

Proposal for Chinese Crypto Marketing



Blockchain labs advertising on the Hangzhou skyline

Projects we have worked with



Current Defi landscape in China

4

Average DeFi meetups per month

Major Players

Teams from leading DeFi projects (stable coins, lending, DEX and more), institutions and DeFi thought leaders



Target Audience

Blockchain Developers

Investors

Media

DeFi supporters

Topics discussed

What is DeFi

DeFi Ecosystem & Development

Liquidity models for DeFi

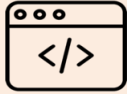
DeFi for Developers

DeFi versus Traditional Finance

Product Demo and Use case

Go-to-market strategy for Compound (China)

Target Segments



Developers



Seasoned crypto
traders/investors



DeFi advocates
/supporters



General audience

Our defined, focused approach at a glance

Clearly defined acquisition
channels

Establish and reinforce awareness
and interest



Differentiated position from
existing DeFi projects

Identify key partners for creating
awareness, interest and loyal
supporters

Go-to-market strategy for Compound (in China)

Clearly defined acquisition channels



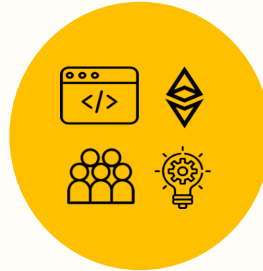
WeChat Groups
WeChat Official Account



Weibo Official
Account

知乎 币乎
Zhihu & Bihu Official Account

Target Segments



Differentiated position from existing DeFi projects

- AMA
- Content creation
- Thought leadership in DeFi/Open Finance

Establish and reinforce awareness and interest

- Official Chinese social media account management for regular updates and announcement
- Content localization
- Media presence and PR push from leading Chinese blockchain media companies
- Active participation in major offline DeFi events (活动刷脸)

Identify key partners for creating awareness, interest and loyal supporters

- KOL engagement
- Blockchain media companies
- DeFi companies with presence in China (MakerDAO, Kyber Network)
- China #DeFi Alliance

Detailed Marketing Service Offerings





Community WeChat chat groups as official communication channels

Dedicated admin personnel with full branding

Sharing of announcements, progress updates and other content related to the project

Community Building and Management

We provide **24/7 management of WeChat chat group** including:

- Providing timely progress updates and important announcements
- Represent the project team in answering questions from the community professionally
- Sharing of content (press releases, original content, interviews etc) to the community
- Other ad-hoc tasks necessary to keep the chat groups active and community centric

Community Marketing | Social Media Account Management

SOCIAL MEDIA PLATFORMS

01

WeChat Official Account
微信公众号



Powerful tool for projects
to interact with their
communities

02

Weibo
微博



Micro-blog useful for short
and concise
announcements, updates
and running campaigns

03

Zhihu/Bihu
知乎/币乎



China's largest Q&A
community with a focus
on tech savvy Chinese
users and developers

WHAT WE DO

Setting up, regular update and maintenance of accounts:

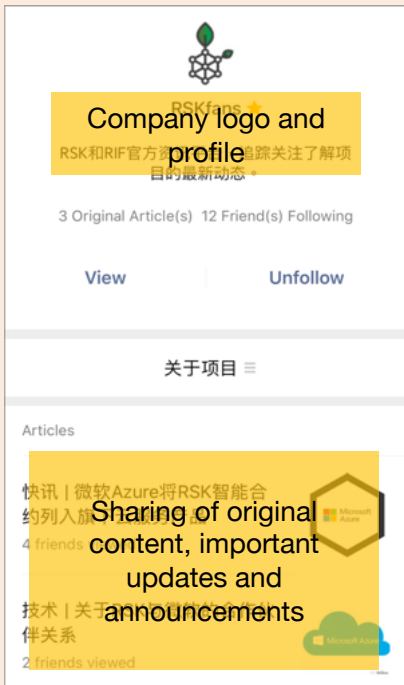
- 3x scheduled posts a week
- Sharing of original content, important updates and announcements
- Engage with followers and other influencers

- Initiate technical discussions to engage the developer community
- Monitoring threads and mentions regarding the project and replying to community questions in a timely manner

Community Marketing | Social Media Account Management

01

WeChat Official Account 微信公众号



02

Weibo 微博



03

Zhihu/Bihu 知乎/币乎



Community Marketing | Community Awareness Campaigns



Technical AMA with RIF/RSK team's Chief Scientist on Zhihu

We can help conduct 'Ask-Me-Anything' (AMA) sessions for **different themes** in **different formats** across **different platforms**.

