

ICO Marketing Plan guide

The ICO marketing plan needs to convince investors of the unique selling proposition that your product offers and how investing in the business is profitable for them. There is a need for an ICO marketing campaign to attract potential investors to the platform. The ICO marketing plan mainly concentrates on the promotion of the website as well as the creation of investor awareness in the necessary forums and social media sites.

Website promotion

A crucial part of marketing is the creation of an attractive website that can attract traffic. Even if social media marketing is well done, investors will be put off when the website is not attractive. One way of doing this is optimizing the website for SEO. This will give the site greater visibility online. The aim is to ensure that the site is on the first page of Google.

Backlinks are also important when it comes to online website marketing. You should hire content creators who will write articles that can be posted on blogs and cryptocurrency websites. The aim is to attract investors from all over the globe. The main sites targeted are:

- i. **Cointelegraph** – This is one of the leading sites for cryptocurrency enthusiast who are looking for the next investment option to undertake. The site also has an ICO calendar. If your ICO is posted on the calendar more investors will be aware of the ICO.
- ii. **Coinmarketcap** – This is a site that provides market capitalization figures for firms that are seeking to expand. You should post some projected figures to make investors interested in the ICO.
- iii. **Bitcoin forum** – This is a forum where global cryptocurrency investors look for firms that have uniquely applied blockchain technology. Therefore, it is good to have articles on this site with details about your product that these investors can review and make investment decisions.
- iv. **Coindesk** – Posting articles on coindesk will create good backlinks while creating awareness of the upcoming ICO.
- v. **Icotracker.net** – It is important to have your ICO listed on this site as potential investors review this site to see upcoming, ongoing and completed icos.

Apart from creating backlinks, you should enroll for the Google click-ad campaign. Attractive advertisements will be posted on forums, websites and to drive traffic towards the website. The 5 highlighted above will be included as well as cryptorum, cryptocompare, bitcontalk and blackhatworld. Well placed adverts on these sites can increase the number of investors who take part in the ICO. It is important to have banner ads on these crypto-focused websites and blogs as blockchain enthusiast visit them daily and this will boost your visibility.

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Social media marketing

Social media marketing is another important strategy that should be used when marketing. Apart from the common social media sites, you will also target forums that most cryptocurrency enthusiast frequent.

- i. **Reddit** – Reddit is one of the reasons why cryptocurrency popularity has been on the rise. The forum gives users an opportunity to discuss with others. You should create a Reddit thread that will provide information on the ICO allowing potential customers to engage with the developers on the platform.
- ii. **Bitcointalk** – In this forum, enthusiast talk about altcoins and the best ICOs. Starting a discussion where developers engage with the community to inform them of the unique selling proposition of your product can convince potential investors to take part in the ICO.

NB: You should have a **ANN Thread** which serves as the official announcement to the crypto community detailing your coin and the ICO. This thread should be properly managed, answering the users' questions so as to raise awareness and to engage them which may boost investment propensity.

- iii. **Cryptocurrencytalk** – This forum loves new ideas that are innovative. It has similar characteristics to bitcointalk and can serve as a good place to announce and promote your coin to the crypto community.
- iv. **Forum.bitcoin.com** – This is a useful forum where moderators allow discussions of unique blockchain-based ideas. Contacting the moderators and starting a discussion on the forum can drum up support for your ICO.
- v. **Facebook** – Currently, 60 percent of business have a Facebook presence. It is important to create a page where those interested can engage with employees and developer on the details of the blockchain. Additionally, you should join cryptocurrency communities like Cryptosiminac, Bitcoin Day Traders, and Omisego to create awareness in the ICO.

- vi. **LinkedIn and Twitter** – LinkedIn is a social network geared towards professionals and investors who will be willing to invest in a unique idea. LinkedIn is a great platform to engage serious investor on while Twitter is an effective tool for offering public relations to those who have queries.
- vii. **Steemit and Medium**- these are popular social media platform where you can blog about your coin and the ICO. These blogs are popular amongst the crypto community and will likely drive traffic and interest in your ICO from enthusiasts and likely investors.
- viii. **Slack and Telegram**- These are popular messaging apps that you can use to build your product's own community. You can give people incentives on the website and blogs to join these messaging apps from where you can easily communicate with them directly and influence them to participate in the ICO. These platforms are also very good for managing bounties and giving members incentives for further promoting your ICO. Also, these channels provide the members with direct access to devs and the team from where they can get direct answers to their queries. With slack you can have multiple channels such as mining, bounties, marketing etc where you can incentivize members to take part in promoting the coin on multiple avenues.