

Proposal

Paid Advertising (Branding Campaign)

Submitted by

Roderic (Twister) & Andi (andi_at)



Proposal: 2.950 CRW for 3 months

Hash:

mnbudget vote-many cbd0f6e1ec18fed33843f0caca6223549c43ab461b43c230a69e0fc115131210

yes

or

mnbudget vote-many cbd0f6e1ec18fed33843f0caca6223549c43ab461b43c230a69e0fc115131210

no

Abstract

Very few people know about the existence of Crown (CRW). For instance, in Austria (this extrapolates globally), only 4% of the population are involved with cryptocurrencies, even from that the majority has not even heard about CRW. The goal of this paid advertising campaign is to brand CRW, that said create awareness and spread the vision of CRW. The platforms used for this campaigns will mainly be Facebook (and Instagram, they are available on one platform), Google and Twitter. The goal and at the same time the performance indicators are first of all to raise the average number of homepage visitors from 450 to consistently over 1000 visitors per day and secondly to establish a weekly CRW newsletter to a steadily growing E-Mail list. Further work could include to stepping up the merchandising and its promotion. Most of the CRW investors don't even know that there are merchandise products available.

1. Table of Contents

1	INTRODUCTION AND GOALS	1
1.1	INTRODUCTION	1
1.2	GOAL	1
2	APPROACH	2
2.1	THE TEAM	2
2.2	USED ADVERTISING PLATFORMS	2
2.3	AUDIENCE DEFINITION	2
2.4	CONTENT OF THE ADVERTISING CAMPAIGN	3
2.5	DELIVERY VEHICLES	3
3	COSTS	4
4	DURATION AND SUCCESS DEFINITION	5
5	PROPOSAL ROADMAP	6

1. Introduction and Goals

1.1 Introduction

Very few people know what Bitcoin really is, even fewer people know what crypto is and the least know what blockchain is. For instance in Austria (but this probably extrapolates globally) only around 4%¹ of the population is involved with crypto. These are the tech savvy, early adopters (the ones who join mattermosts, telegram channels), in short: You. But the majority doesn't understand what blockchain is, let alone can do.

From that 4% who do understand the concept, only a very small minority is aware that a token called Crown even exists or what its purpose is.

1.2 Goal

The goal of this endeavor is to find the people who like Crown, but have not heard of it. Essentially broadcasting what Crown is, Crown's vision - and then leave it up to them to decide if they like it or not. Basically we want to accomplish wider recognition of Crown, the technical term for it would be to brand Crown.

In this write up we will discuss the approach of creating more awareness for Crown. First, we identify the tools we can use, then we cover audience definition, the message, delivery and costs/upkeep.

2. Approach

Throughout the years, various advertising with unbelievable amounts of unique daily active users (e.g. Facebook: 1 billion+) have emerged. Those platforms provide the possibility to target "industry-related" people (the right audience).

2.1 The Team

This project is an initiative of Andy (andi_at) & Twister (twister@crown.tech). We will publish the updates on the Forum, MM and Bitcointalk. Andi is running an online performance marketing agency. Together, we will assist the proposal running with Snoops and www.marketing360.com.

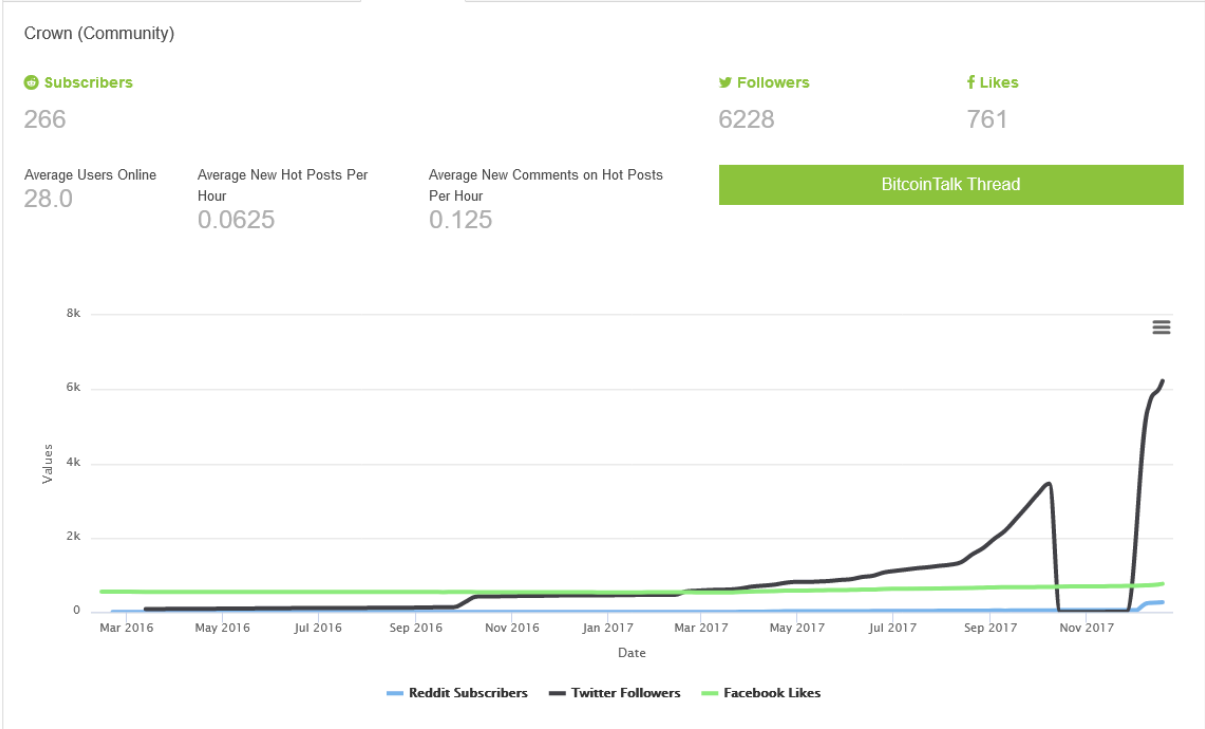


2.2 Used Advertising Platforms

In order to target the right audience, advertising platforms provide tools and algorithms. Globally there is Facebook who knows what you've been doing, and therefore can predict if you would like Crown or not. Then there is the Google Display Network and native ad networks - both of which are really broad. People with a little bit of techaffinity will likely use ad blockers, which Facebook knows how to counter but the GDN and native ad networks mostly don't. Therefore going with Facebook ads first is the best approach to reaching & informing the people we would like to inform. After a first successful campaign, we can think about targeting a broader audience.

Also, as can be seen on the graph below - the Crown facebook page has a lot of potential for growth. Where the twitter profile has been picking up likes, Facebook is being neglected. Seeing that the likes are steady at around 700 for over a year². This means actively targeting users here can mean a lot of exposure for Crown.

Andy's expertise on this subject is a big advantage as he knows how to utilize Facebook and it's advertising platform professionally.



² <https://www.coingecko.com/en/coins/crown/social#panel>

2.3 Audience Definition

To start a campaign, one needs to know the audience (audience definition) - a profile of the demographic, interests, habits etc. This can be an expensive exercise to do, because it all depends on trying & testing various profiles and see what the reaction is. Each test costs money, so this can add up quite a bit before you have a profile that finds the people you're looking for. Luckily one of Crown's community members has a marketing company who extensively ran marketing campaigns in this vertical already (Advertising Expenses: \$ 3 Million), and got the profiles we can use to find people who would like Crown.

2.3 Content of the Advertising Campaign

The next step is to design the messages that can be broadcast to the audience. These will be focussed at two groups:

- Newcomers, people who are new to blockchain and can be educated on the purpose of blockchain, it's possibilities and the role Crown wants to play in it.
- Cryptoheads, who are familiar with the technical side of things - but haven't heard of Crown.

The content of the messages consists of two parts:

- Visuals
- information

The information has to come from people who know the tech and can simplify & translate it to what your father or grandfather would understand. Probably some people from the community/core team can help out here.

The visuals can be done by a part-time designer (employed by one of the community's members) and should reflect the Crown identity & branding.

2.4 Delivery Vehicles

To deliver the messages, a couple of options exist.

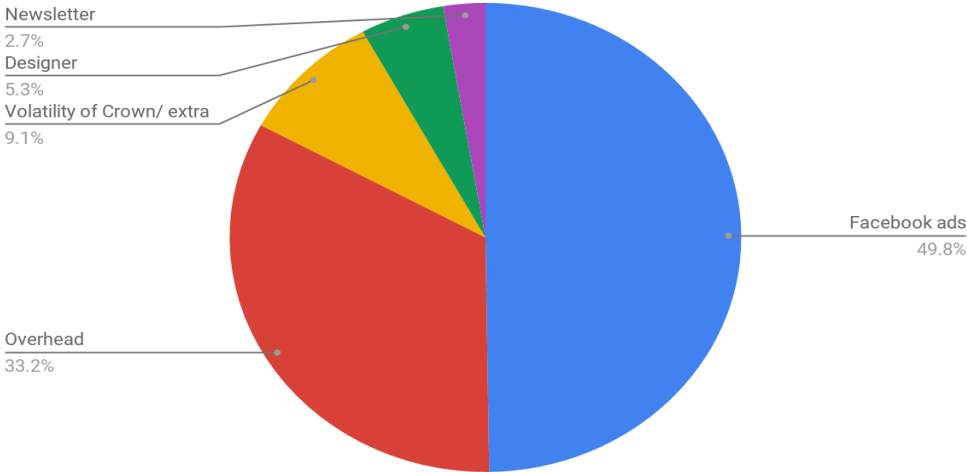
- Firstly the aforementioned Facebook, Twitter and Google ads should reach new people.
- Secondly, the forum offers a place for (non-tech) people to ask questions and get familiar with Crown. Also the option to subscribe to an email newsletter should be created.
- And lastly, a (new) website that has a “knowledge base” section explaining all the technical features of Crown / blockchain in a heavily simplified way.

3. Costs

The designer will come from Andy’s company, and costs around 400\$ per month. Paid Facebook ads are the lionshare, but should be upwards of a 100\$ a day (this translates roughly to 200 clicks). In this proposal we aim for 125\$ a day (3750\$ per month). And if Crown rises in price, we can allocate more funds towards the Facebook Ads.

Then there is some overhead for our time and to coordinate the efforts (writing content, and developers + ad buyers from Andy’s company) which is 1000CRW per month. The newsletter is around 200\$ a month, and an extra 10% is calculated for price volatility – which if remaining can be put towards Facebook ads at the end of each superblock cycle (where 30-60 cents translates to 1 more click on crown.tech). In total, this translates to a requested funding of 2.950 Crown per month.

Expenses



4. Duration and Success Definition

The goal is to keep it as lean as possible and spend the funds where they have the most impact for Crown. Furthermore we want to quantify as much as possible the efforts made. To this end, some measurable factors will be taken to determine the success of this proposal.

Performance indicators are:

- Unique Daily Page Visits: Currently, the daily visits are on average around 450. The aim is to increase this 10x to around 6k monthly views
- Establish a weekly newsletter to keep the community (people who don't use twitter, facebook or telegram/mm frequently) updated and engaged.

We will publish on a **monthly basis** the site views, **budget spent on facebook ads**, budget spent on designer, budget spent on the newsletter writer. Together with the daily/monthly views & email subscription count.

5. Proposal Roadmap

Beginning of January after three weeks of preparations, we propose to launch the Ad campaigns. Later, the twitter ads and weekly newsletter will follow. At the end of February, we will evaluate the progress so far (daily visits, money spent on ads etc). Also a rework of the creatives and the landingpage will be done.

This is also the time to start promoting the Crown merchandise (hoodies, caps, usb-sticks, lighters etc.). A new proposal will follow after this, to adapt to a changed market and needs for Crown.

Timeline Ad Campaign

