

EMURGO's Global Digital Media Manager Keisha DePaz Presents Digital Marketing Strategy At Seattle Devcon Blockchain Conference 2019: A Recap

emurgo.io/en/blog/digital-marketing-strategy-at-seattle-devcon-blockchain-conference-recap



Official Cardano Partner, [EMURGO](https://emurgo.io), was offered a great opportunity to present EMURGO's strategic branding and digital marketing efforts thus far to drive the adoption of [Cardano](https://cardano.org) and bring value to ADA holders at the recent [Seattle Devcon Blockchain Conference 2019](https://seattledevcon.com) in Washington.

Seattle Devcon Blockchain Conference was an all-day digital asset & blockchain event that was held on June 29th, 2019. It brought together more than 50 influential speakers from tech, blockchain, and academia to speak in front of business leaders, developers, university students, and the general public. The event is an annual blockchain gathering for the US Northwest region with over 400 attendees from around the globe.

At this year's event, there were two distinct stages: BUIDL and Industry.

The BUIDL stage focused on the technical aspects of blockchain technology with workshops and talks. It was ideal for developers and executives interested in the latest in blockchain technology development including digital identity, staking, internet of blockchains, decentralized finance, privacy, and other interesting topics.

The Industry stage welcomed broad discussions and talks about blockchain implementation across various industries & potential/real use cases. It was geared for blockchain professionals & those wanting to learn about the macro basics surrounding blockchain technology.

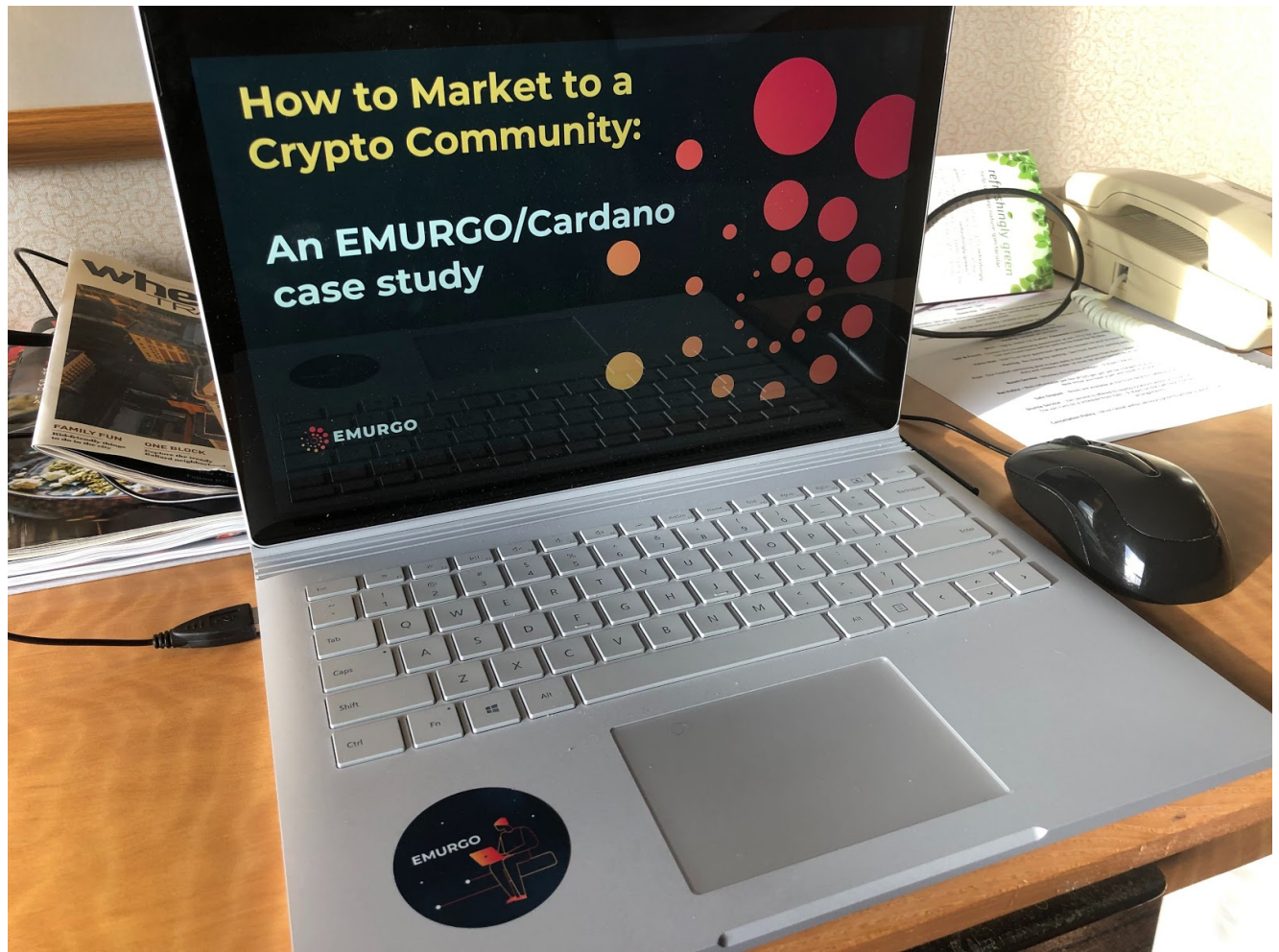
The following is an overview of the event and the contents of Keisha's presentation outlining EMURGO's global digital media marketing strategy and tips to market to a crypto community.





