

A SWOT Analysis of Bifrost Finance

(From a Marketing Perspective)

Bharvi Sampat

Email: bharvi.sampat@gmail.com | Phone: +91 7666 8793 05

Discord: Bharvi#3733 | Twitter: [@bharvisampat](https://twitter.com/bharvisampat)

This is a Marketing SWOT analysis of Bifrost Finance, a cross-chain liquid staking parachain built on substrate. The analysis is conducted from all perceivable marketing angles and additional opportunities the platform can expand upon.

Here’s the SWOT analysis:

Bifrost SWOT Analysis

<div>Strengths</div> <ul style="list-style-type: none">• The website health score is healthy at 78% (source: Semrush audit)• Highly secure pages - 99% HTTPS Implementation• Quick page loads - 0.96 sec/load• High followers = High Credibility on Twitter• There is consistent content creation and circulation• Valuable insights are shared with the audience through “Bifrost Liquid Sessions”• Regular Bifrost updates are shared on Twitter• Established Brand Image	<div>Weaknesses</div> <ul style="list-style-type: none">• Running the risk of losing audience through our Blog.• Lack of trackable links (Zealy.io)• Low Domain Authority (28)• Content writing on Twitter needs improvement, this is hindering our potential of getting better engagement.• Search Suggestion Ban on Twitter• No data analyst in the team.• Inactive Linkedin company profile (untapped audience market)• Newsletter either not functional on the website or inactive newsletter.
<div>Opportunities</div> <ul style="list-style-type: none">• Ways to keep the audience engaged by giving them Blogs with informative topics that go beyond Bifrost Updates• Utilizing the educational content and cross-posting on Twitter and LinkedIn• Twitter needs to be flooded with Educational posts, Latest News in Polkadot Ecosystem, DeFi, and Bifrost announcements, etc.• Sharing a clear and mix of CTAs at the end of every post• Within Wagmedia Bounties, we could add KPI-centric challenges.• Reutilising Bifrost Liquid Session Recordings!• Organise Twitter ads	<div>Threats</div> <ul style="list-style-type: none">• There is a consistent drop in community members which can result in a drop in platform users.• Volatile Market conditions heavily dictate new user activities and in this, we risk losing existing users as well• Loss on Backlinks• Risk of Twitter FUD (TBT 2022 incident)• Consistent decrease in followers on Twitter• Competing with platforms with the same name• No partnership activities seen on social media

On a priority basis, I'll be taking up each of these pointers and work on optimizing them in my first month.

● High Priority ● Medium Priority ● Low Priority

Strengths

Outlining our strengths gives us a bird's-eye view of things to double down on because they work.

1. The website health score is healthy at **78%** (source: Semrush audit) ●

A thorough audit of the Bifrost Website gave the following results:

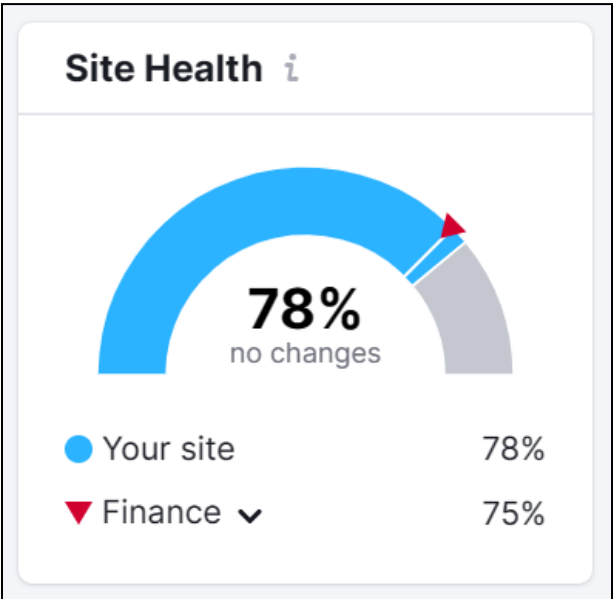
Site Health (SH): 78% which is already better than industry standards in the finance sector.

Our goal is to have an SH of 90%

Result: A highly optimized website results in better search engine ranking and it's a sign of a user-friendly website.

A list of critical issues to be addressed to get there:

- **5 Pages are showing 4xx errors** (need to remove them or replace them)
- **5 Pages have Duplicate Title Tags** on the website (need to create unique title tags)
- **85 Pages have duplicate Meta Description** (need to create unique meta tags)
- **4 Internal Links are broken** (remove or replace broken links)
- **278 Broken external images** (we should avoid using image URLs as URL image source can get deleted at any point in time. Ideally download images and add them on the site in order to avoid broken external images error)

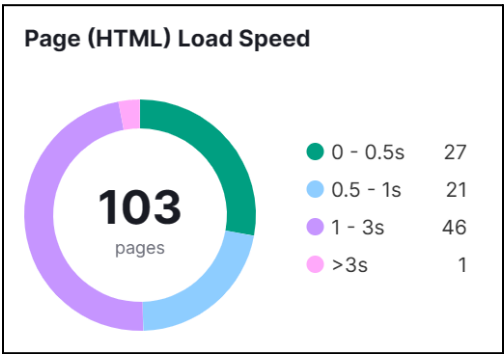


2. Highly secure pages - **99% HTTPS** Implementation ●

We can **take this to 100%** by fixing [this](#) sub-domain as shown on Semrush. This subdomain doesn't support HSTS. The responsible team can take a look into this and we are good to go!

3. Quick page loads - **0.96 sec/load** ●

Page loading speed is performing at **96%**. With only one page [here](#) performing poorly. By resolving the issues on pages affecting loading speed we can take this to 100% as well! And **continue maintaining the Bifrost standard**.

