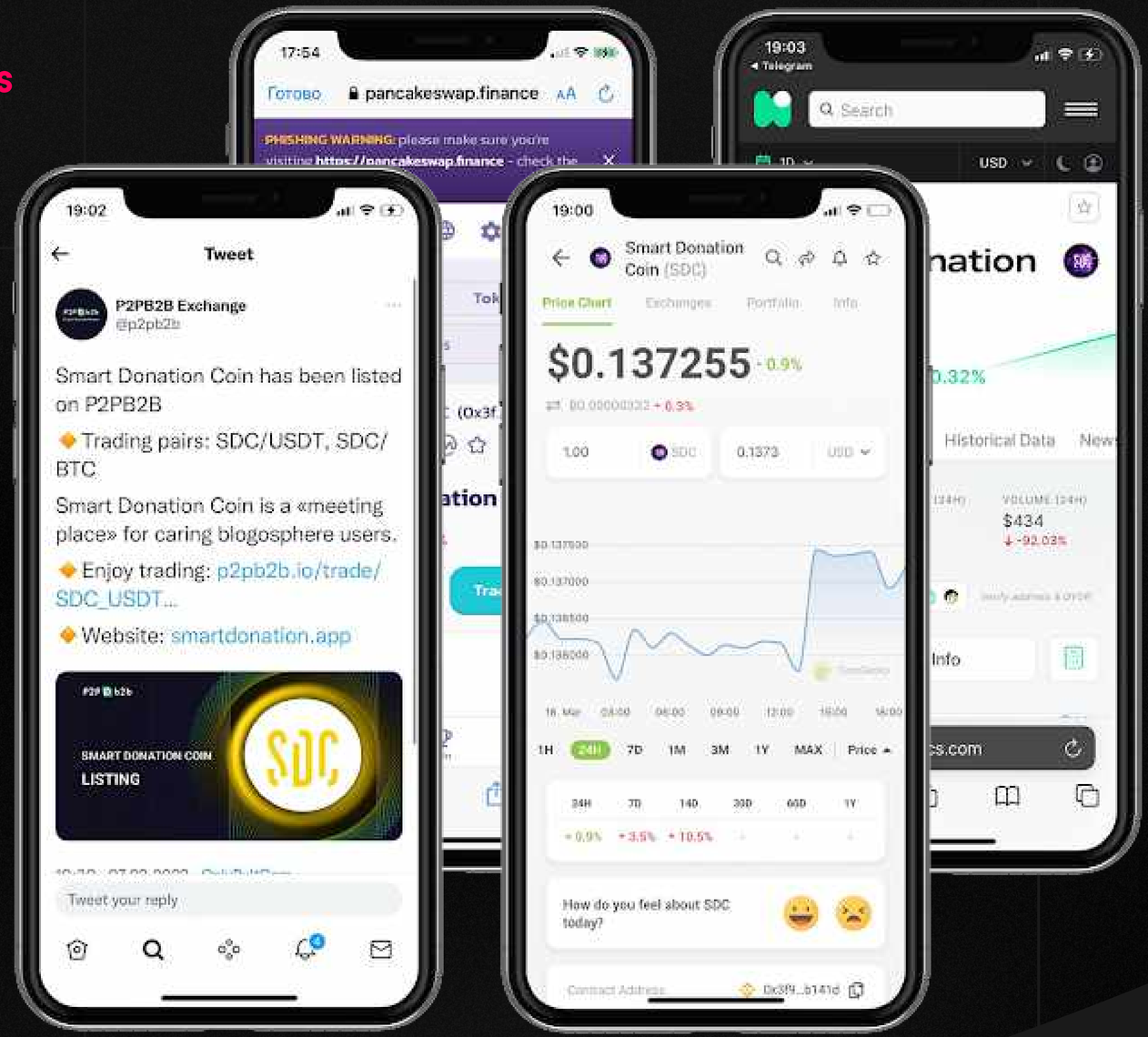


Advertising range: 4.03 - 14.03 GEO: Only developed countries of the EU and Asia (excluding Russia and Ukraine) Clicks (All) - This is the total count of ad clicks. Clicks on the link (Unique) - This is a directly unique transition of the user on the link to the resource where the advertisement leads him - This can be considered an actual real figure. Frequency: This is the number of repeated clicks on the link. 1 - 1.50 = this counts as one click, one user (No repeats)

RESULT

LISTING OF THE TOKEN ON EXCHANGES AND PLATFORM

The agency managed to achieve high marketing performance for the listing. The token was listed on P2PB2B CoinGeko Pancakeswap Nomics For the project, agency was possible to agree to be placed on some exchanges for free and on individual terms.



