Currency Exchange

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Promotion

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# Promotion

Promotional efforts will be divided into four primary activities; Social media posting, Networking at conferences, print media adds and email campaign.

## Social media posting

Posting on social media will be primarily performed by the CEO, COO and customer service representatives. The time spent posting on line will be valued at $18,750 per quarter. Social media posting will be focused on the following platforms.

* Facebook
* Twitter
* Reddit
* LinkedIn

*Rational:* Most competitors have a strong presence on the above platforms and use it as their primary method of reaching out to potential customers.

## Bitcoin Conferences

As the Bitcoin eco system has grown Bitcoin conferences have become increasing popular. Having a presence at these conferences is good way to reach potential customers. Most competitors regularly attend these conferences. $2,000 will be set aside each quarter to support conference attending activities.

## Print Media

*Magazine:* One effort per quarter budget at 5000 per quarter

*New paper:* One effort per quarter budget at 5000 per quarter

## Email

One effort per quarter budget at 1000 per quarter

## Marketing Plan



# References