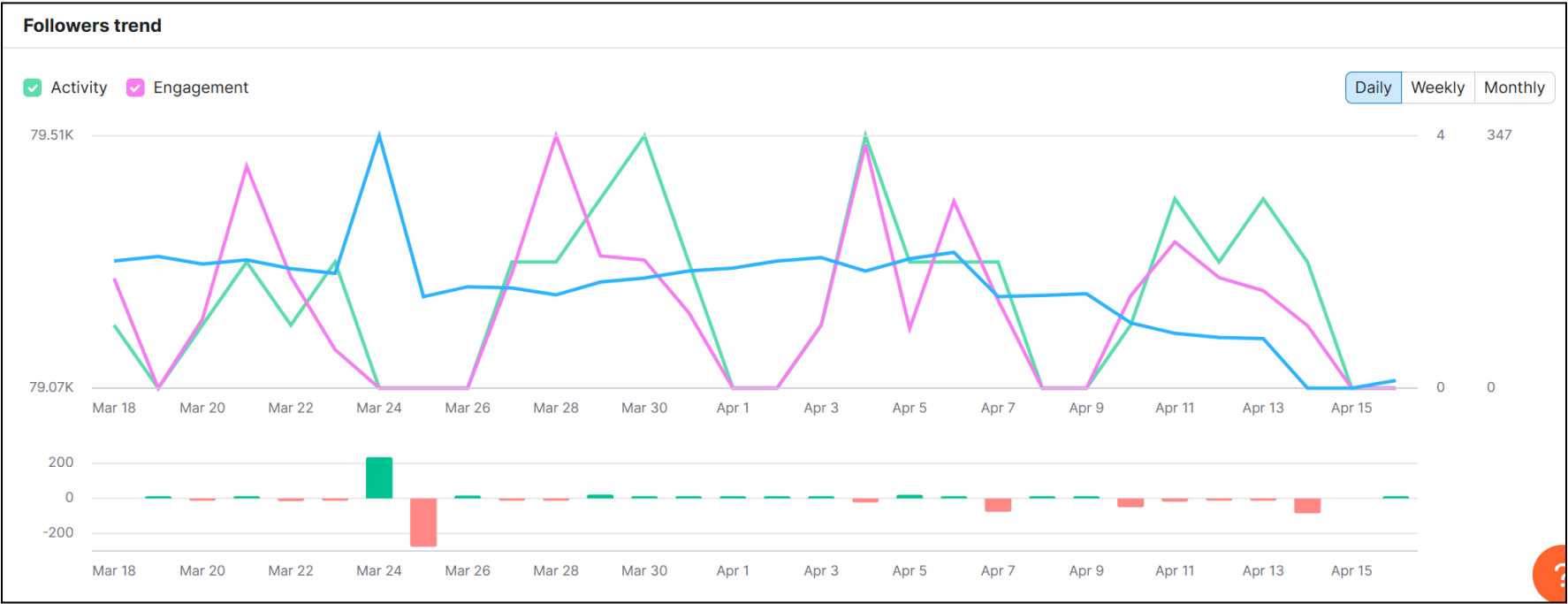


4. A highly credible Twitter account ●

The largest chunk of Biforst's community is on Twitter with over **79,000 followers** these followers must be engaged consistently. We are already doing a few right things. We should continue these activities:

- Continue posting every day.
- We have a roadmap using which we should have a content calendar in place.
- **Engage with followers** by replying to their comments, addressing their concerns, and engaging in their posts on Bifrost. This **creates a personal relationship** between us and them. They need to feel seen and appreciated. We'll capitalize on them the most.

- If we don't engage with them we start losing them. You can see that's already happening here



5. Valuable insights are shared through “Bifrost Liquid Sessions” ●

BLS sessions are one of the **most unique and valuable** activities we are doing on our Twitter platform with up to **500 audiences tuning in!** We should continue working on them. There are no faces shown in Bifrost’s marketing activities and having video sessions of BLS instead of only audio recordings could bring that human touch to our Brand Image.

6. Regular Bifrost Updates on Twitter. ●

I’ve noticed a **great amount of transparency and updates from Bifrost’s end** on Twitter, Blogs, News, and Discord. Every channel is being used to keep the community updated on Bifrosts growth. We should keep it going.

7. Established Brand Image ●

Not having an established brand image in place is more often than not the reason for a brand's failure in achieving brand awareness. Bifrost has established this Brand image. Starting with its color pallet, website, and image designs. **Design is the silent ambassador of Bifrost’s brand.** We’ll continue sticking to this brand image and make sure every piece of content that goes out adheres to this brand image.

Weaknesses

Weaknesses are factors that are stopping us from achieving our objective. If worked on, they are gray areas that will push our marketing objective across the finish line.