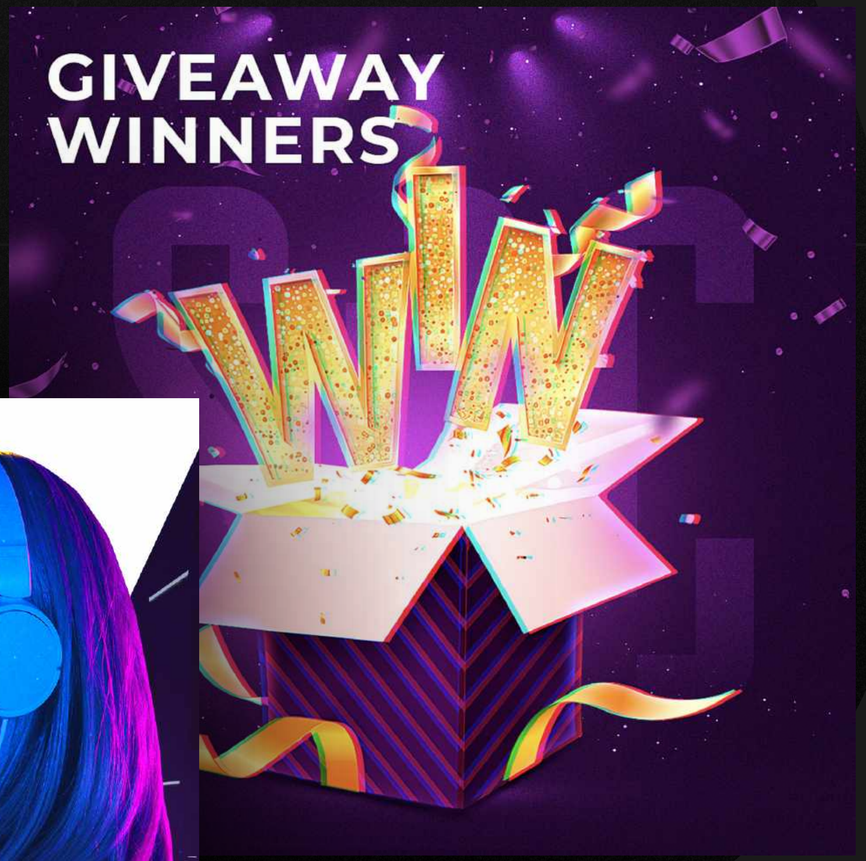
RESULT

MARKETING CONSULTING + PROJECT DESIGN

BEFORE

RESULT

PROJECT DESIGN

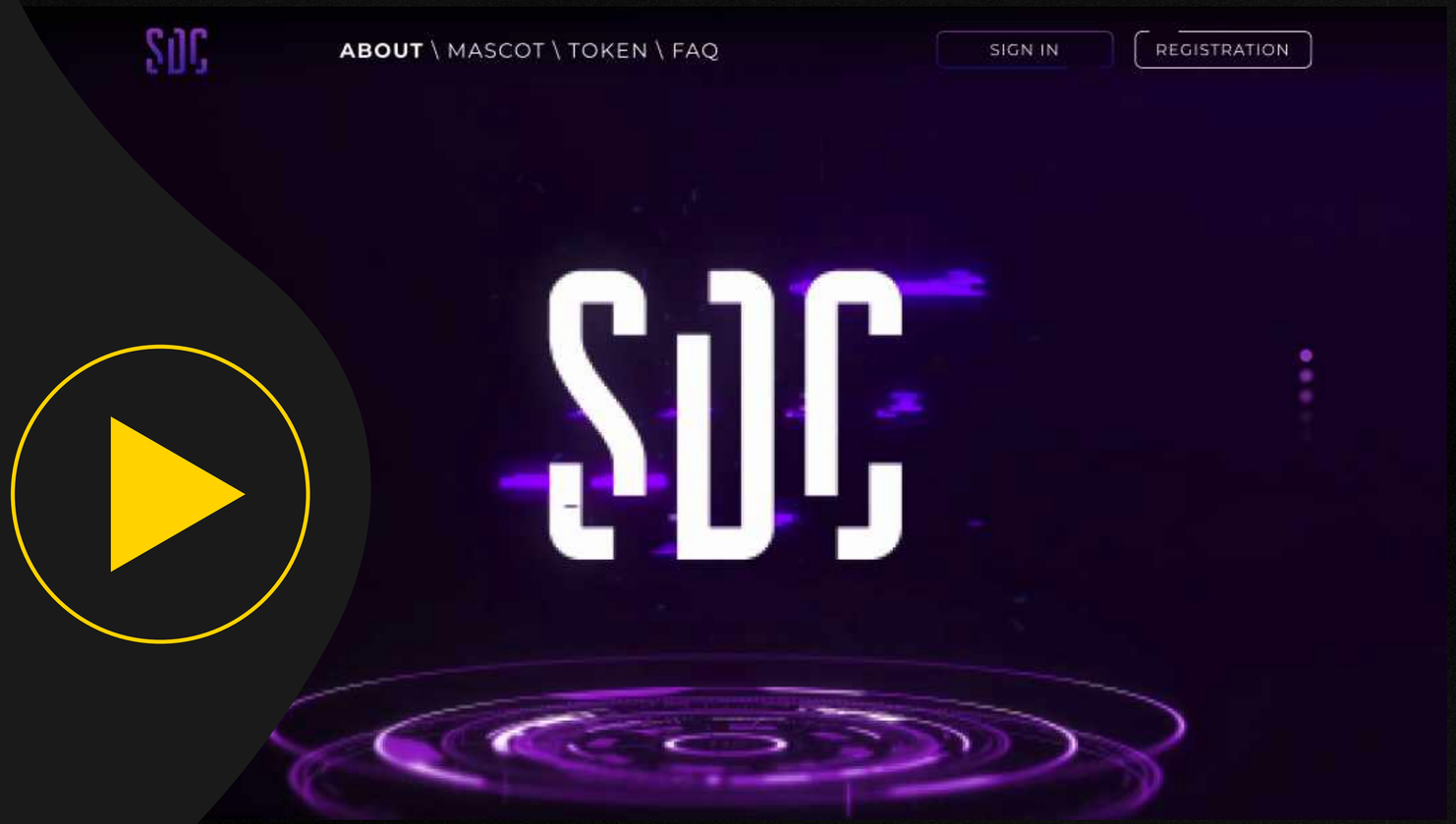


AFTER

RESULT

MARKETING CONSULTING
+ PROJECT DESIGN

AFTER



WATCH
NOW

UMETAWORLD

Customer request: Increase community,Populize product , create activity in social media

Umetaworld aims to become the mirror of the real world by providing Metaverse Web 3.0 infrastructure

WE HAVE BEEN WORKING ON THE FOLLOWING ADVERTISING CAMPAIGNS:

- Targeting Facebook
- Targeting Instagram
- Twitter ads
- YouTube (AdWords)
- Retarget
- Community development
- Crowdshilling
- Crowdmarketing
- Community Manager
- Shilling
- Listing/Advertisement

BUDGET: 80 000 $

RESULT

COMMUNITY DEVELOPMENT

From the beginning of the campaign we created and developed (English,Russian) discord groups groups and communities in Telegram all the settings and connections have been done: all channels community will be grown from 0 to 12000 users

Twitter Growth from 27 to 6176 followers

Discord Growth from 2 to 1235 members

Instagram Growth from 6 to 4849 followers

SHILLING

- 400 Discord Crowdshilling Dialogues
- 400 Twitter Crowdmareting Dialogues
- 400 Discord Crowdmarketing Dialogues
- 85 Insta, Youtube and CMC Dialogues
- 5000 Common Shilling Messages

DIRECT MAIL

During the period of work on your project, two direct mailing events were planned. The first one was sent to 8063 crypto investors. Screenshots of the letter are attached below.

We received 73 letter openings and 8 links clicks.

Influencers

To promote Umetaworld we used influencer marketing. To achieve our goals, we collaborated with:

The video was posted in Turkish and English languages:

Discord direct messaging -315

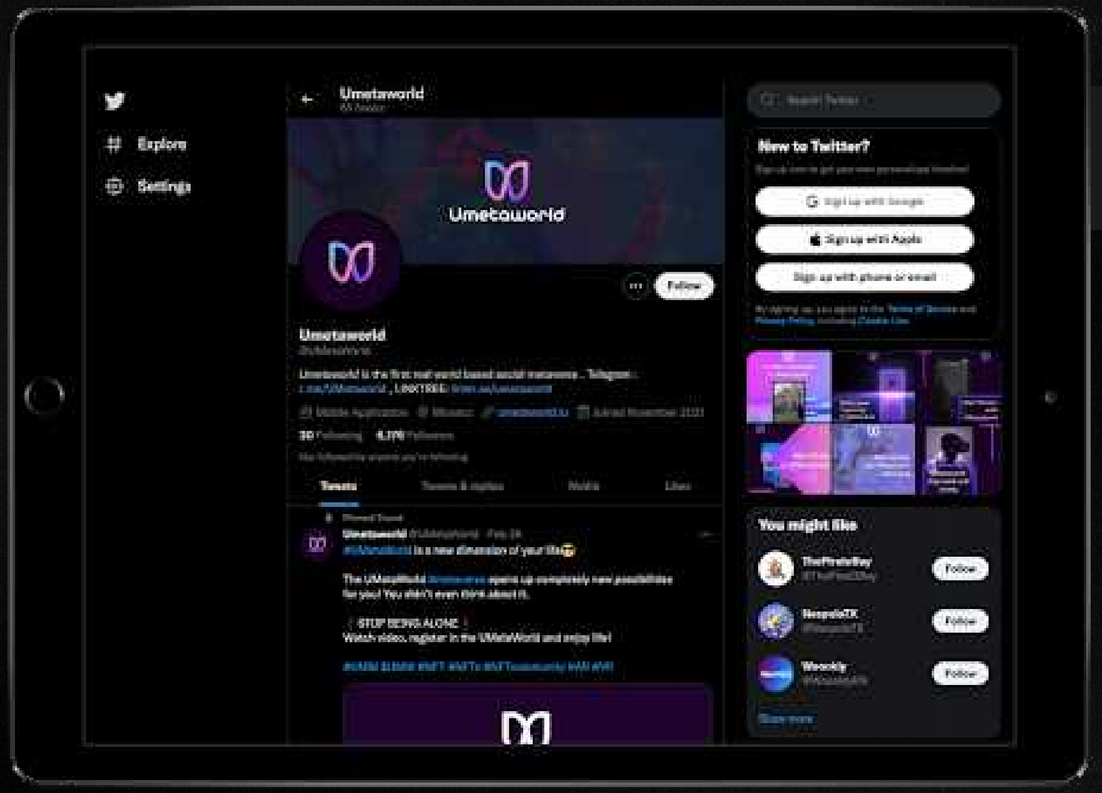
RESULTS

As a result, we managed to achieve very good results, despite the fact that the campaign was active for only 1 month (not counting the time to prepare for the launch and conduct analytics after the end of the advertising campaign). The results are displayed in the image:

1. We managed to reduce the cost per click by 5% in the first week and by 10% in the second. According to the results of the month, we managed to optimize the cost per click and it was 17% lower than the average statistics in this niche.
2. Collected a high-quality user base (who visited the website) for retargeting on all social networks from the worklist. Over time, the user base grows as more and more unique users visit the website and we will be able to catch up with them on social networks by showing our ads.
3. A variety of creatives were created specifically for our target audience and a channel was created for organizing creatives, graphics and auxiliary materials. create a channel and upload creatives there .
4. We have selected the semantics for targeting, and we are constantly increasing the number of key queries for which ads are shown to the most targeted lead.
5. We periodically optimize the bundles in the advertising office, which gives an increase in the quality of advertising indicators
6.We managed to receive 47289 clicks from this campaign which is 3x times better than average.

SCREENS TWITTER

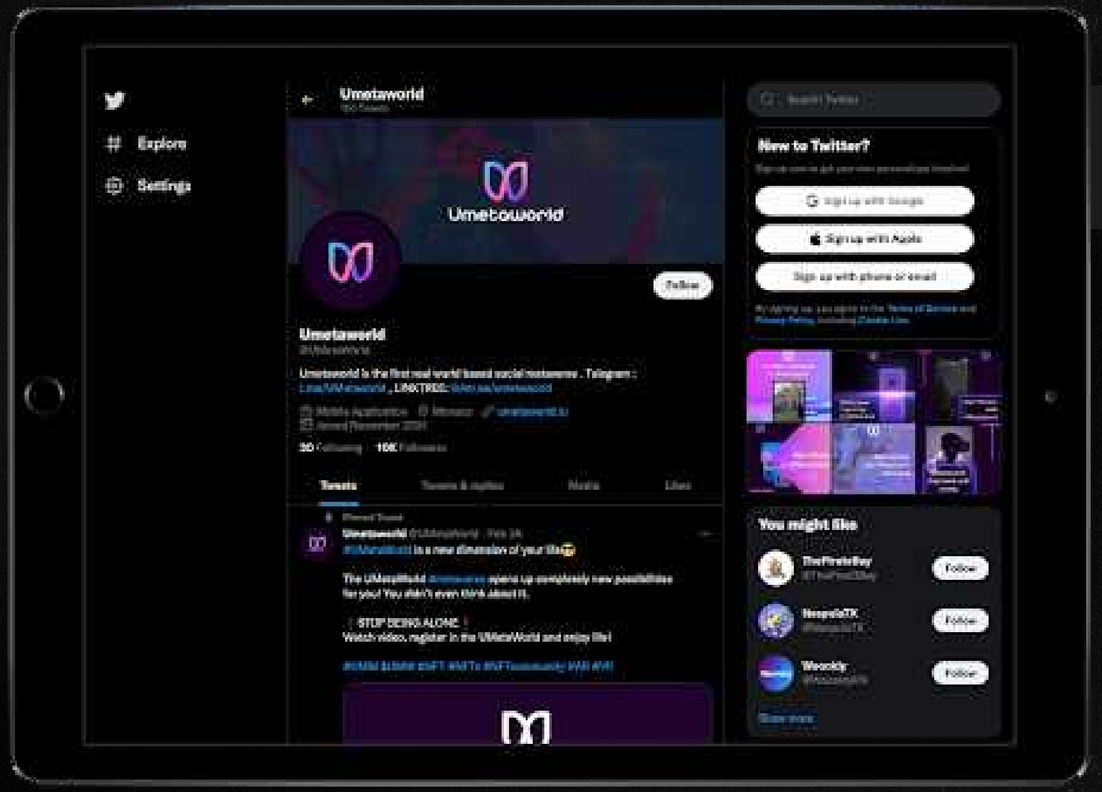
GROWTH FROM 27
TO 6176 FOLLOWERS



BEFORE

SCREENS TWITTER

GROWTH FROM 27
TO 6176 FOLLOWERS



AFTER

SCREENS DISCORD

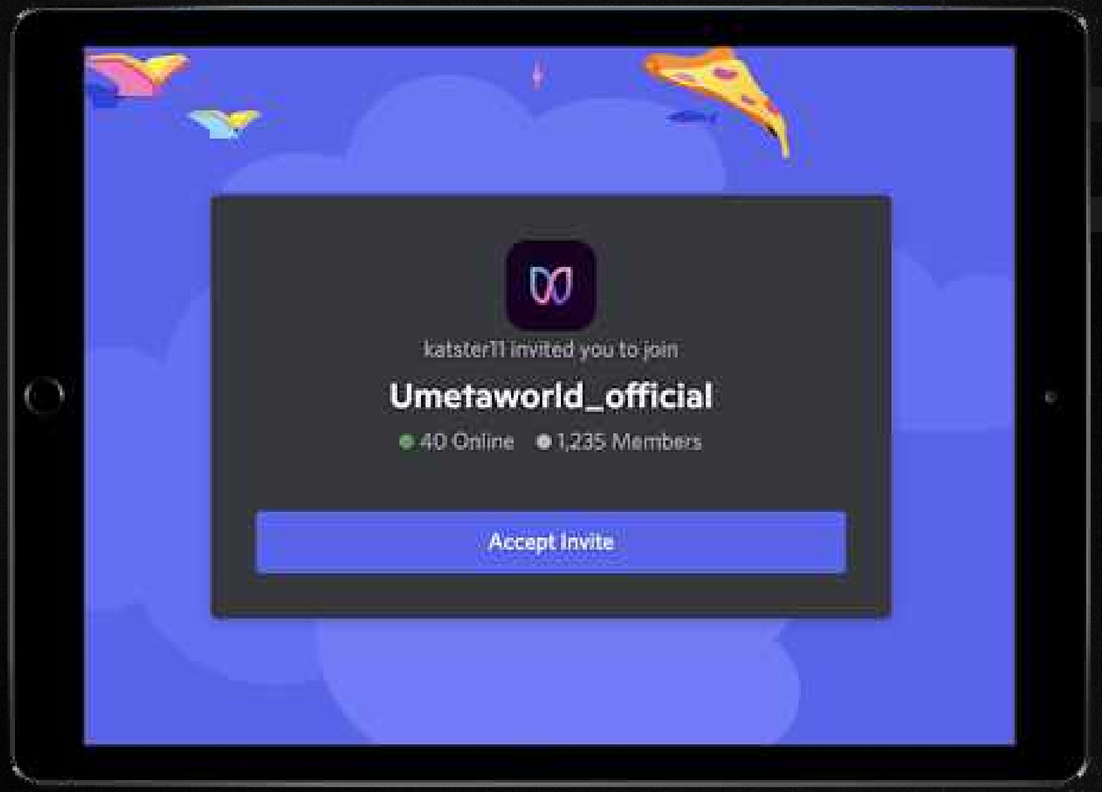
GROWTH FROM 2
TO 1235 MEMBERS

DISCORD

BEFORE

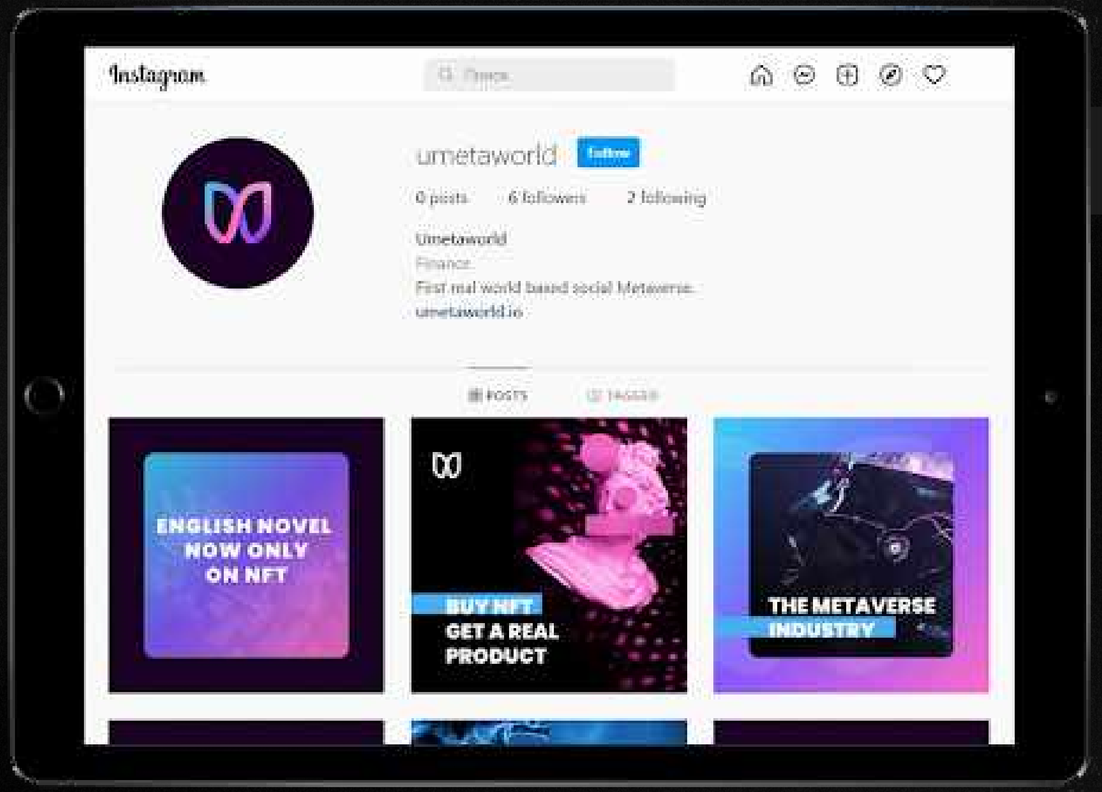
SCREENS DISCORD

GROWTH FROM 2
TO 1235 MEMBERS



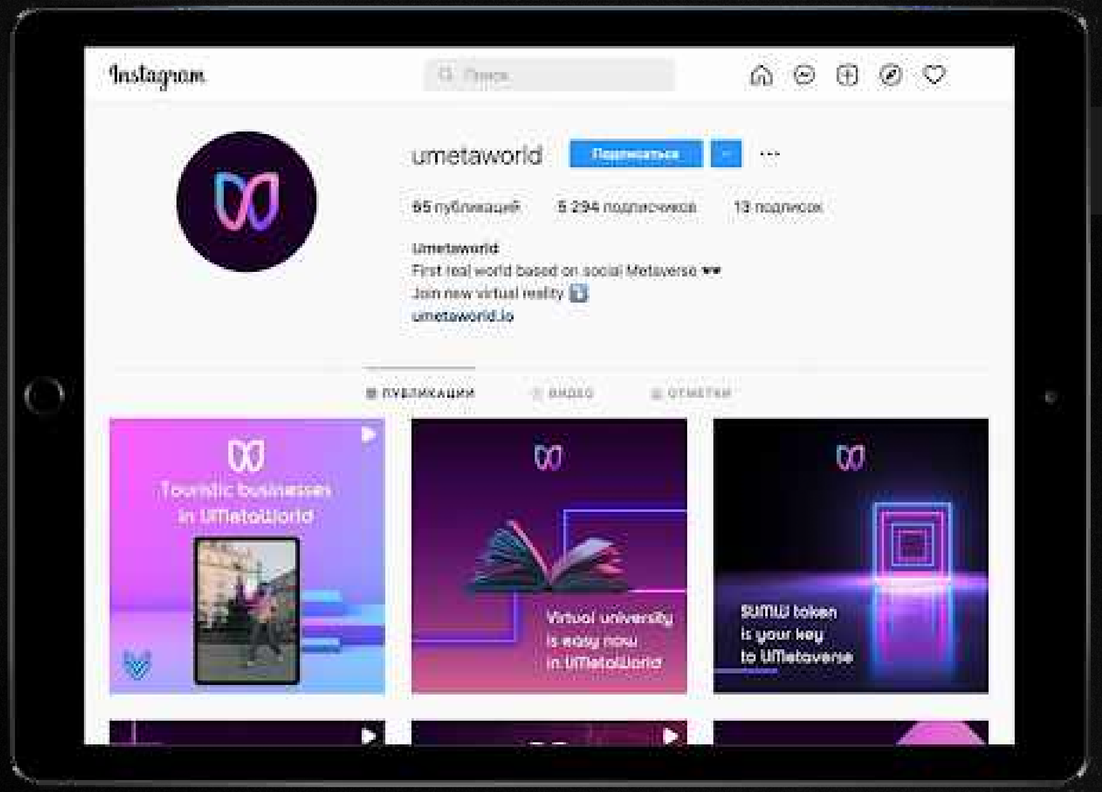
AFTER

SCREENS INSTAGRAM



BEFORE

SCREENS INSTAGRAM



AFTER

AIKO

AIKO Project is an ecosystem of services designed for the adult market, powered by Solana Blockchain. With Aiko, users will live new experiences and generate great residual rewards.

BUDGET: 99 920 $

We have been working on the following advertising campaigns:

- Twitter adds
- Community development
- Crowdshilling
- Crowdmarketing
- Community Manager

RESULT

COMMUNITY DEVELOPMENT

From the beginning of the campaign we developed (Turkey,English,Italian,French,Russian) groups and communities in Telegram all the settings and connections have been done.

Twitter Growth from 1079 to 21.3k followers

Discord Growth from 1760 to 34.4k members

Instagram Growth from 0 to 20000 followers

CONTENT CREATING

Social Media Manager was posting content according to Content Plan for 8 weeks at Discord, Telegram,Twitter and Instagram

