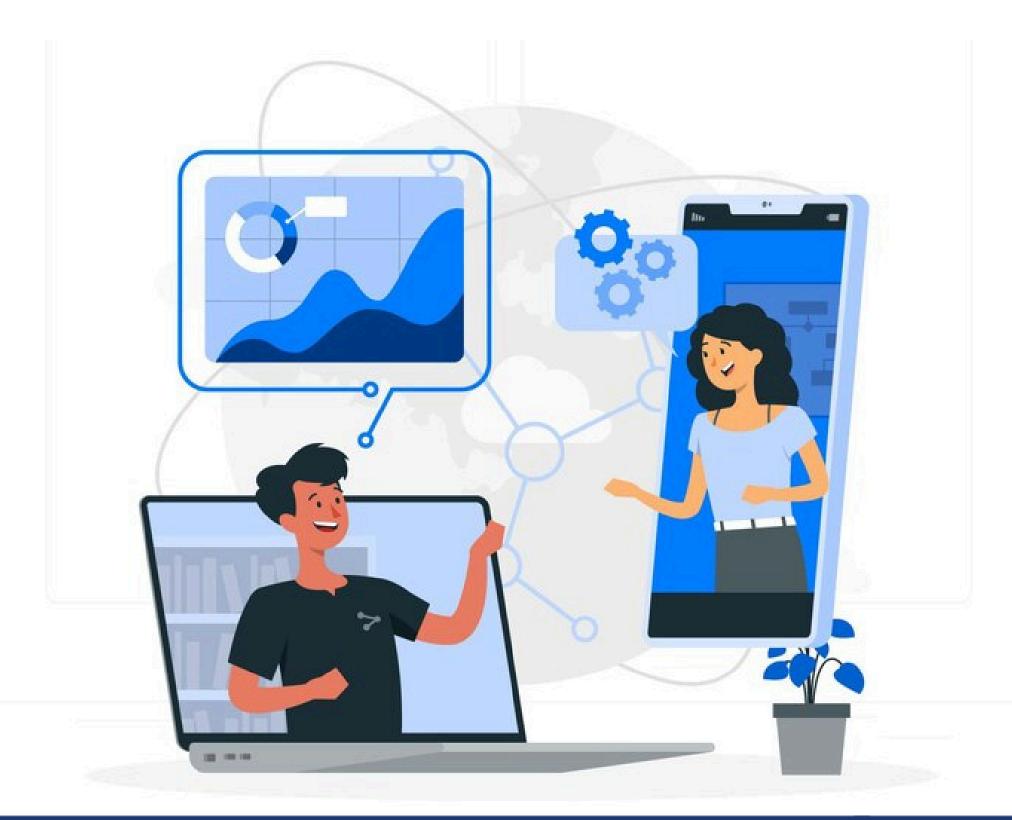


STRATEGY For Matrix Traders Fund





META ADS STRATEGY

Audience Definition

• Target demographics (25–55), interests (trading, investing, crypto), and behaviors (financial app users, online business seekers).

Custom Audiences

• Build audiences from website visitors (via Meta Pixel) and customer lists for retargeting engaged users.

Engaging Ad Creatives

• Create visually striking ads with trading charts, funded account screenshots, and short success clips to highlight the journey from novice to trader.

Location Targeting

• Focus ads on key regions like the US, UK, and Canada to capture relevant clientele.

Performance Measurement

 Track metrics like click-through rate, cost-per-conversion, and sign-ups weekly to optimize targeting and creatives.

GOOGLE ADS STRATEGY

Targeted Keyword Selection

Focus on high-intent keywords like "funded trading accounts," "learn trading online,"
 "forex trading funding," and "best trading education platform."

Geographic Targeting

• Use location targeting to prioritize users in financial hubs like the US, UK, Canada, and Australia (adjust based on operational scope).

Ad Extensions

 Add call extensions for direct inquiries and site link extensions to highlight offerings like "Get Funded," "Trading Courses," or "Platform Demo."

Landing Page Optimization

• Direct clicks to service-specific landing pages with clear CTAs (e.g., "Apply Now"), featuring success stories, funding details, and platform previews.

SOCIAL MEDIA STRATEGY

Poster Types

- Trading journey starter
- Funding process steps

Reels Types

- Trading tips
- Success stories
- Platform demos

Posting Approach

- Instagram/Facebook: 12 posts/month (4 reels, 4 posters, 4 carousels + daily Stories).
- Twitter (X): 2 tweets/week (posters + reel links, market bites).
- LinkedIn: 2 posts/week (professional posters, longer reels).

Reach Boost

- Use hashtags like #FundedTrading, #LearnTrading, and #TradeSmart.
- Share reels across platforms and engage with comments.





THANK YOU!

Jithin George ZENEROM IT SOLUTION CO. L.L.C 2nd Floor Aspin Tower, Sheikh Zayed Road, Dubai

jithin@zenerom.ae +971 56 399 6631