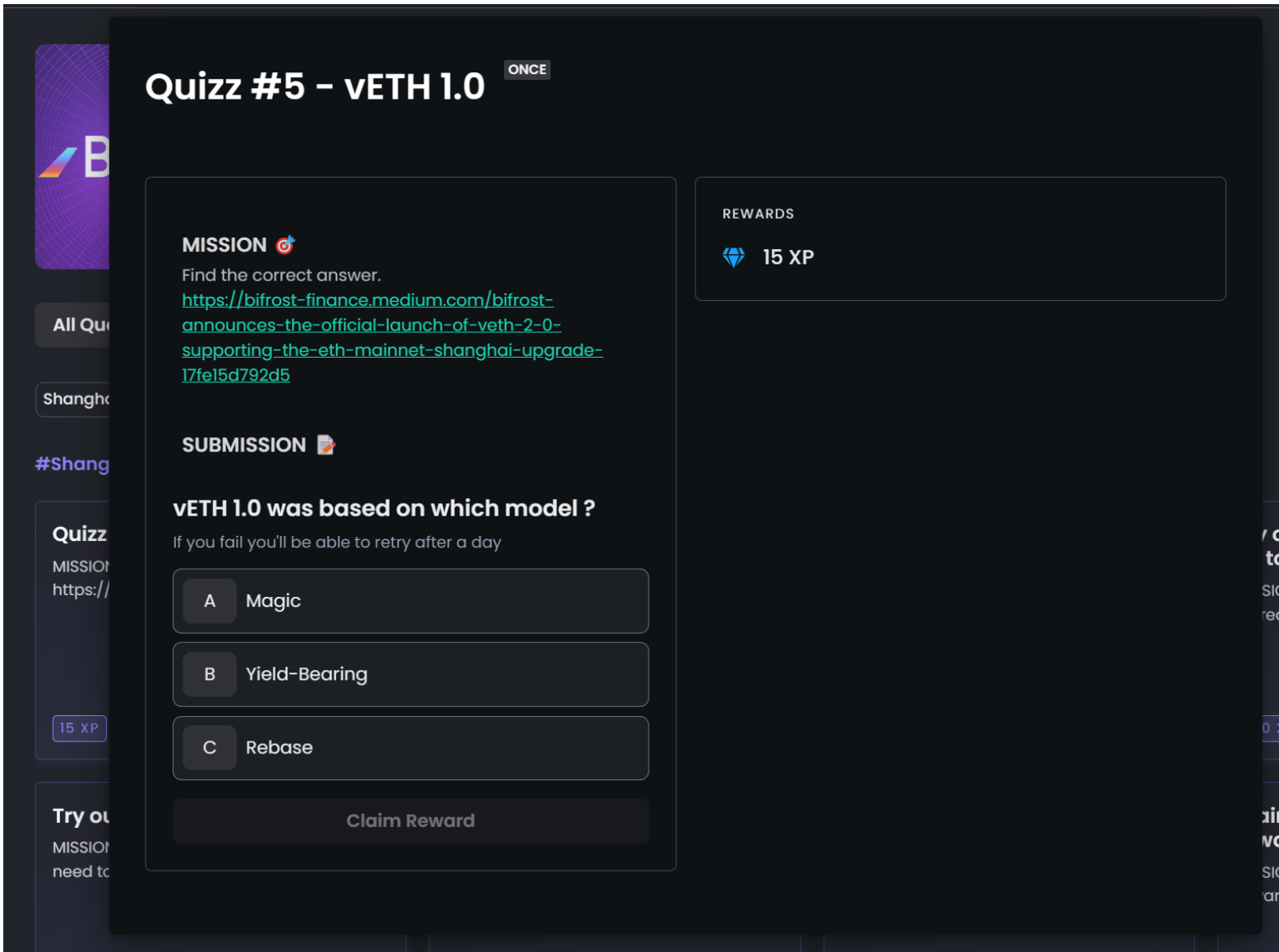
1. Lack of trackable links ●

Bifrost does a great job in cross-posting Blogs on different variety of platforms. But, **none of these postings are being tracked.** Hence, we don’t know the results our marketing efforts are bringing. Usually, trackable links have reference URLs at the end that look like this:

→ “https://metaschool.so/courses/build-a-yebot-with-openai-api?utm_campaign=courselaunchai&utm_source=twitter&utm_medium=hamza&utm_term=influnencer”

We are sharing our blogs on [Zealy.io](#), on Twitter, asking Wagmedia creators to read and create content on them, etc.

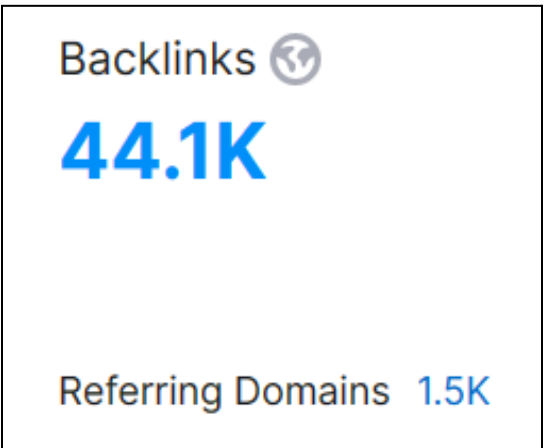
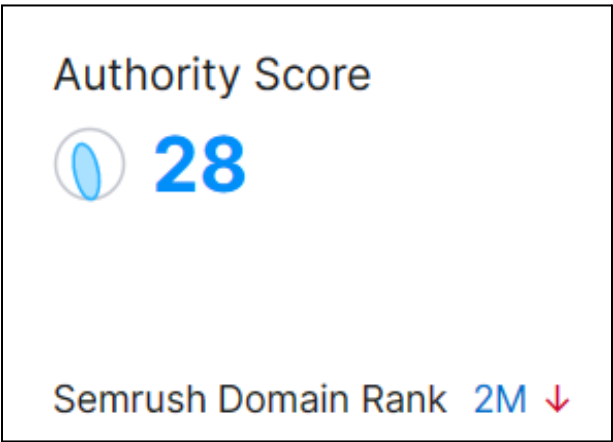
But without any trackable links, we won't know which platform needs improvement, which one's doing great, and which platform is a waste of our time and efforts. And instead, focus on what's working.



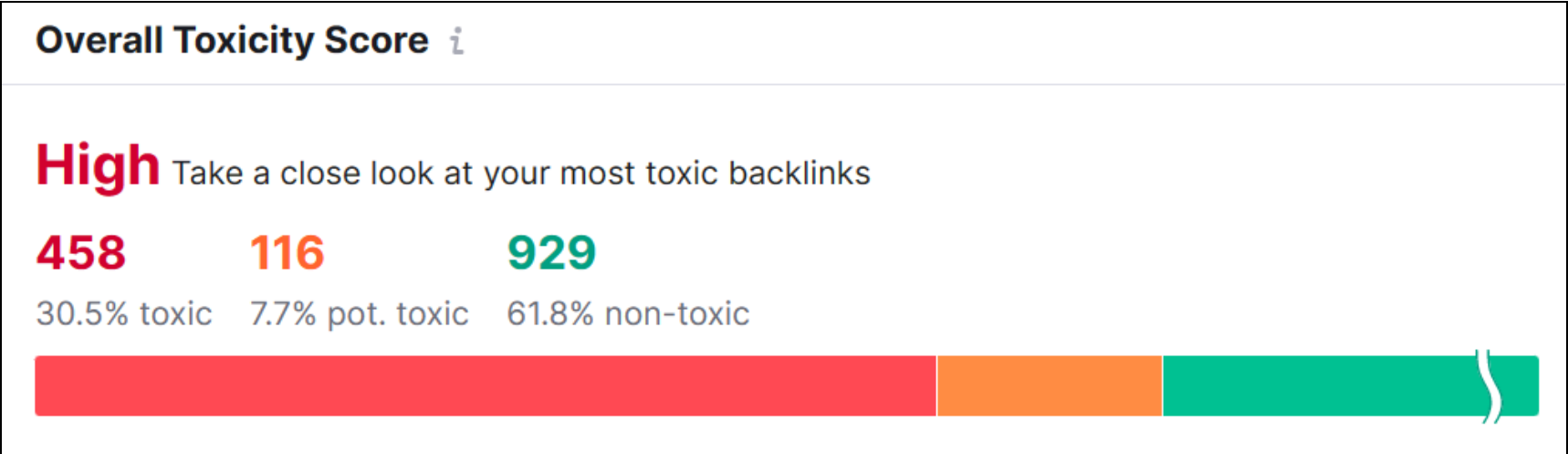
No trackable link URL in the blog shared here.

