Digital Marketing Plan for RMD

Official media
https://x.com/RMD_Wallet
https://rampmedaddy.com/

Unofficial media:
https://1z.lc/rmd2

Meme Coins 101

Marketing Strategy Overview

Let's divide our approach into two main segments.

1. Paid Advertising

The first segment focuses on paid advertising, directing traffic straight to our platform. I'd start with budget-friendly options and leverage the channels we already have. Specifically, I'd test **X (Twitter), Reddit, Discord, and Bing Ads** first. These platforms provide cost-effective opportunities to attract targeted traffic.

I'd postpone **Google Ads, Facebook, and Instagram Ads** for now, as their policies might restrict us from promoting our wallet. If compliance allows, we can reconsider them later.

Additionally, I'd suggest actively managing these channels to ensure consistent engagement and maximize reach.

2. Organic Growth

For organic strategies, I propose launching a **blog on our website**, integrating content around **crypto coins, meme coins, and our Gekko Lizzaro character**. The idea is to create engaging narratives around coins, tying them back to our brand.

The content flow would be:

1. **Write blog articles** on trending crypto topics.
2. **Repurpose content into short-form videos (YouTube Shorts, TikTok, Reels).**
3. **Distribute content initially through non-official channels.**

By closely tracking analytics, we can identify what resonates best. Once we see strong engagement, we can **push the best-performing content through our official channels** or amplify it further.