# CoinMarks

White Paper

# 1 Introduction to Marketing and Advertising

Advertising has multiple roles in that it is not only used by firms to create awareness among customers for their products and services, but also as a tool to build a strong image for brands by dramatizing and presenting their products and services in such a way as to attract customers attention. The marketer will be almost failing if the targeted audience is not having awareness of the goods and services. This is so because consumers are going to buy only the goods and services they are aware of. Therefore, almost all the marketers have to see that their customers are made aware of their offerings.

The objective behind advertising is very clear. It is either to inform, to persuade or to remind.

Unless and until the efforts by the company is not made to inform the target market about company's offering there are only little chances that customer will acquire knowledge themselves and buy the product. Similarly, if the information is presented in a very logical and rational manner, then it will appeal to the prospective customers and they will be convinced that this offering of the company can fulfill their needs and wants. In the same way company needs to constantly remind of its presence especially in an environment where competition is constantly rising and changing its face. Advertisements are an important part of our visual world. From the perspective of clients who order advertisements, they are supposed to be effective. In a short, term perspective, potential customers should spend a lot of time looking at an advertisement, retain a vivid memory and find the ad pleasing and interesting. On the long run, it is expected that positive evaluation and stable memory transform into a favorable attitude towards products or brands and purchase decisions. People will continue to base many of their, choices on habit, prior experience, or impulse. Thus, the ability to help remind and reinforce brand decisions will still be an important goal for advertisers. In the same way the advertising as a promotional tool cannot be undermined because of its unique role. Advertising should not be neglected since, unlike promotions, it both raises sales in the short term and builds brands in the long term.

# 2 What are cryptocurrencies?

Cryptocurrencies, also known as virtual currencies or digital currencies, are a form of electronic money. They do not physically exist as coins or notes. A cryptocurrency unit, such as a bitcoin or ether, is a digital token created from code using an encrypted string of data blocks, known as a blockchain. It is designed to work as a medium of exchange.

It uses cryptography to secure and verify transactions as well as to control the creation of new units of a particular cryptocurrency.

## 2.1 Blockchain

A blockchain is a digitized, decentralized, public ledger of all cryptocurrency transactions. Constantly growing as 'completed' blocks (the most recent transactions) are recorded and added to it in chronological order, it allows market participants to keep track of digital currency transactions without central recordkeeping. Each node (a computer connected to the network) gets a copy of the blockchain, which is downloaded automatically.

## 2.2 Ethereum Platform

Ethereum is a decentralized platform that runs smart contracts: applications that run exactly as programmed without any possibility of downtime, censorship, fraud or third party interference. These apps run on a custom built blockchain, an enormously powerful shared global infrastructure that can move value around and represent the ownership of property. The Ethereum Wallet is a gateway to decentralized applications on the Ethereum blockchain. It allows you to hold and secure ether and other crypto-assets built on Ethereum, as well as write, deploy and use smart contracts.

## 2.3 Smart Contracts

Smart contracts are applications that run on the Ethereum Virtual Machine. This is a decentralized "world computer" where the computing power is provided by all those Ethereum nodes. Any nodes providing computing power are paid for that resource in Ether tokens.

A contract in the sense of Solidity is a collection of code (its functions) and data (its state) that resides at a specific address on the Ethereum blockchain. Smart contracts help you exchange money, property, shares, or anything of value in a transparent, conflict-free way while avoiding the services of a middleman.

## 3 What is Digital Marketing?

At a high level, digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps. While this term covers a wide range of marketing activities, all of which are not universally agreed upon, we'll focus on the most common types below

## 3.1 Paid Search

Paid search,  or pay-per-click (PPC) advertising, typically refers to the "sponsored result" on the top or side of a search engine results page (SERP). You only pay when your ad is clicked. You can tailor your PPC ads to appear when specific search terms are entered, creating ads that are targeted to a particular audience.

PPC ads are flexible, visible, and most importantly, effective for many different types of organizations. They are also contextual advertisements—ads that appear when a person is searching for a particular keyword or term.

## 3.2 Search Engine Optimization

Simply put, search engine optimization (SEO) is the process of optimizing the content, technical set-up, and reach of your website so that your pages appear at the top of a search engine result for a specific set of keyword terms. Ultimately, the goal is to attract visitors to your website when they search for products, services, or information related to your business.