2. Low Domain Authority (28) ●

I've noticed a very **high number of backlinks on the website 44,000+** however still the **Domain Authority is very low - 28**. This is because we have many backlinks but not nearly enough quality backlinks. A high authority backlink is a link from any website which has a high domain authority (DA) or high domain rating (DR) **score of above 70**. Every Backlink Source is important, a high-quality backlink from a reputed website tells Google we are a safe and credible website and a poor-quality backlink has the exact opposite effect.



A toxicity analysis further shows we have **High Backlink Toxicity Score (30.5%)**. This needs to be addressed on priority.



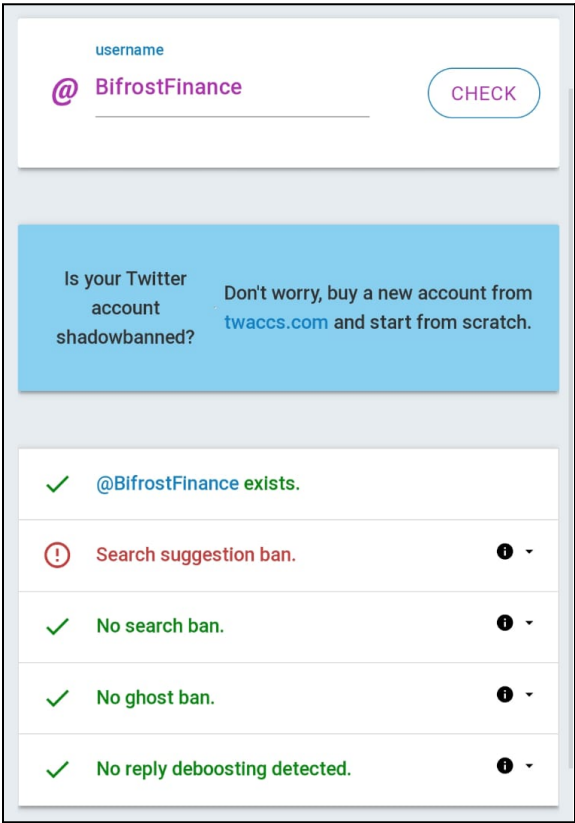
3. Search Suggestion Ban on Twitter

When I started my research I searched for Bifrost Finance’s Twitter multiple times and couldn’t easily find it. Ideally, it should be as easy as typing “Bifrost Finance” and finding our profile at the top of the search. On the contrary, even when I was using the **exact** Twitter handle, Twitter still wouldn’t show me the Bifrost Twitter account. I had to find it through Blacklodge’s Twitter Bio. Turns out **Bifrost is facing Search Suggestion Ban on Twitter.**

It means Bifrost’s profile won’t turn up in the search when searched for by anyone, even when one searches for *@BifrostFinance* explicitly.

This can be solved by not doing the following activities:

- Repeatedly post duplicate or near-duplicate content (links or Tweets).
- Abuse trending topics or hashtags (topic words with a # sign).
- Send automated Tweets or replies.
- Use bots or applications to post similar messages based on keywords.
- Post similar messages over multiple accounts.
- Aggressively follow and unfollow people



4. Newsletter is either not functional on the website or inactive.

Bifrost is missing out on Email marketing. This needs to be strategized very carefully with maximum research and minimum experimentation. As we all know too many meaningless emails from a company can get very annoying very fast. We don’t want that for our brand image.

1. I observed the Newsletter feature has been added to the website but isn’t functional.
2. When I sign up and subscribe it doesn't show any response to my successful subscription.
3. No welcome email for subscribing is being sent to my mail
4. The Newsletter CTA is lost on the Landing page. As the text box and background, both are white
5. Ideally, a Newsletter signup CTA should also be at the footer of the website.

5. Risk of losing audience through blogs

Bifrosts Blog is on Medium. It needs to be moved to the main Bifrost Website,
a. We are taking users **away** from our website to another website, with **no easy CTA to return** to back to Bifrost’s Website.

- b. There are **3.5K followers on Bifrost’s Medium profile**. How great will it be to have the active users out of these 3.5k followers regularly visit our website?
- c. This will, in turn, improve our website’s Google page ranking and traffic too along with opening up user acquisition opportunities.

There are 2 solutions for this:

- a. Creating a **WordPress blog** and linking it to our website. (Easy)
- b. Creating a **blog page within the website** similar to Bifrost’s [News Page](#). (High engineering dependency)

6. Content writing on Twitter needs improvement 🟡

Content on any social media platform is a strategic mix of a variety of features the platform allows. Presently Bifrost majorly posts threads and **threads are the least engaging form of content on Twitter**.

