

NIX Media Campaign on Crypto Economy – Phase I – 2019 Q3

[Crypto Economy](#) is an independent multilingual platform dedicated to blockchain technology and the cryptocurrencies world, in which we publish, share and analyze the latest news about existing and future projects in the industry.

Our enthusiasm and fascination for Bitcoin and all what is blockchain related haven't decreased during our 6 years experience. We fully believe in the benefits that the adoption and spread of Blockchain technology can provide, and we are passionate and committed with the task of raising awareness of it. Our media site is a relatively young project that has shown a continuous growth since 2016, encouraging us and making us feel positive and confident about our diffusion potential. We receive thousands of direct visits per day from very different locations and we also count with numerous followers in our social networks.

CRYPTO ECONOMY AND NIX

We have closely followed the development of the project since 2018, participating the ZOIN/NIX airdrop. We have also published an article to make the NIX project known by our audience: <https://www.crypto-economy.net/en/nix-the-first-decentralized-exchange-manager-based-on-privacy/>

PROPOSAL

Our media aims to bring blockchain technology to the general public showing the benefits of this technology not in relation to the earnings but as a way to achieve an individual financial sovereignty contributing a significant improvement in the lives of people. That is why we want to let the people know about NIX project and its anonymous DEX interoperability. Our proposal is to run an informative campaign to bring NIX closer to the public so that they know of the advantages and benefits that this project can offer and thus increase the adoption of this technology.

In response to the suggestions of the community, this campaign is divided into four quarterly phases, which will be voted on individually. We plan to start the campaign on August, 1st after the approval of the proposal and it will last until October, 31th. We will propose the second phase on October, 15th for the last quarter of 2019.

WHY NOW?

Due to the recent increase in cryptographic markets, the subsequent raise in awareness by the general public, and given the growth forecasted for the coming years, we believe that this is the best moment to carry out broadcasting campaigns and to spread the word about all the advantages of decentralization. Also we must not forget that NIX is about to launch the Flare Wallet.

For this phase we have prepared a plan which includes:

- Publication of every press release on NIX project
- Publication of biweekly NIX price analysis
- Publication of biweekly articles on which we will compare NIX technology versus other ones
- Publication of outreach articles, guides and tutorials
- Interviews with members of the NIX team
- We will run a giveaway in which the topic and the prize will be NIX (only for phase I)
- NIX promotion on our social media networks

COSTS

CONCEPT	DETAILS	CHARGE
Press services	18 articles written by our team plus every official communication that arises from the NIX project	\$3,600
NIX giveaway	Prize \$500; Gleam (Contest Management Platform) \$50 = \$550	\$550
Social Media	Promotion on social networks including paid advertisements	\$900
TOTAL	Media Campaign Phase I – 2019, Aug, 1st – Oct, 31th	\$5,050

It should be noted that we intend to actively collaborate with the community and the NIX team, taking into account their suggestions for the creation of the content to be published.

As you can see, we have adjusted the costs as much as possible since our intention, despite all the above has unavoidable costs, is that it does not place a heavy burden on the good development of the project.

METRICS & REACH

During the last 3 months, our website has had around 240,000 visits. Articles that we published which have been actively promoted have reached 7,000 views.

The main social networks in which we have a presence, like the rest of the blockchain ecosystem, is Twitter and Facebook. Also, since our website is offered in two languages, English and Spanish, we have social media accounts in both languages.

This is the **organic** reach of our Social accounts for the last three months:

Twitter English	Twitter Spanish
4,194 Followers	4,172 Followers
≈ 870,500 Tweet Impressions	≈ 320,450 Tweet Impressions

Facebook English	Facebook Spanish
2,401 Followers	2,188 Followers
2,908 people reached by publications	4,180 people reached by publications

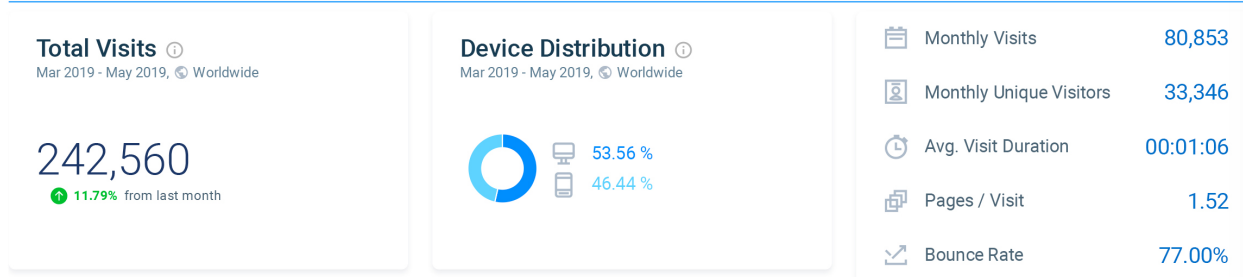
Based on the data from the last three months of our website, our organic social media reach and the estimated reach of paid campaigns on social networks, we can predict that the sum of the NIX publications along the quarter will have around 40,000 visits.

