

# 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