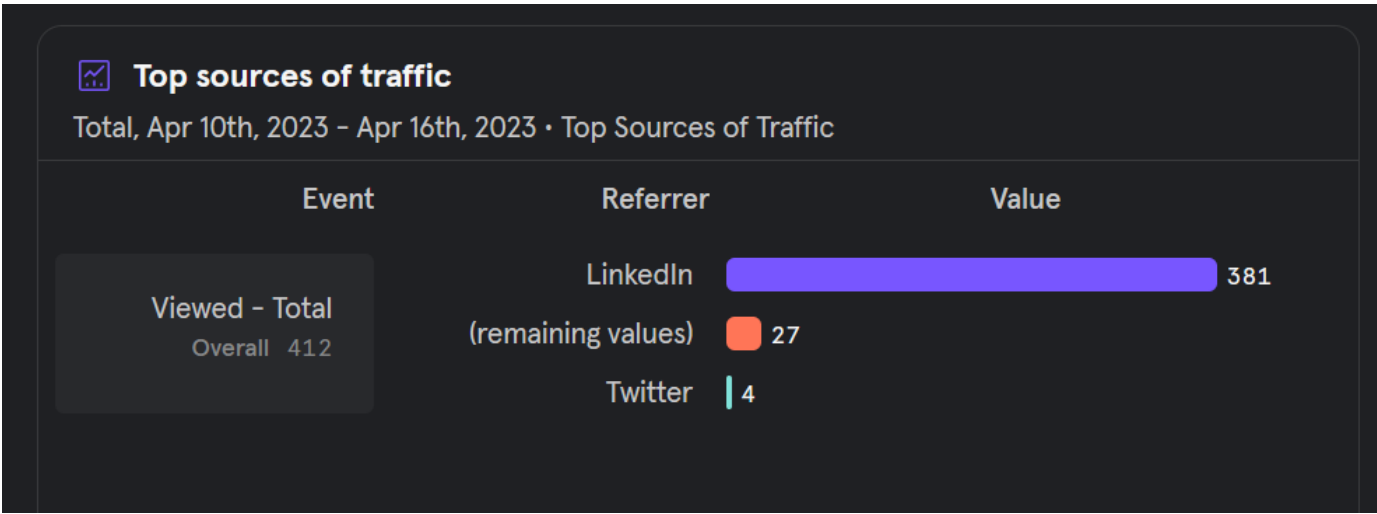
Our Twitter strategy should be a mix of Tweets, Partnership announcements, Bounty announcements, Threads, Videos, Spaces, Polls, Shoutouts, etc.

At present threads could benefit from **better copywriting** i.e More white space, Hooks on threads, fewer links, and high-value content that can be read quickly by everyone.

7. Inactive Linkedin company profile 🟡

We have never utilized the full potential of Linkedin for user acquisition. Twitter is great and will always remain our primary platform for marketing.

However, Linkedin opens up a whole new set of audiences for us. These will be more aspirational individuals, who either wanna upskill and learn about DeFi or Pivot to Web3 entirely. We need to tap into those.



These are a week’s metrics of my marketing activities on Metaschool’s LinkedIn profile. By consistently posting on LinkedIn **we landed 381 Views on our platform**.

It’s better to be early on an emerging social media platform than to join late. For testing the waters, we don’t need to go full throttle on LinkedIn. We should start with simply adding one more channel to our cross-posting techniques and keep evaluating the results! We need to be thought leaders in the space such that every person, and company on LinkedIn wishes to be a part of Bifrost.

Best case scenario: We generate traffic which will lead to **user acquisition**

Worst case scenario: We gain engagement which will lead to popularity and **brand awareness**

8. No data analyst in the team. ●

This is a personal opinion however, I noticed there is no Data Analyst on the team. A bunch of metric-related problems and strengths I’ve pointed out above are difficult to achieve without a **data analyst who knows how to bring together the right tools and set them up strategically**. Such that any analytic number can be accessed by a team member whenever required. For example, MixPanel

Opportunities

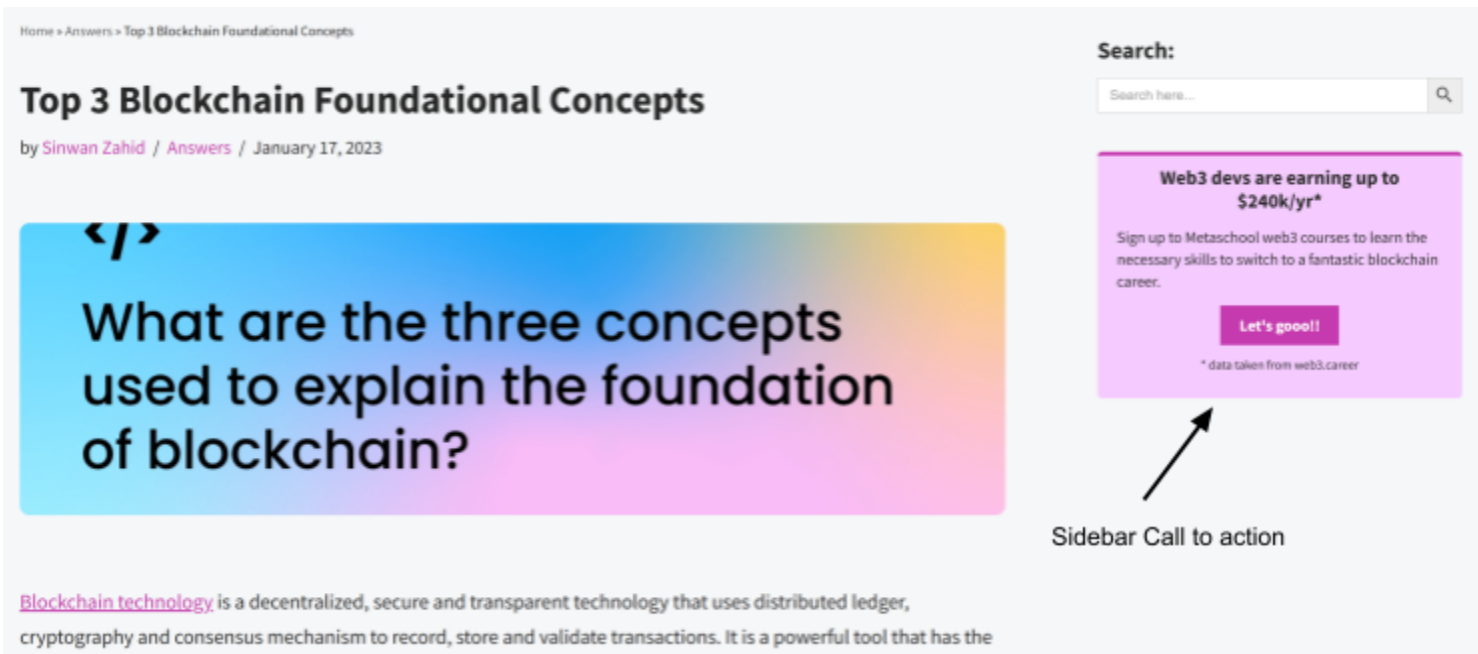
Opportunities are marketing tactics we are yet to try that’ll bring our objective to fruition.