SHILLING

1. Twitter 5000 messages
2. Reddit 200 dialogues
3. Discord 800 dialogue
4. Discord 200 dialogues

RESULT SHILLING

SCREENS TWITTER

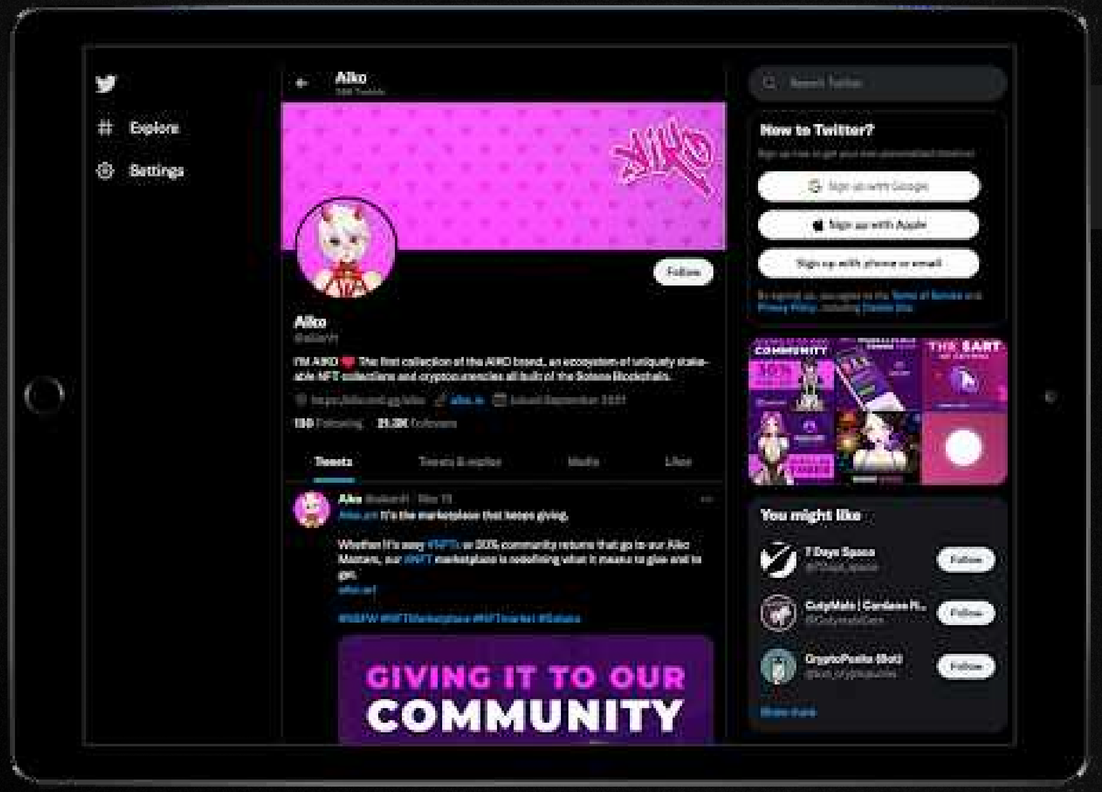
GROWTH FROM 1079
TO 21.3K FOLLOWERS

TWITTER

BEFORE

SCREENS TWITTER

GROWTH FROM 1079
TO 21.3K FOLLOWERS

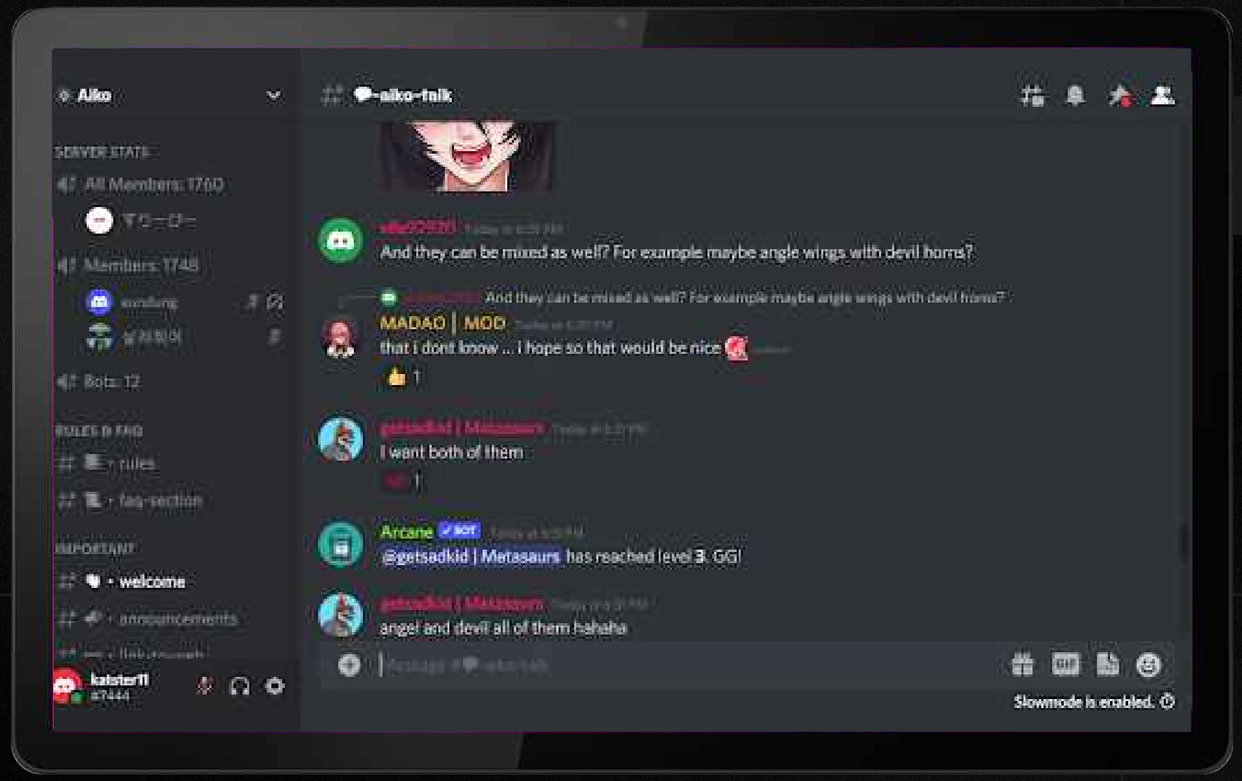


TWITTER

AFTER

SCREENS DISCORD

GROWTH FROM 1760
TO 34.3K MEMBERS

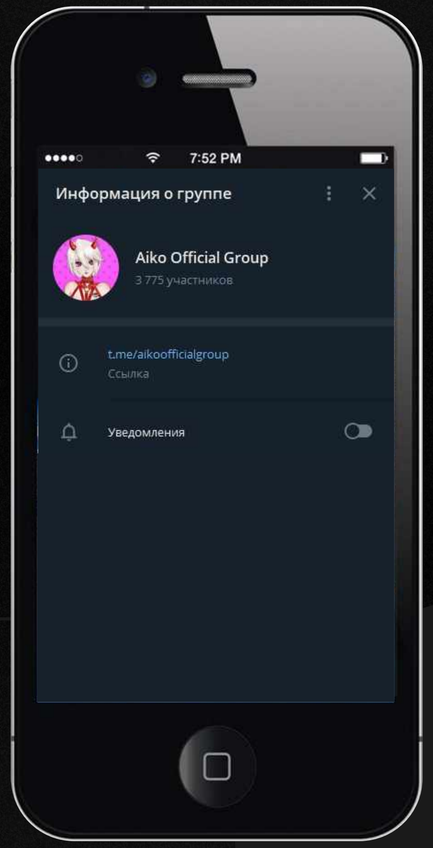


BEFORE

SCREENS DISCORD TELEGRAM

GROWTH FROM 1760 TO 34.3K MEMBERS

DISCORD



TELEGRAM

AFTER

F11

DIGITAL FOOTBALL #NFT MARKETPLACE

We have been working on the following advertising campaigns:

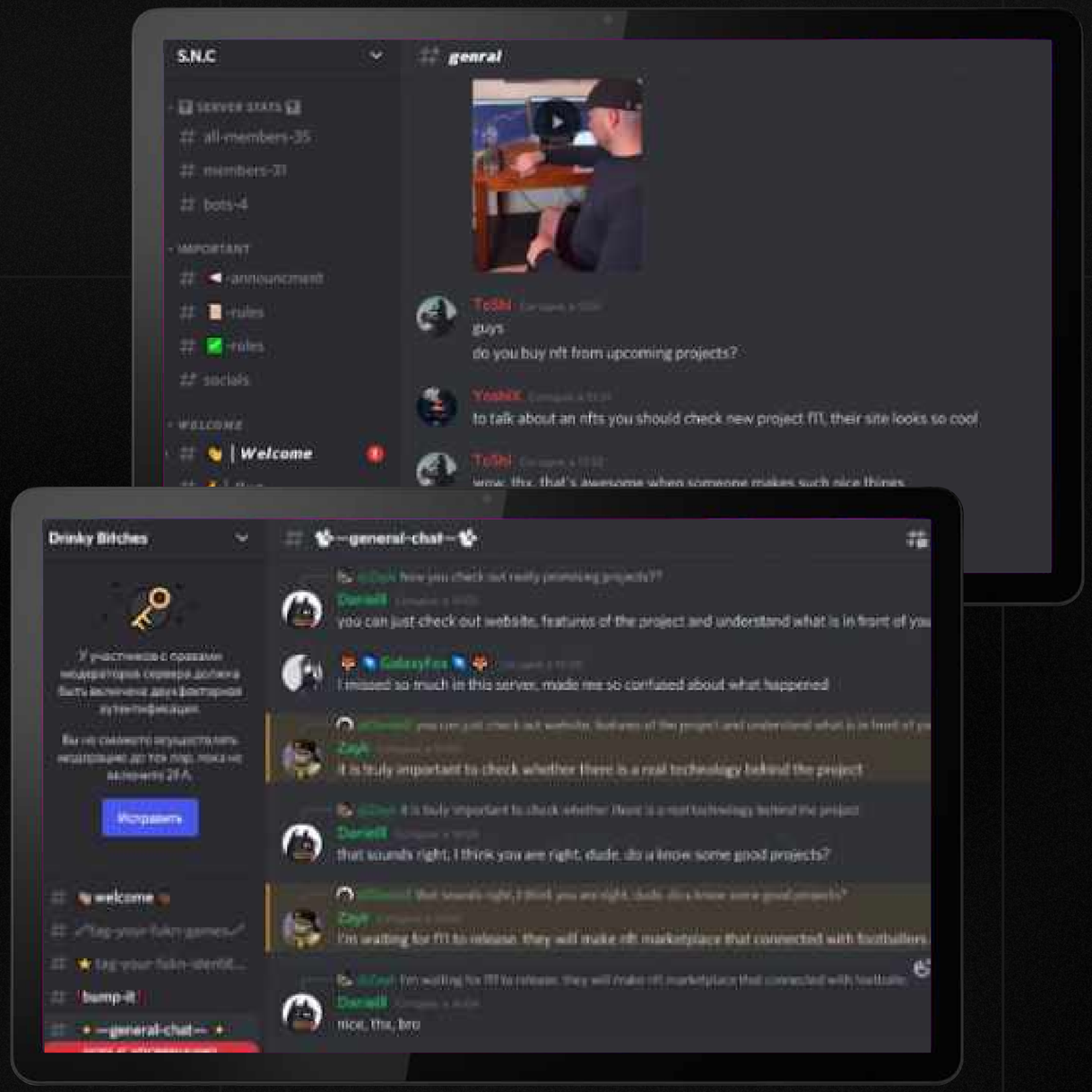
- Crowdshilling
- Crowdmarketing

BUDGET: 6000 $

RESULTS

- 400 Discord Crowdshilling Dialogues
- 200 Twitter Crowdmareting Dialogues
- 400 Discord Crowdmarketing Dialogues
- 200 Twitter Crowdshilling

BUDGET: 6000 $



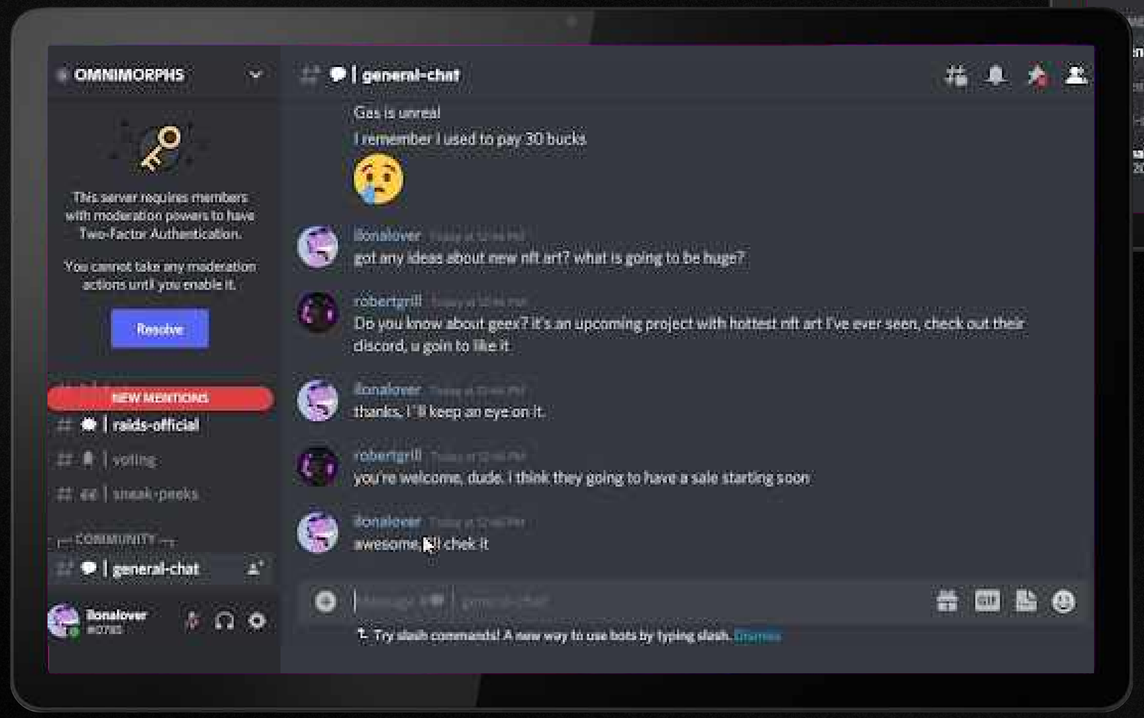
GEEX

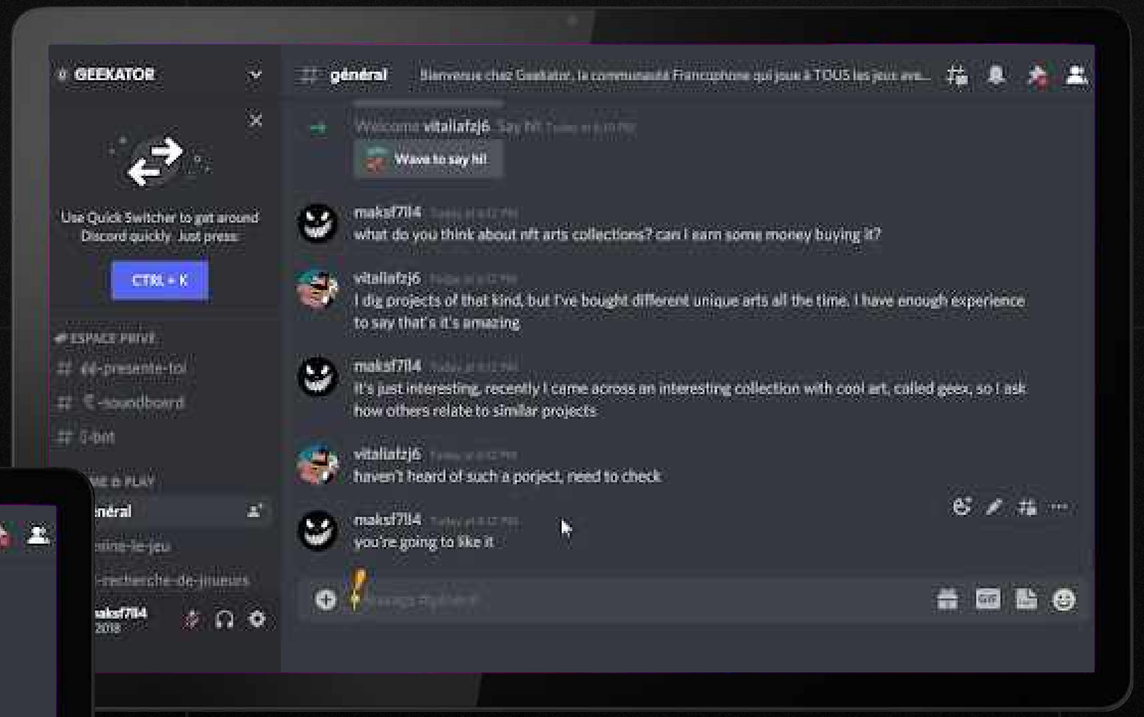
We have been working on the following advertising campaigns:

- Crowdshilling
- Crowdmarketing

BUDGET: 6500 $

RESULTS SHILLING





- **400 Discord Crowdshilling Dialogues**

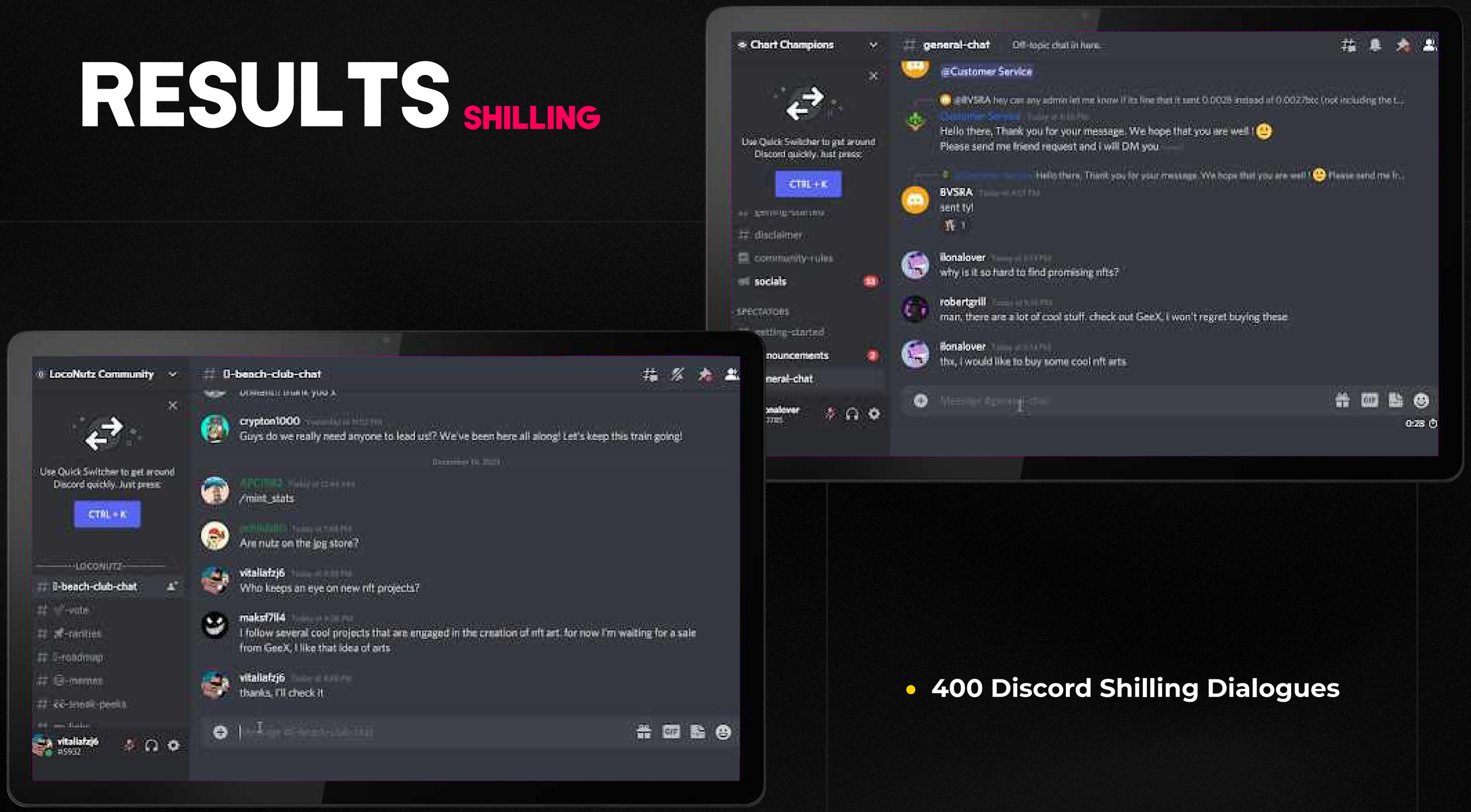
RESULTS SHILLING

- 400 Telegram

  Crowdmareting Dialogues

RESULTS

RESULTS SHILLING



- **400 Discord Shilling Dialogues**

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