

IDO Offer Example

The Goal

This offer is aimed to achieve the following goals:

- Create an engaged and passionate community
- Prepare the project for the IDO
- Increase the chances to get on Launchpads
- Significantly increase the number of followers
- Create hype around the project leading up to the IDO
- Have a successful IDO

This is done using two types of services, "The Bringers" and "The Retainers". As the name suggests, we act on two fronts at once, from one side bringing as much traffic to the main social media channels and websites as possible and from the other, retaining that traffic and converting the new followers into investors during and post IDO. Below you will find a detailed description of the services we plan to employ.

The Bringers

These are the services responsible for bringing as much traffic and attention to the project and its Social Media channels and Website.

Social Media Management

Content Management Package

1. **Advanced Strategy:** defining goals/tasks of communication, basic tools, options for free promotion, tone of voice, topics of publications, selection of hashtags and friendly publics and KPIs.
2. **Content plan:** preparation of texts/photos/video and their publication. every day posting
3. **Account administration:** reposts to friendly publics, replies to comments and messages.
4. **Promo campaigns:** the goal is to increase the number of subscribers by developing advertising creatives + texts, content promotions to achieve KPI. 600+ new followers per month per account*
5. **Reporting and analytics:** Thanks to statistics and accounts metrics monitoring we keep you up to date about the results of the campaigns and prepare for you monthly reports.

* the number indicated is a result of only content management and doesn't take into consideration other services that also increase the number of followers.

Promotional Package

Platform	Service	Results
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Platform	Service	Results
Twitter	1. 2 500+ followers; 2. 500+ likes and retweets; 3. 100+ comments and tweets;	There will be positive and constructive comments, which will engage investors and spur communication. Likes and retweets will give more visibility and attract new fans to your project.
Telegram	1. 3000+ target members to project's group 2. 600+ relevant comments to the project's group (20 per day) 3. 150+ posts in topic-based crypto groups	We will write positive and constructive comments in the group, which will engage investors or community members in the communicative process. Also large commercial delivery via post in other groups and channels.

Success Stories

▼ Twitter

▼ Eno Token

Official page of the blockchain wine ecosystem Eno Token. (NFT, Wine Ecosystem, Marketplace, etc.)

Result:

- 19000+ new subscribers in 6 months work
- 3 posts per week

[Link](#) to the Twitter account

▼ Banxe

Official page of the DeFi project BANXE a P2P-exchange, crypto-wallet, and payment system for b2b, b2c clients.

Only Content Package used.

Result:

- 3000+ new subscribers in 6 months work
- 3 posts per week

[Link](#) to the Twitter account

▼ Telegram

▼ Eno Token

Official page of the blockchain wine ecosystem Eno Token. (NFT, Wine Ecosystem, Marketplace, etc.)

Result:

- 10000+ new subscribers in 6 months work
- 24/7 community management

[Link](#) to the Telegram account

▼ Infam

Official page of the blockchain searching platform INFAM (influencers, startups, marketing & investing, tokens, etc.)

Results

- 1800+ new subscribers in 2 weeks
- Everyday posting

[Link](#) to the Telegram account

 **Price: \$8500 per month**

Youtube

When chosen and managed correctly, Youtube influencers can significantly impact a project's success. They represent a great way to target a vast audience from a specific region. When working with Influencers, we focus on Engagement. We have selected a list


of YouTubers trusted by their community and consistently deliver high-quality videos for their audience, thus gaining a lot of traffic for the advertised project.

Month 1

Nr.	YuoTuber	Country	Channel Link	Subscribers	Estimated Views	Engagement	Video Type
1	Cryptoast	France	Link	112,000	22,000	19,6%	Integration
2	Crypto Moonlight	Canada	Link	91,700	40,000	43,6%	Review
3	Prometheus	Russia	Link	104,000	25,000	24,1%	Review
4	CryptoLady	Russia	Link	47,000	16,000	34,1%	Review
5	CryptoTuts	Germany	Link	34,300	6,000	17,5%	Integration
6	Maksym V	USA	Link	26,800	11,000	41%	Review

Month 2

Nr.	YouTuber	Country	Channel Link	Subscribers	Estimated Views	Engagement	Video Type
1	VoskCoin	USA	Link	560,000	20,000	3,57%	2-3 min segm
2	Crypto Coins	United Kingdom	Link	387,000	45,000	11,6%	Review
3	Mister Sailer	Russia	Link	191,000	80,000	41,8%	Review
4	Cryptoast	France	Link	112,000	22,000	19,6%	Integration
5	BTCtv	USA	Link	102,000	15,000	14,7%	Review
6	Crypto Moonlight	Canada	Link	91,700	40,000	43,6%	Review
7	Crypto Analisis	Spain	Link	87,200	11,000	12,6%	Review
8	CryptoTuts	Germany	Link	34,300	6,000	17,5%	Integration

 **Price: \$53500**

Airdrop

Creating an enthusiastic community early is crucial for the IDO's success. These people will be the project's ambassadors and greatly influence how new investors see the project. Airdrop is one of the best ways to quickly attract a vast amount of crypto enthusiasts to your Social Media pages and website. It works by presenting a prize (project coins) that users can get by completing a series of tasks. These tasks are set up in a way as to get the user to your Social Media channels and to retain them there.

Our Service Description:

1. Analyzing the goals and setting up a strategy that would achieve them
2. Promoting the airdrop on Twitter, Telegram, Reddit, and other channels
3. Managing the campaign and assisting clients
4. Tracking and preparing reports on results

The airdrop requires a \$20000-\$30000 worth investment of STAGE coins to act as a reward and be distributed.

The airdrop attracts at least 10k-15k new investors, but we have had results ranging from 7k to 40k as well. We advise having the campaign last 14 days to achieve the maximum result.


During the Airdrop, there are a lot of questions and comments from new followers. Engaging actively with the community is crucial to maximize the campaign's effects. For these reasons, we recommend using our community management services that will include a group of admins that will answer questions 24/7 on all platforms. (price and details to be discussed)

More detailed description can be found here:

Examples of the incentive programs we did:

<https://airdrops.io/bybit/>

<https://airdralert.com/qube-airdrop>

 Price: \$15000

Paid Traffic

We use various crypto networks, Google, Yandex, and others, to deliver traffic directly to your website. We optimize the website SEO to get maximum results from the campaign. The campaign is set up in such a way as to filter and target your potential clients directly. The campaign's goal is to attract as many people as possible to the IDO.

▼ How do we pass Google Moderation

- Step 1 is to launch the campaign, linking directly to Zada, by adhering to the Google rules but without diluting the message. In 25% of the cases, this method works. To increase the success rate, we improve the account's trustworthiness and make the campaign appear favorable in the eyes of the Google algorithm. However, Google doesn't like anything Blockchain and anything related to it like GameFi or NFT.
- In case Step 1 fails, we employ Step 2. It involves creating a separate Landing Page that follows the Google guidelines. We will direct all the traffic to this page which in turn will be linked to Zada's main page or other resources like Discord, Telegram, or Twitter.
- Usually, these steps are enough to achieve the goal. If they are not enough, we have the wild card called "Cloaking". However, we try not to use it and rarely do so.
- Fresh Example of our advertisement in google ads:

Черные списки для граждан, товаров и «ряд иных шагов непубличного характера»: Беларусь ответила на сан



В качестве ответных мер на незаконное внешнее санкционное давление, направленное на подрыв суверенитета Беларуси и ухудшение благосостояния белорусских граждан, в целях защиты национальных интересов правительство Республики Беларусь приняло решение о введении запрета ввоза на территорию страны ряда товаров, происходящих из государств, применяющих незаконные антибелорусские санкции, — сообщает пресс-служба МИД.

Там отмечают, что соответствующее постановление будет подписано в кратчайшие сроки, также будут приняты необходимые меры для насыщения внутреннего рынка аналогичными товарами из дружественных стран.

Среди ответных мер «на нелегитимные рестрикции в отношении белорусской авиационной отрасли» аналогичные шаги обещают предпринять в отношении авиаперевозчиков из стран Европейского союза и Великобритании. Что это за авиакомпании — пока не сообщается.

Еще одна ответная мера — расширение списка лиц, «из стран, которые на системной основе дискриминируют белорусских официальных лиц, журналистов и представителей общественных организаций», которым будет запрещен въезд на территорию Беларуси и Союзного государства.

— В качестве одной из самых существенных мер противодействия внешнему давлению коллективного Запада и укрепления своей экономической безопасности Республика Беларусь продолжит реализацию Союзных программ и укрепление экономической интеграции с Российской Федерацией, а также выстраивание прочных торгово-экономических связей с партнерами по ЕАЭС и со странами «дальней дуги», —

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 Price:

Set-up Cost - \$4000 (one time fee)

Traffic Budget:

1 month: \$3000

2 month: \$13000

SEO Optimization

SEO aims to make your website attractive to Google and other search engines. You read that correctly; we analyze your and your competitors' websites to put you at the top of search engine recommendations. To make that happen, we throw Cupidon's arrow at Google.

On a more serious note, here are the steps to success:

1. Analyze your website and identify weak links
2. Analyze competitors' websites and identify strengths and weaknesses
3. Offer promotional proposals based on the opportunities identified
4. Propose website optimization options and techniques
5. Collect the semantics
6. Prepare the technical task for website optimization
7. Optimize the website


 **Price: \$4000 per month**

The Retainers

Getting in front of your client's eyes is essential, but helping them transition from an interested client to an investor is crucial. The services described below achieve this goal by offering people a positive narrative about the project from different sources.

PR

Media	Material Type	Traffic	Delivery Time
Business Insider	Press-release (direct link)	89,470,000	1-2 business days
Yahoo! Finance	Press-release (direct link)	136,000,000	1-2 business days
Benzinga	Feature	10,340,000	1-3 business days
Entrepreneur	Feature by contributor	12,940,000	7-10 business days
BTC Peers	Feature	380,000	1-2 business days
Startup Fortune	Feature	N/A	1-3 business days
Publish0x	Feature (big brand or exclusive news needed)	2,200,000	1-2 business days

 **Price: \$10000**

 **Timeline: 2 months**

Social Monitoring

In its essence, the service monitors the web, specifically the most prominent social media websites where people engage in a discussion like Reddit, Twitter, and others. We create a list of keywords used to track and analyze your online brand image and sentiment about the product. Once we find questions or comments relevant to your project's needs, someone from our team comments under that thread.


This service goes beyond regular shilling because it is not perceived as an advertisement by the user. Moreover, specific aspects of a project's brand image can be targeted, which contrasts with shilling services that usually worsen the brand image. Also, a marketing campaign can be significantly helped along by this service because they will both translate the same message online. More details can be found here:

 **Price: \$7000 per month**

 **Comments: 30 interactions per day**

Timeline

On this page, you will find a detailed timeline of actions that will be taken by us week by week leading up to the IDO. The Timeline is created with a hypothetical IDO in mind and will be adjusted when the date is known.

 [Timeline](#)

Overview

The total price of the services adds up to **\$126,500**, and services are planned for two months. Of course, you might ask yourself what you will get for this money. In terms of numbers, we can say with certainty that there will be a minimum of 20,000 new followers to **each** of your social media channels. As well as be part of our list of successful IDO's who, on average, 8x-10x their marketing investment.

In the end, I will leave you an example of the most recent client we prepared for IDO. Who managed to raise over \$1 million from IDO. I will our results to speak for themselves.

Below are the links:

Website: <https://theqube.cc/>

Twitter: <https://twitter.com/qubecryptospace>

Telegram: https://t.me/qube_community2