1. Call-To-Actions ●

A call to action is typically a phrase or image that encourages our site visitors, user leads, and customers to take action within the site. Every user entering our website has a short attention span and their attention must be captured quickly.

Bifrost can benefit from trackable and intentional Call-to-Actions:

- 1. **Twitter:** CTA should be attached in every thread/post strategically. CTAs could be links to Discord, Website, Blog, or Telegram.
- 2. **Blogs:** If we transfer our Blogs directly to Bifrost’s Website. There could be ample opportunities to provide Call-to-Actions within the blog as well as in the white space around it. Here’s an example:



2. Create a variety of Blogs ●

Blogs on Bifrost should be an abundant pool of knowledge on DeFi, Crowloans, liquid staking, Tutorials, etc. We can also start a series called “Bifrost’s DeFi Weekly” and expand upon a variety of updates every week to keep our users up-to-date with new ecosystem updates as well!

- 1. We should research for relevant keywords and prioritize according to user requirements. Cover topics our audience can benefit from.

Here’s an example of Keyword Analysis:-

Bulk Keyword Analysis10

+ Add to keyword list

Update metrics10/1,000

Export

<input type="checkbox"/> Keyword	Intent	Volume	Trend	KI	CPC (USD)	Com.	SERP Features	Results	Updated
<input type="checkbox"/> liquid staking		480		43	1.96	0.03		4.4M	Now
<input type="checkbox"/> cross-chain		720		59	0.00	0.00	+2	735.0M	Now
<input type="checkbox"/> bifrost finance		20		51	0.00	0.01		1.5M	Now
<input type="checkbox"/> crowd loans		10		59	3.35	0.51	+2	55.1M	Now
<input type="checkbox"/> bifrost		8,100		67	0.00	0.00	+2	6.6M	Now
<input type="checkbox"/> kusama		14,800		79	0.00	0.00	+4	20.9M	Now
<input type="checkbox"/> crypto trading		8,100		93	4.48	0.28	+4	724.0M	Now
<input type="checkbox"/> decentralized finance		3,600		82	2.24	0.25	+2	52.7M	Now
<input type="checkbox"/> polkadot		22,200		92	3.98	0.49		189.0M	Now
<input type="checkbox"/> defi		27,100		99	1.26	0.01	+3	570.0M	Now

2. Next, figure out User intent and finalize topic titles according to user preferences

I - Intent (user wants to find an answer to a specific question)

C - Commercial (user wants to investigate brand or service)

N - Navigational (user wants to find a specific website)

T - Transactional (user wants to complete an action [conversion])

3. Cross-posting every blog launch on Twitter and LinkedIn

3. Twitter can be a one-stop location for everything DeFi

Twitter is becoming a creators platform, and Bifrost should be the first in the line in **becoming a thought leader on Web3 and DeFi**. We need to **be influential and speak volumes with our content**. This can be achieved by creating educational content, sharing the latest news in the Polkadot Ecosystem, DeFi and Bifrost announcements, etc.

4. Organise Twitter ads

Through Twitter ads we can achieve a variety of objectives for Bifrost depending on market conditions. Brand awareness, website conversions, followers, and engagement. All can be achieved by a well-researched and organized Twitter campaign. We can do **2 primary campaigns**:

- 1. Promote existing well-performing Tweets from time to time
- 2. Create a dedicated advertisement for Bifrost and target competitor/similar profile audiences to bring them to our account.

5. KPI-centric challenges

WagMedia Creators can be capitalized upon by not just awarding bounties for creating quality content but also organizing KPI-centric Bounties. For Instance. In the April Bounty Challenge announced this month. The conditions to win presently are

- a. “2000+ BNC award to those who will dedicate a piece of content to the Bifrost **vETH** Educational content that can fairly and honestly introduce this asset to Polkadot and Ethereum users”

They can be updated to:

- b. “2000+ BNC award to those who will dedicate a piece of content to the Bifrost **vETH**

Conditions to Win:

Educational content that can fairly and honestly introduce this asset to Polkadot and Ethereum

users. Each post engagement (Likes, Retweets, Comments) will also be considered while picking out winners! So make sure to market your content well.

6. Reutilising Bifrost Liquid Session Recordings! ●

BLS sessions are very valuable and underutilized. With limited resources, we must master the art of reusing content.

Step 1: Organise and Market BLS Sessions on all social media platforms.

