



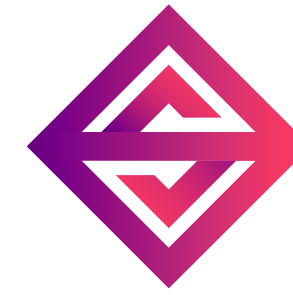
socialmedia market

# MONETIZE YOUR INFLUENCE

DECENTRALISED INFLUENCERS ADVERTISING MARKETPLACE

SHORTER | JANUARY 2018





**socialmedia.market**

**SOCIALMEDIA.MARKET - THE FIRST  
DECENTRALIZED MARKETPLACE CONNECTING  
SOCIAL MEDIA BLOGGERS AND ADVERTISERS.**

SOLVING MAJOR INFLUENCER MARKETING PROBLEMS IT WILL CREATE  
**NEW OPPORTUNITIES FOR CONTENT MONETIZATION, COMMUNITY ENGAGEMENT  
AND AUDIENCE EXPOSURE.**

NEW ECOSYSTEM, DRIVEN BY **BLOCKCHAIN TECHNOLOGY  
AND SOCIAL MEDIA TOKEN**, WILL SIMPLIFY MARKETING INTERACTION  
**BETWEEN BUSINESS AND INFLUENCERS.**



**3.03b**

TOTAL SOCIAL  
MEDIA USERS

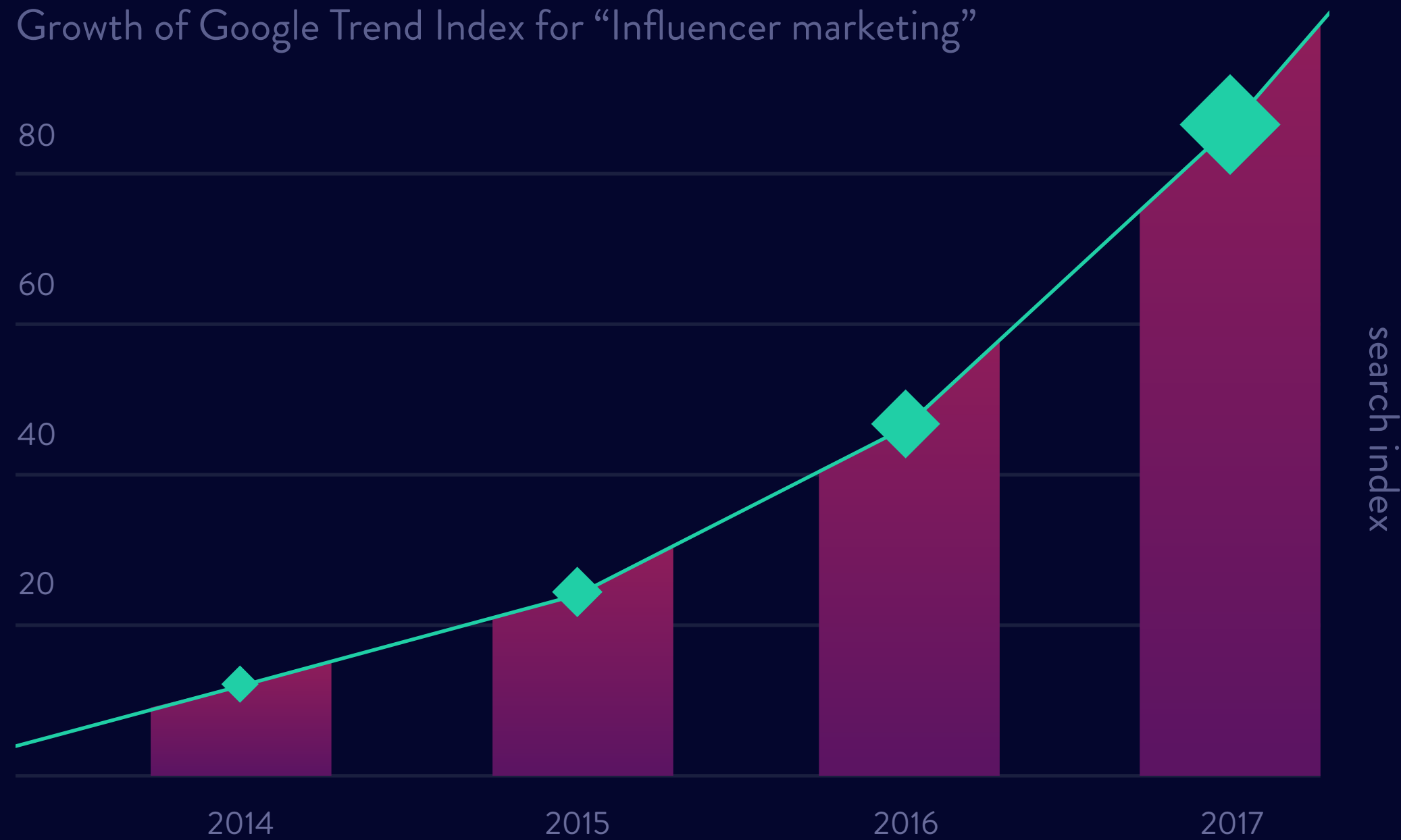
**\$77.3b**

WORLDWIDE DIGITAL  
MARKETING BUDGET

**JOIN TOKEN SALE**



Growth of Google Trend Index for “Influencer marketing”



EVERY \$1 SPENT  
CREATES \$11.69 IN RETURN

INFLUENCER MARKETING IS THE MOST FAST GROWING  
AND COST-EFFECTIVE ADVERTISING CHANNEL

# MARKET OVERVIEW

SocialMedia.Market targets one of the fastest-growing markets, Influencer Marketing. Analytical reports show an increase in almost all metrics related to Influencer Marketing. Growing exponentially, by recent estimates this market will turn into a \$5–10 billion industry by the end of 2020.

Research shows us, that 92% of consumers are more likely to trust a brand that advertises using Influencer Marketing. More over, it is more cost-effective than paid advertising and leads to more credible brand recommendations. For these reasons, Influencer Marketing has arguably become the most effective long term marketing strategy.



Check out more information in our Marketing Research  
«DIGITAL MARKETING STATE 2017»





# HOW IT WORKS?

Despite the quick growth and development, the Influencer Marketing industry is highly opaque and chaotic with no regulations and an army of agents and scammers. This causing inefficiency in pricing, while agent fees and fraud consume a large portion of the influencer's revenue and the brands' marketing budgets.

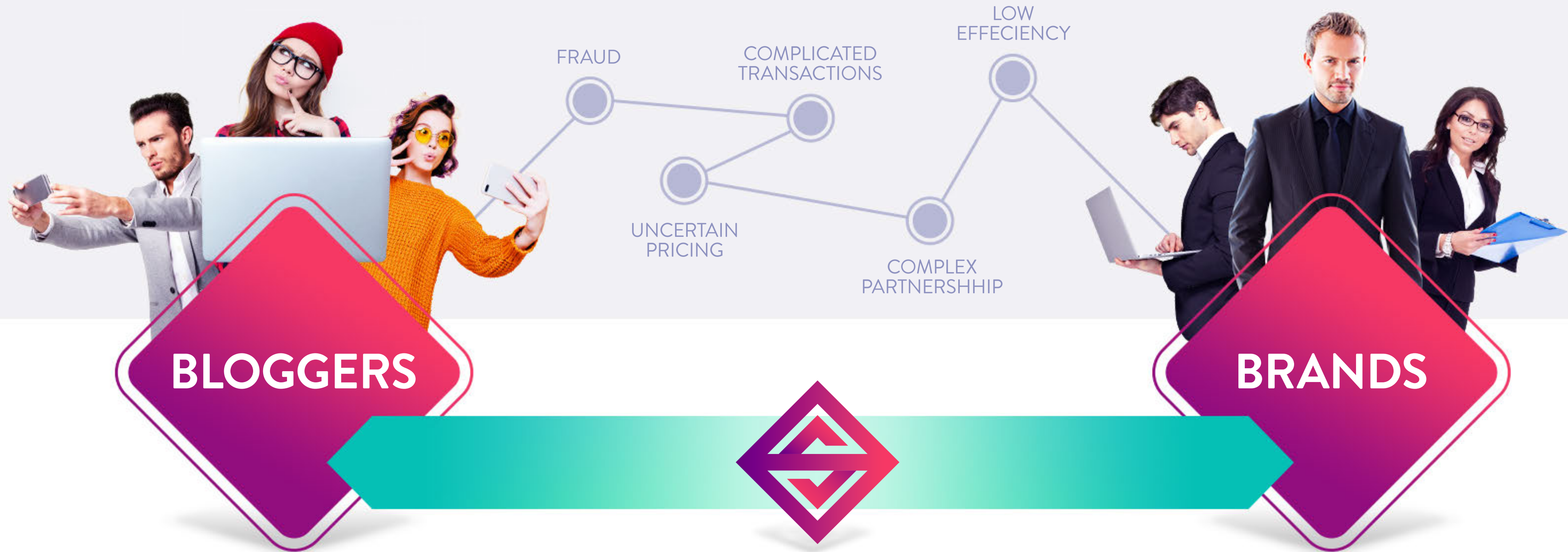
SocialMedia.Market is designed to solve these problems by making Influencer Marketing an accessible, transparent and competitive marketplace that will open opportunities for thousands of influencers and brands all over the globe, forming targeted audience exposure and engaging consumers in the most relevant and efficient way.