THEME	<ul style="list-style-type: none">• AMA with CEO to know about the project, development and fundraising status• Industry focused AMA "The future of DeFi protocols", "Emergence of Open Finance"• Technical AMA with CTO, Chief Scientist/Researcher and development team• And more
FORMAT	<ul style="list-style-type: none">• Live 'Q&A' (reddit style)• Panel style 'Q&A' with partner local influencer and/or media (as moderator)• Live video streaming
PLATFORM	<ul style="list-style-type: none">• WeChat AMA chat groups• Zhihu Q&A page

Translation (ENG-CHI)

Website, press release and article translation from English to Chinese

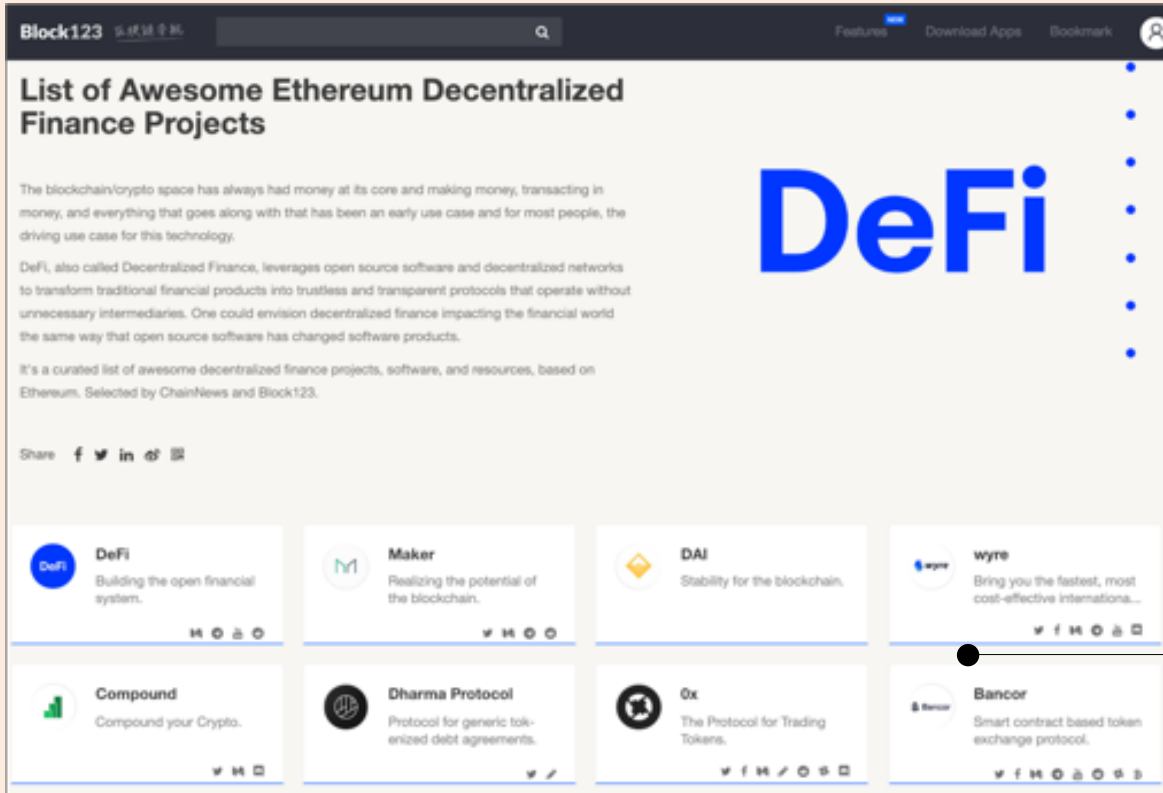
Original Content Creation

Non-technical article

- High-level educational article that explains the protocol, its uses, future application, team members and project status/updates.
- Provides in-depth understanding of the project.
- Suitable for retail investors with little technical background.
- Content sharable on WeChat groups, forums and paid PR push on media sites.