Step 2: Record them

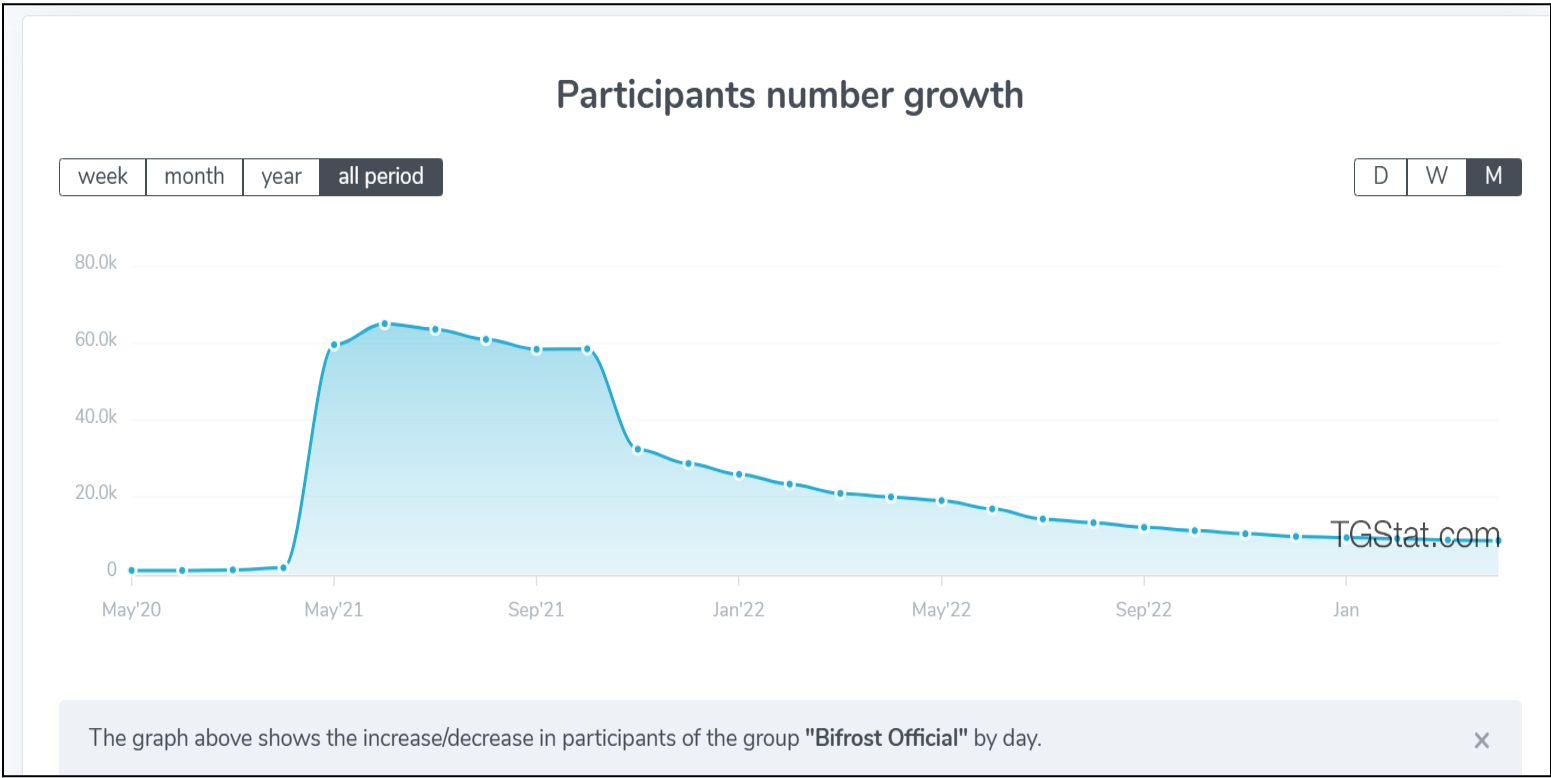
Step 3: Reutilize the discussion from each session - convert it to short audio clips and share on Twitter as such - Here's [an example](#) and [how to do it](#)

Threats

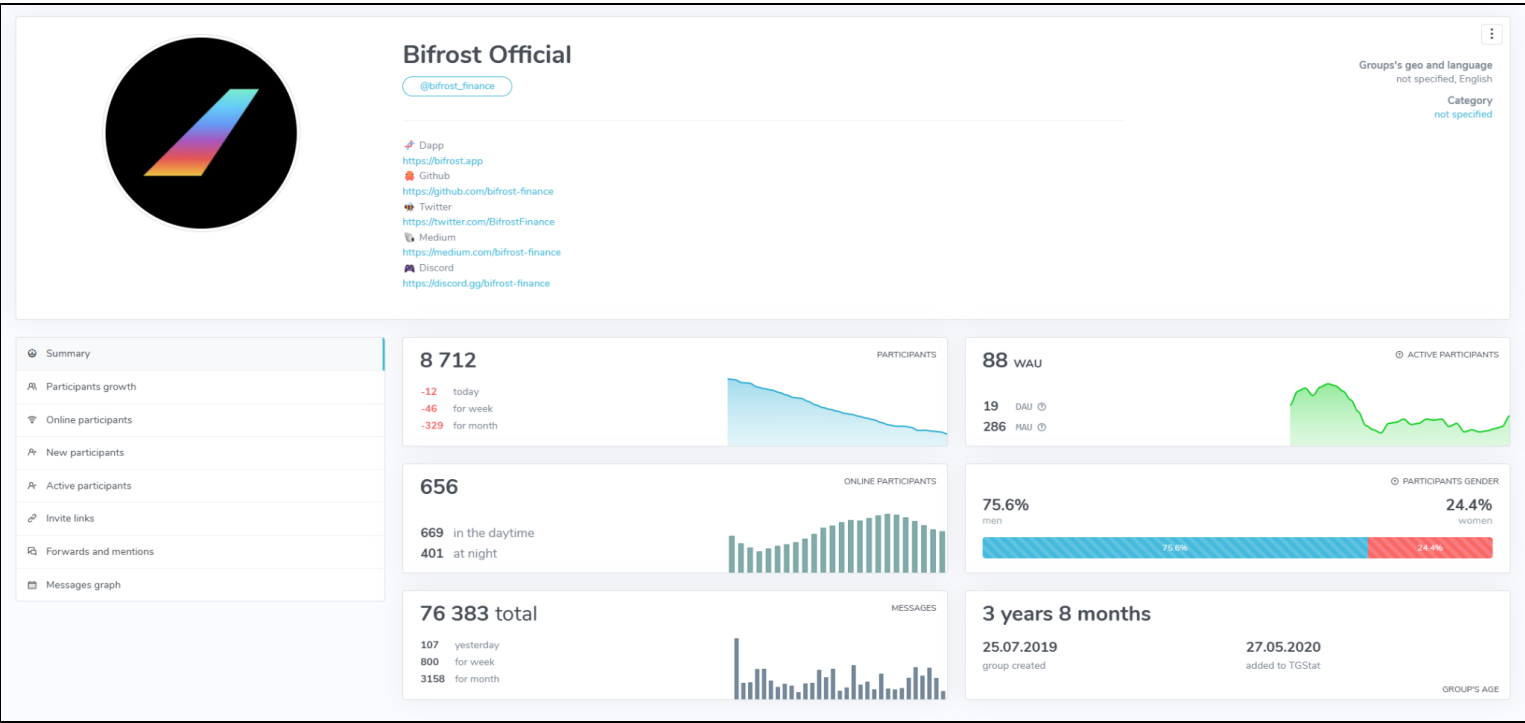
Threats are the factors that can diminish the chances of achieving our marketing objective.

1. Dropping Community Members ●

A Telegram Analysis on [TGStat](#) shows Bifrost is consistently losing community members since its peak. We have a foreseeable risk of having a dead community.



Presently The Telegram group is losing 1000 members each month. We need to figure out how to retain our members and bring in more community members as well.