EMURGO's Global Digital Media Manager [Keisha](#), and Social Media Manager [Zach](#), attended the conference on behalf of EMURGO to speak about EMURGO's strong global digital marketing efforts. Keisha gave a speech entitled **"How to Market to a Crypto Community: An EMURGO/Cardano Case Study"** that highlighted her top 3 tips behind EMURGO's successful digital marketing strategies dedicated to driving the adoption of [Cardano](#) and bringing value to ADA holders. Keisha remarked:

"In giving my tips on how to market to a crypto community, I wanted to highlight the nuances of blockchain and crypto marketing. It really is different from traditional marketing and there are specific strategies that work well when promoting Cardano online! It was also my way of shamelessly plugging in a lot of active Cardano community members because they are that awesome!"



Keisha's Top 3 Tips on How to Market to a Crypto Community: An EMURGO/Cardano Case Study

- ❶ *Establish Consistent Communication Between the Marketing and Tech/Developer Teams*

Marketing to a crypto community is very different from marketing to communities in traditional markets. Blockchain and cryptocurrency are very abstract concepts and thus, users within the community will have different levels of knowledge about these topics. Having consistent channels for communication between the two teams means that the Tech team learns more about the social media audience and the Marketing team learns more about the technology so that the messaging is clear on both sides.

② Use a Mix of Mainstream Social Media Platforms + Alternative Platforms

Alongside the mainstream platforms, and by no means any less important, are go-to “alternative” platforms that crypto communities gravitate towards. Because you need to be where your audience is, these alternative platforms are important pieces of a crypto marketing strategy. It naturally follows that an audience interested in blockchain technology will be more digitally savvy than the mainstream, and thus finding those platforms to reach that audience and new, potential followers is very important.

③ Release Content for Different Time Zones

If you have a successful global community in whatever line of business it may be, followers will be located worldwide. Thus, it makes sense to release produced content on your chosen platforms in different time zones to optimize the visibility of the content. Having your content in different languages is also important to widen your potential audience and will bring more interest.

Conclusion

To date, EMURGO has seen fantastic results from our digital media marketing & rebranding efforts, and by communicating the value of Cardano as the protocol of choice to an increasingly diverse audience of the [Cardano community](#), [enterprises](#), and [developers](#), among others, by using these tips and others.

EMURGO strongly believes in the future potential of the Cardano blockchain as it is the first third-generation blockchain that is scalable, sustainable, and interoperable to meet the demands of DApps that bring real utility to real economies. [At EMURGO](#), we always strive to support the growth of the Cardano ecosystem through systems development, education, investment, and advisory services. Should you be interested, feel free to talk to us or reach out to our team. Follow our social media accounts and subscribe to the [EMURGO Newsletter](#) to always receive the latest news from EMURGO!



EMURGO drives the adoption of Cardano and adds value to ADA holders by building, investing in, and advising projects or organizations that adopt Cardano’s decentralized blockchain ecosystem. EMURGO leverages its expertise in blockchain R&D as well as its global network of related blockchain and industry partners to support ventures globally.

EMURGO is the official commercial and venture arm of the Cardano project, headquartered in Singapore, with a presence in Japan, the USA, India, and Indonesia. EMURGO works closely with IOHK and The Cardano Foundation to grow Cardano’s ecosystem globally, and promote its adoption. Learn more about the project at <https://emurgo.io>

Follow EMURGO on Social Media

- Official Homepage: emurgo.io
- Twitter (English): [@emurgo_io](#)
- Twitter (Japanese): [@Emurgo_Japan](#)
- Youtube: [EMURGO](#)
- Telegram: [EMURGO Announcements](#)
- Facebook: [@emurgo.io](#)
- Instagram: [@emurgo_io](#)
- LinkedIn: [@emurgo_io](#)

About Yoroi Wallet

- Yoroi Twitter: [@YoroiWallet](https://twitter.com/YoroiWallet)
- Yoroi Homepage: <https://yoroi-wallet.com/>

About Cardano

- Cardano Forum: <https://forum.cardano.org/>
- Cardano Telegram: <https://t.me/CardanoGeneral>
- Cardano Reddit: