Learn about the market.
What do you need to know about Korea market?

Regulations:
In accordance with the Special Financial Information Laws, virtual asset exchanges are actively preparing for the institutionalization of virtual assets.

Investments:
Altcoins are generally more popular than bitcon. But ICO/IEO got weaker after rampant of fraud/scam projects in 2017, 2018. Some investors still invest in top exchanges' IEOs.

Community:
Investors prefer to chat on online community sites and Naver cafe, they mainly get information about new projects there. Short and comprehensive messages and posts tend to be easily accepted.

Highlights:
● It is better to concentrate the efforts and make sufficient number of actions in a limited area, than a limited number of actions widely. Korean market shows the highest interest to new altcoins, there are more resources to promote organically.

Korea market highlights:

Regulations	Exchange	No law (Preparing)
	Payment	Legal
	Mining	No law (Preparing)
	STO	Legal (Need lisence)
	NFT	No law
	Taxes	None
Exchanges		Upbit, Bithunmb, Coinone, Korbit, Gopax
Media		Blockinpress, BLOCKMEDIA, TOKENPOST, COINREADERS, Coindesk Korea
Platforms		Kakao Talk OC, Telegram, Community Sites, Youtube
Influencers		Youtubers, Naver Bloggers

Venture Capitals	Hashed, Kakao Ventures, SparkChain Capital, Unblock Ventures, Chain Partners, Korea Investment Partners, Intervest
Events	Blockchain Seoul, Hashnet Blockchain Conference, Korea Blockchain Week, Korea Blockchain EXPO
Wallets	Bitberry, Coinus, TokenBank, Klip (by Kakao), Coinone

Steps:
- Proposal confirmation, contract sign, upfront payment, preparations start, campaign start.

~ Media coverage ~
1. <mark>Press release</mark> (Crypto):
*English draft needed. Translation included. No links allowed.
Tokenpost   https://www.tokenpost.kr/ **$2,400**
Coinreaders   http://coinreaders.com/ **$1,800**
*Fix the link of the article on the top page **$3000 / 7 days**
Blockmedia   https://www.blockmedia.co.kr/ **$6,000**
*press-release article average PV: 3,000-5,000

2. <mark>Blog article from Naver top tier blogger: 5 blog articles/$6,000</mark>
Blogger from top 1% power blogs in Naver.
Total visits 500,000~5,000,000,
Daily visits 1,000~10,000.
Quality article, SEO.
*15 top tier bloggers are available.
Blog example:
https://blog.naver.com/happypcb/222282986316
https://blog.naver.com/tmglove/222370914425
https://blog.naver.com/helphelpsos/222371693963

~ Online event ~
3. <mark>AMA in B-community: arrangement $12,000 + tokens for Airdrop ($1,500~)</mark>
*Ask me anything – online Q&A session of project CEO with local community. Done in written form, in English with Korean translation.
Held in Telegram group with 50,000 members (crypto users), managed by popular Korean crypto platform.

Event consists of 2 days:
Day 1 – AMA (business day, 20:00 Seoul time; held in telegram channels of the hosts)
Day 2 – Project Quiz & Airdrop (Quiz is held in telegram channels of the hosts; airdrop is arranged in projects telegram channel – thus helping to invite average of 500-1000 Korean crypto users to the projects community).

*Building the project community in KakaoTalk or Telegram and the airdrop fund ($1,500+ in project tokens) is required as a conditions for AMA event at this community.

Collaboration with F-community $8,000 ~ $14,000 (Depends on the projects)
One of the biggest Telegram channels (30k Subs) and Telegram groups (6.5k members) in Korea. They have alliances with other big communities (Total subs 100k+, Total members: 14k+).
Genre: Altcoin trading, DeFi, Tokensale
Includes:
● AMA on Telegram group
  Moderating
  Translation (Korean - English)
● PR posting on Telegram group

Collaboration with N-community $9,000 (Depends on the projects)
One of the biggest NFT related communities in Korea. It has 9k followers on Twitter and its official website.
Genre: NFT
Includes:
● AMA on Twitter Space
  Moderation
  Korean - English interpreting
  Rewards
● Announcement for the partnership with them on Twitter
● Putting large banner (1280x720) on their official website
● Creating the chatroom for the projects on their website

~ Community building~
4. Telegram community creation, management: $9,000 ($3,000/month*3 month)
*Kakao talk group can be also arranged (capacity is up to 1,500 members).
*For **$900/month 1 "chatter"** can be added to the group, helping creating the discussions and engagement inside the community. After the community if filled with people (via KOL/AMA etc) strongly recommended to have "chatters" assigned.

Staff: 2 people (manager, native moderator), business days, within Korean business hours.
Includes:
        - Set up
        - Contents Creation (Up to 140 words * 5 original contents/ month)
        - Translating official announcements (Up to 140 words * 10 announcements/ month)
        - Posting (15 posts, including original contents, official announcement)
        - Reply (Comments & Replies)
        - Reporting

~Viral marketing~
5. Community sites promotion & Viral marketing: $5,000
Platforms:
- Coinpan https://coinpan.com/
- Cobak https://cobak.co.kr/

- Naver Cafe https://section.cafe.naver.com/
*In such Naver communities, as:
Bituca: https://cafe.naver.com/flecture
Bitman: http://bitman.kr/

Create the discussions about the project through the posts on the community platforms (=dashboards or forums, popular between Korean crypto users).
KPI: 100 posts/month.

Recommended option Popular post service - the way to get the particular post listed in daily top popular posts on each platform, thus getting thousands of PV, instead of hundreds of PV in the regular case.

- Coinpan https://coinpan.com/ **$2,400/1 post**
- Bitman (Naver cafe): http://bitman.kr/ **$1,200/1 post**
- Cobak https://cobak.co.kr/ **$1,200/1 post**

~ KOL assign~
6. Crypto KOL promotion in Telegram: $7,200
1 KOL will do a promotion post once a week for a month, so total of 4 posts about the project will be shared at his telegram groups (he is managing several groups with the total community of 60,000 subscribers/crypto users).

Telegram post examples:
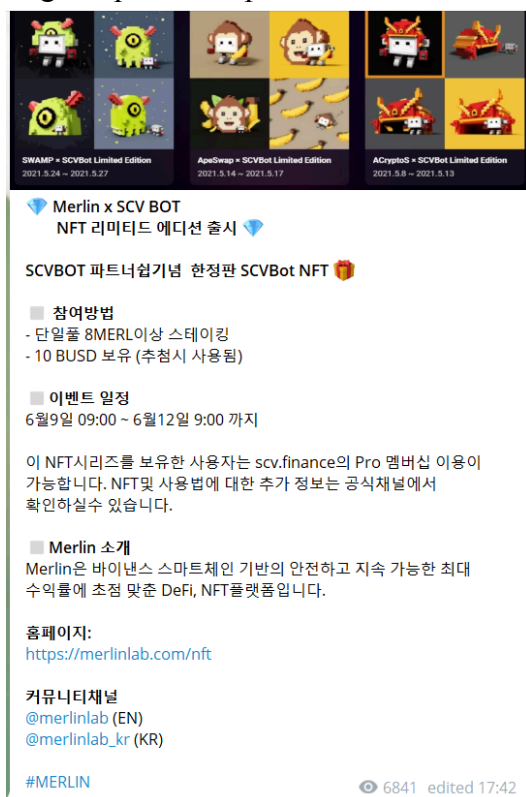
주터팬: $6,000
https://www.youtube.com/channel/UCOv8ylVVE7Wrs_a1YD38jUQ

Gonsung TV: $2,000
https://www.youtube.com/c/%EA%B3%B5%EC%84%B1%EC%99%95TV

얄리: $3,600
https://youtube.com/c/%EC%96%84%EB%A6%AC

Bitmagu: $9,000
https://m.youtube.com/channel/UCQiD4NV-8triYCEN3RX53Xw

8. Airdrop campaign
$2,400
*Naver form creation, Gathering applicants, Lottery

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*Success Stories:
1. ReapChain (https://reapchain.com/)
    The promotion, arranged before the sale:
     -Community management with 3 supporters
    - Official Naver blog
    - 10 Influencer blogs
    - 2 KOL channels
    - 20 articles
    - 500 viral posting in Korean crypto community forums
    - 2 major events and weekly events
    - Bitcointalk management
    Sale results:
    In July 2020, project ReapChain sold $300k in less than 1 min.
    Platform used - Cobak (local):
    https://medium.com/reapchain/reapchain-x-cobak-token-sale-airdrop-event-f1086cbd71d
    c

2. AAX Exchange (https://www.aax.com/en-US/)
    *Partner with London Stock Exchange
    The promotion, arranged:
-   Viral posting (Posted on Coinpan, Cobak, Dcinside etc)
-   Media: http://www.cctvnews.co.kr/news/articleView.html?idxno=214806
-   Naver Blog: https://blog.naver.com/parksmiley/222153571280
-   KOL assign

AAX 거래소 스페셜 페스티발 이벤트 !
2021년 BTC 가격 예측, 최대 USDT 1,000개 획득하기 !

1등 1000 USDT
2등 800 USDT
3등 600 USDT
4-10등 인당 500 USDT
11-20등 인당 250 USDT

비트코인은 2020년 말에 새로운 최고치를 기록하면서, 다시 각광을 받고 있습니다.
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1월 12일 BTC 가격이 얼마일지 예측하고 1,000 USDT 까지 획득할 수 있는 기회를 가져보세요!

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