2. Volatile Market Conditions

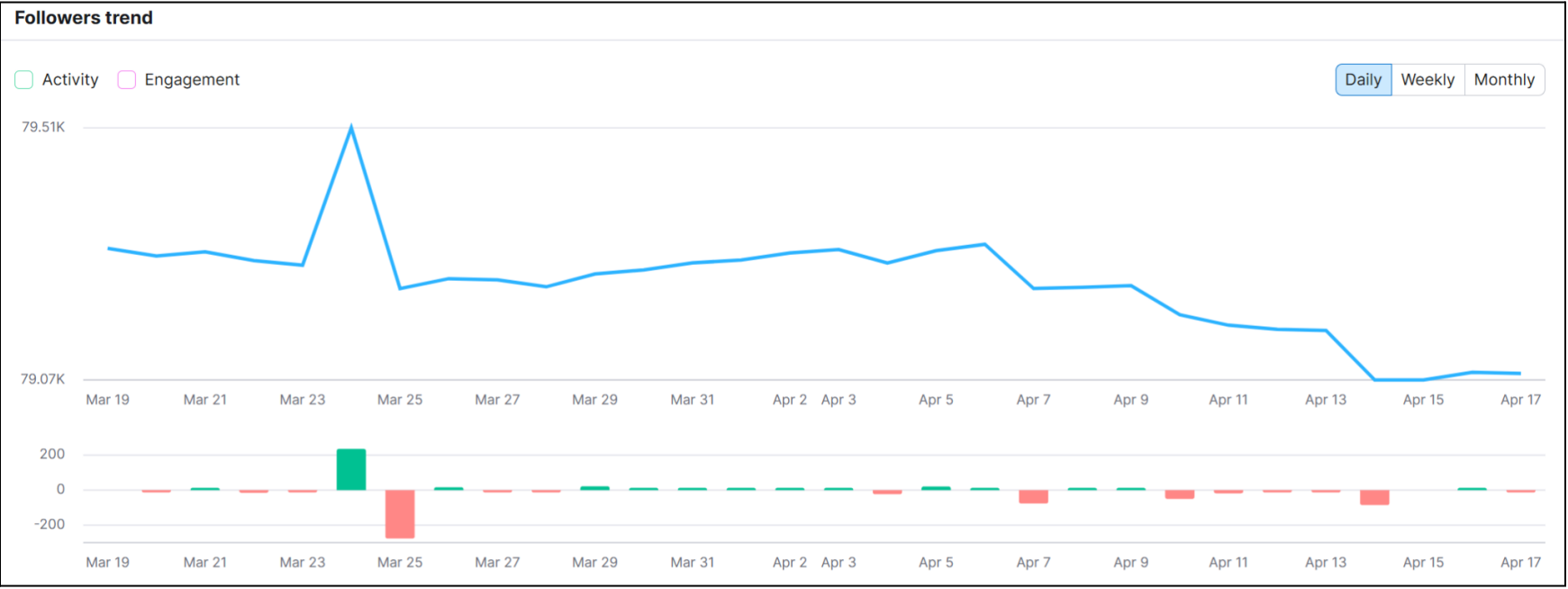
With more major scams unfolding within the ecosystem like the FTX crash, the Wintermute Hack, and LUNA within a year along with other contract security loopholes that get exploited all the time in this space. The Global market conditions being extremely volatile with Fed Rates fluctuating, inflation at an all-time high, and increasing unemployment all over the world. The Bear Market is extending with no end in sight. Everyone becomes wary of taking risks especially when it comes to cryptocurrency. These factors are leaving people with very little liquidity to take risks, experiment, or even make any investments.

3. Decreasing Twitter followers and engagement

Regularly **we are losing 20-30 followers on Twitter and not gaining the same amount of followers** throughout the month.

Channel	Audience	Publications	Engagement
 Twitter @BifrostFinance	79,085 ↓	43 ↓	3,202 ↓

Over the last 30 days, our **Net Follower Gain/Loss is -215 Followers.**



Our biggest threat presently accross all marketing channels is the loss of followers and therefore loss of users. We don't know when the next bull run will be such that we gain high brand awareness naturally. If we don't take quick actions to retain our current followers we'll lose our community from all ends and

face extreme difficulties trying to build back up from scratch.

4. Competing with platforms with the same name on Search Engine 🟡

We are **competing with 3 companies for the same name “Bifrost”** to rank on Google Search Engine. When I searched for Bifrost I first landed on Bifrost the Blockchain and not the Liquidity Platform. People might be searching for us but they can't find us online easily. I understand renaming a company is not at all the first choice and I'm not even recommending it. However, we should work hard on Ranking on Google search at the top.

Users who aren't even looking for us should find our website and not the other way around.

The 3 Companies we are competing with are:

- 1. [Bifrost Mainnet](#)
- 2. [Bifrost AI](#)
- 3. [Bifrost.so](#)

Top Keywords ⓘ		
Keyword	Pos.	Visibility
bifrost finance	1 0	9.09%
bifrost	21 0	0.25%

You can see, We are ranking at **1st for “Bifrost finance”** keyword. But for **“Bifrost” Keyword our Google rank is 21** and the page that shows up is not Bifrost’s landing page but Bifrost’s Wiki Page.

5. No partnership activities are seen on social media 🟡

When we are making vToken announcements and launching different tokens like vETH, vFIL, etc we should simultaneously partner with communities in connection with the token.

This way our launch announcements will not only reach our community members but also tap into new communities as well!

6. Risk of Twitter FUD (tbt 2022) 🟢

We always have the threat of either organized attack on the platform and getting accused of scams or angry users might depromote us online. If you search *“Bifrost finance scam”* on Twitter you’ll notice a number of users accused Bifrost Finance to be a scam platform back in 2022 and it has resulted in a bad reputation however little or big.

And in case any such event takes place again in the future the first step should be to **give 100% clarity on the situation via Blogs, Tweets, and Founder Tweets** (depending on the magnitude of the uproar).

If you notice in the [recent Binance FUD](#) regarding the CFTC Complaint CZ sent out a response to all binance users reassuring everyone. We need to achieve and maintain this transparency as well.

So that’s my SWOT Analysis of Bifrost Finance.