This is the estimated reach of the Social Media paid campaign for the quarter:

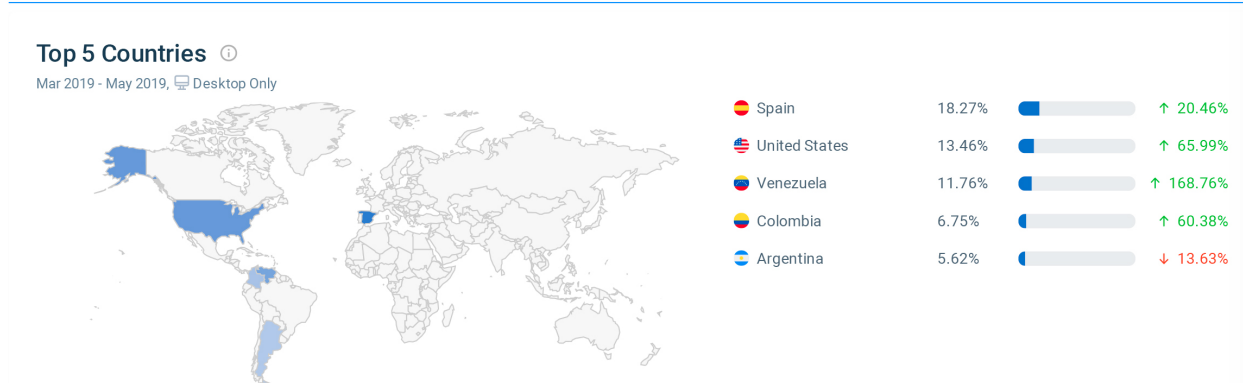
Social Media Campaigns
Cost: \$900
From 858,000 to 2,420,000 people reached
From 9,000 to 25,000 clicks on links

DATA SOURCES

Website Audience

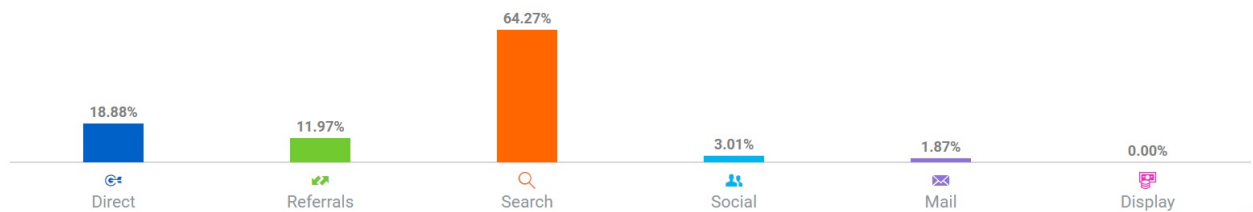


Geography



Traffic Sources ⓘ

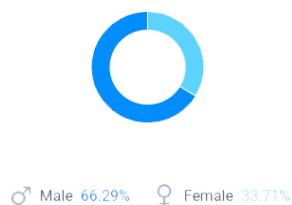
🖥 On desktop



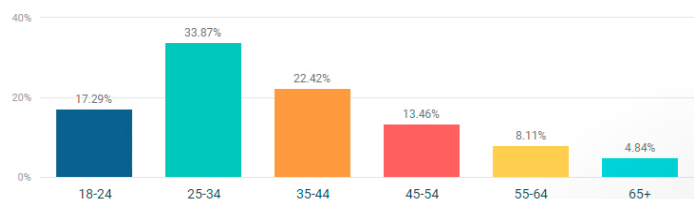
Demographics ☆

Mar 2019 - May 2019 🖥 Desktop

Gender Distribution ⓘ



Age Distribution ⓘ



PREVIOUS GIVEAWAYS: EXAMPLES & ENGAGEMENT

GRIN – March 2019

The post on Crypto Economy about this giveaway had 7,222 views, 4,027 in English and 3,195 in Spanish.



WAVES – April 2019

The post on Crypto Economy about this giveaway had 5,301 views, 3,519 in English and 1,782 in Spanish.



KOMODO – May 2019

The post on Crypto Economy about this giveaway had 3,078 views, 1,210 in English and 1,868 in Spanish.



Crypto economy (EN)
@CryptoEconomyEN

The Crypto Of The Month - KOMODO [KMD]
- [crypto-economy.net/en/the-crypto- ...](https://crypto-economy.net/en/the-crypto-...)
@KomodoPlatform \$KMD #Komodo



6:41 AM - 3 May 2019

755 Retweets 169 Likes



49 755 169



CryptoEconomy
@crypto_economy

Following

La cripto del mes – KOMODO [KMD]
@KomodoPlatform \$KMD #Komodo #KMD



La cripto del mes - **KOMODO** [KMD] - Crypto Economy

La cripto del mes irá dedicada a la plataforma **Komodo**, un proyecto que está enfocado al anonimato, la seguridad, la interoperatividad y la adaptabilidad.
crypto-economy.net

7:00 AM - 3 May 2019

708 Retweets 135 Likes



126 708 135

Thanks to everyone to take the time to read and consider our proposal.

The Crypto Economy Team.