Technical article

- Technical review of the project by experienced blockchain developers.
- Suitable for building early evangelists for developer community.
- Content sharable on WeChat groups, Zhihu, forums and paid PR push on media sites.

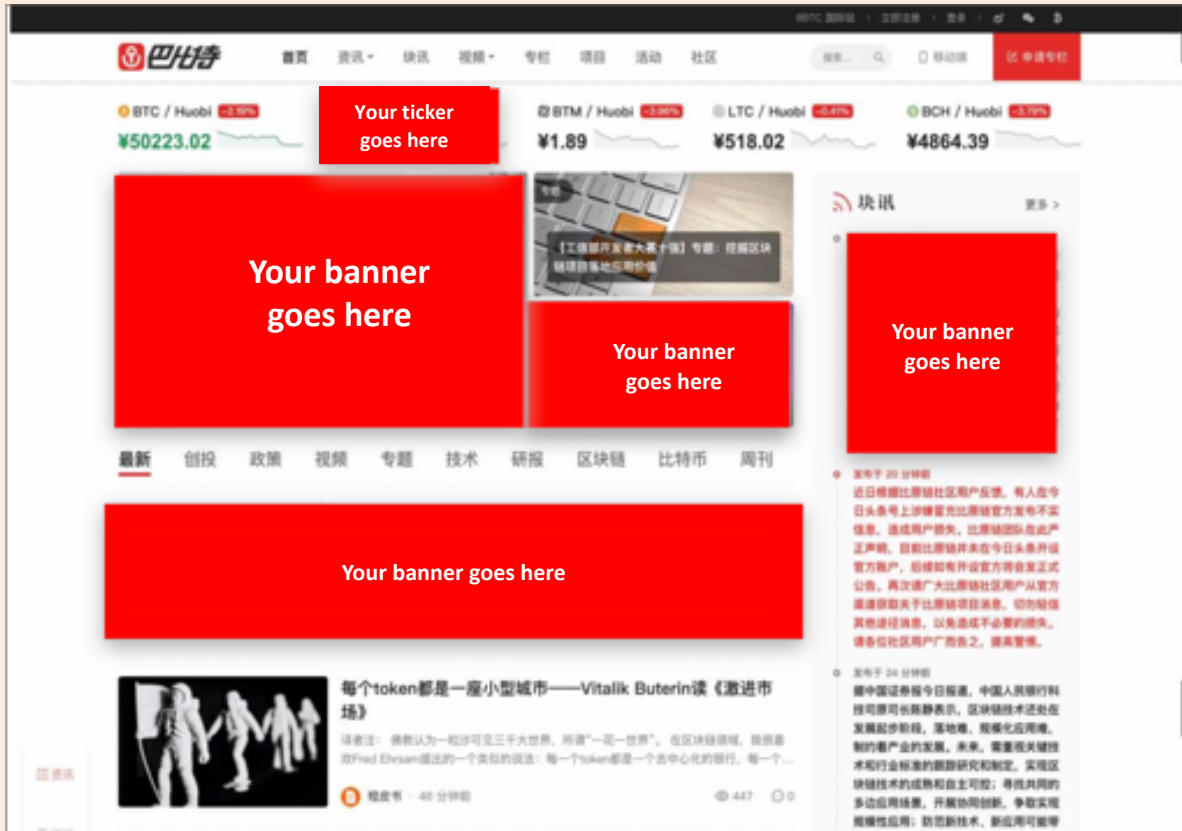


Blockchain Project Rating Sites Listing and Review

We help to apply and pitch to blockchain project rating and review sites. It is useful for brand exposure, credibility and generate points of discussion among communities.