SEO can almost be viewed as a set of best practices for good digital marketing. It enforces the need for a well-constructed and easy-to-use website, valuable and engaging content, and the credibility for other websites and individuals to recommend you by linking to your site or mentioning it in social media posts.

## 3.3 Content Marketing

Have you heard the expression, "Content is king?" If not, you have now. Great content is the fuel that drives your digital marketing activities:

- It is a key pillar of modern SEO
- It helps you get noticed on social media
- It gives you something of value to offer customers in emails and paid search ads

Creating clever content that is not promotional in nature, but instead educates and inspires, is tough but well worth the effort. Offering content that is relevant to your audience helps them see you as a valuable source of information. On top of that, resourceful content makes it less likely that they will tune you out.

## 3.4 Social Media Marketing

People aren't just watching cat videos and posting selfies on social media these days. Many rely on social networks to discover, research, and educate themselves about a brand before engaging with that organization. For marketers, it's not enough to just post on your Facebook and Twitter accounts. You must also weave social elements into every aspect of your marketing and create more peer-to-peer sharing opportunities. The more your audience wants to engage with your content, the more likely it is that they will want to share it. This ultimately leads to them becoming a customer. And as an added bonus, they will hopefully influence their friends to become customers, too.

## 3.5 Email Marketing

Email has been around for more than two decades, and it's not going anywhere anytime soon. It's still the quickest and most direct way to reach customers with critical information. The reason is simple: Consumers are very attached to their emails. Just ask yourself how many times you have checked your email in the past hour...See what we mean?

But great marketers know that not just any email will do. Successful email campaigns must be engaging, relevant, informative, and entertaining. To succeed, your marketing emails should satisfy these five core attributes:

- Trustworthy
- Relevant
- Conversational
- Be coordinated across channels
- Strategic

## 3.6 Mobile Marketing

As mobile devices become an increasingly integral part of our lives, it's vital that marketers understand how to effectively communicate on this unique and extremely personal channel. Mobile devices are kept in our pockets, sit next to our beds, and are checked constantly throughout the day. This makes marketing on mobile incredibly important but also very nuanced.

From SMS and MMS to in-app marketing, there are many ways to market on mobile devices, so finding the right method for your particular business is key. Beyond the mechanisms to deliver your message, you also need to think about coordination of your marketing across digital channels and make sure mobile is a part of that mix.

## 3.7 Marketing Automation

Marketing automation is an integral platform that ties all of your digital marketing together. Without it, your campaigns will look like an unfinished puzzle with a crucial missing piece. Marketing automation software streamlines and automates marketing tasks and workflows. Most importantly, it measures the results and ROI of your digital campaigns, helping you to grow revenue faster.

When used effectively, marketing automation will help you gain much-needed insight into which programs are working and which aren't. It will give you the metrics needed to speak confidently about digital marketing's impact on the bottom line.

# 4 what is CoinMarks?

CoinMarks is a decentralized cryptocurrency, constituting a means of payment of alternative advertising

# 5 How it works

The Advertiser buys CoinMarks in exchange and uses it as a means of payment to hire advertising service

# 6 How to make payments with CoinMarks

Step 1: You need to use a compatible wallet with token ERC20.

Example: Myetherwallet, Metamask, Imtoken, or use exchanges

Step 2: Copy and paste the wallet address provided by the platform or you can scan the QR code

Step 3: Send the desired amount

# 7 Location of ads

Ads will be displayed on our platform, email marketing and social media

# 8 Token Marks Platform

With the development of the platform, the advertiser will have more ease in announcing their products.

# 9 CoinMarks Token Overview

Coin Marks based on Ethereum Blockchain with smart contract.

Token specification

Name: CoinMarks

Symbol: COINS

Decimal: 8

Platform: Ethereum

Total Supply: 10,000,000

Contract Address:

0x50c6ED8237087D996Fc086428d90355384d22E9b

# 11 Roadmap

➤ BIRTH OF THE IDEA

[January 2018]

➤ STARTED PROJECT

[May 2018]

➤ AIRDROP AND PRE-ICO

[June 2018]

➤ ICO AND WHITEPAPER

[July 2018]

➤ DEVELOP PLATFORM
➤ AIRDROP DISTRIBUTION

[August & September 2018]

➤ LISTING TOKEN IN DECENTRALIZED EXCHANGE

[October 2018]

➤ LISTING TOKEN IN DECENTRALIZED EXCHANGE

[November]

➤ PLATFORM COMPLETED

[December 2018]