You can have a chance to be featured with leading DeFi projects like Maker, Dharma, Compound, 0x

Brand Management |



Website Banner Advertisement

We provide Website Banner Ads placement at leading blockchain media websites in various formats. Useful for:

- Directing traffic to your official website
- Countdown ticker to Initial Exchange Offering commencement date and time

Brand Management | PR Service

Comprehensive and extensive outreach & coverage across platforms with **average 10K views**:
PR push on selected media partner's website (desktop and mobile versions) and APP



With choice of coverage depth according to your needs:

- **快讯 (Kuaixun) / Bulletin post** : Bite-sized content that will appear on the 'Kuai Xun' / bulletin page of the website. Maximum allowance of 120 chinese characters. Suitable for short, important and concise announcements.
- **深度 (Shendu) / In-depth post**: Detailed and lengthy article surrounding a particular topic that requires in-depth discussion (eg. technicals, use cases etc)

Brand Management | Our Chinese Media Partners

链闻 CHAINNEWS

<https://www.chainnews.com/>

Rising blockchain media in China providing latest industry update, in-depth analysis and commentary targeted at fintech professionals.



<https://www.8btc.com/>

8btc is the oldest and most influential independent platform to bitcoin, blockchain and cryptocurrency news in China.



<https://www.jinse.com/>

One of the most prominent blockchain media in China. One-stop blockchain industry service platform integrating industry news, information, market information, and data.



<https://www.bishijie.com/>

A popular blockchain media in China. One-stop blockchain industry service platform integrating industry news, information, market information, and data.













<https://www.ihuoqiu.com/>

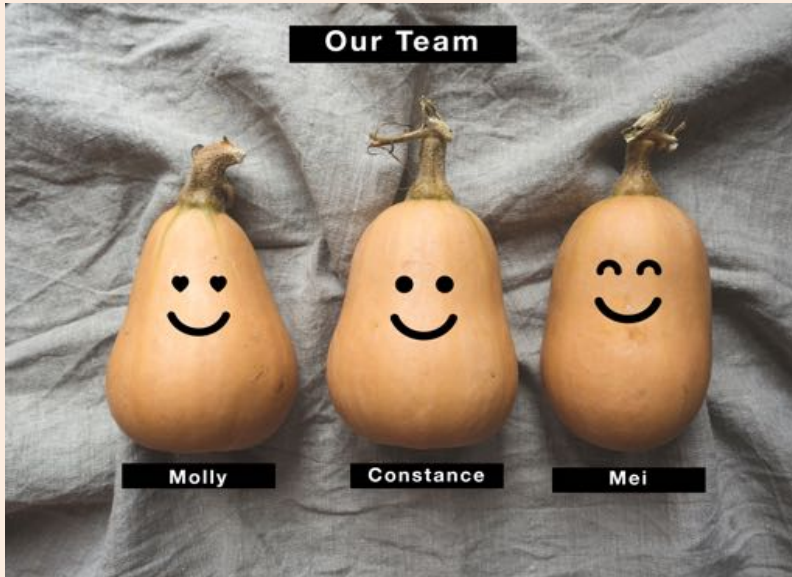
A comprehensive blockchain media focusing on delivering latest industry news and market information, with social commentary providing in depth technical analysis for blockchain and digital assets industries.

AND MORE...

Marketing Package |

SERVICES OFFERED	STARTER	PRO	CUSTOMIZED
WeChat Community Building and Management			<p>Please refer to price list attached and speak to us about your needs!</p>
Social Media Account Management (WeChat is highly recommended)	Choose 2 out of 3 platforms (between WeChat OA, Weibo, Zhihu/Bihu)	All 3 platforms inclusive	
Content Translation (ENG-CHI)			
Original Content Creation	1x Non-technical article 1x Technical article	2x Non-technical article 2x Technical article	
快讯 (Kuaixun) / Bulletin PR post(s) on selected media partners			
深度 (Shendu) / In-depth PR post(s) on selected media partners			
Blockchain Project Rating Sites Listing and Review			
Website Banner Advertisement (picture banner ad placement at website homepage for a week)			
AMA Session(s)			
PRICE	COMPETITIVE PRICING		

About Us



We are a team of experienced blockchain marketers dedicated to blockchain companies that wish to gain access to the Asian market.

With prior successful launches in Asia with many blockchain companies, we have crafted a tried-and-true methodology to expand your blockchain business into Asian markets effectively. Speak to us now to tailor your marketing solution to grow your brand in Asia!

Reach out to us at mei@madginger.io