**SOCIALMEDIA.MARKET WILL CREATE A NEW GENERATION OF ADVERTISING ACCESSIBLE TO MILLIONS OF NOVICE AND GROWING INFLUENCERS, STARTUPS, SMALL AND MEDIUM BUSINESSES.**



CURRENT SITUATION

UP TO 35% BUDGET LOSES



socialmedia.market

UP TO 30% BUDGET ECONOMY





# ADVANTAGES OF SOCIALMEDIA.MARKET

## FOR INFLUENCERS



### HIGH-QUALITY BUSINESS OPPORTUNITIES FOR CONTENT MONETIZATION

For beginners and minor opinion leaders, searching for ways of monetization is a difficult and time-consuming task. Our service will give Influencers of any size an opportunity to choose brands, creating the most interesting and beneficial partnership.



### ACCESSIBILITY FOR ANY INFLUENCER EVEN NOVICE

Most Influencer platforms require specific numbers of followers to be listed. Unlike others, SocialMedia.Market is accessible even for new Influencers in the early stage of social presence.



### SERVICES FOR OWN CHANNEL DEVELOPMENT

There is a lack of data driven tools giving Influencers insights into the audience's interactions with their content. SocialMedia.Market will give bloggers complete information about their channel, tips and tools to increase the level of engagement received based on insights provided by the platform.



### SAFE AND FAST TRANSACTIONS

Delays or non-payments are problems typically associated with an Influencer's platform. The advertisers and influencers have very little control over payments. Our Ethereum based platform uses an escrow payment system which holds the contract fees until the set obligations are met.



### FAIR DECENTRALISED DISPUTE SOLUTION

Content created by Influencers is mostly perceived subjectively. This may cause disputes and dissatisfaction of parties with achieved results. Our service has several preventive measures that will allow parties to resolve disputes on their own in most cases, as well as an arbitration system that will resolve disputes between participants with the help of independent platform experts.



### OWNERSHIP VALIDATION

One of the major problems contributing to most of the unforeseen costs is fraud, when a fraudster impersonates an Influencer by hacking into his accounts. SocialMedia.Market applies special procedures providing a transparent and reliable marketplace. Influencers are verified and authorized to ensure they are really who they claim to be.



### ADDITIONAL WAYS TO EARN

Using our Dispute Solution system platform members will be rewarded with SMTs for their engagement in dispute arbitrations. This will be available only for users who hold a certain number of tokens in their accounts.

## FOR BRANDS & AGENCIES



### ACCESS TO INFLUENCERS ALL OVER THE WORLD

Influencers of lower rank, also known as Tier 2 Influencers or micro-Influencers can result in outstanding campaign results, and they are easier to engage with. SocialMedia.Market will allow users to interact with Influencers globally with no limitations caused by complicated payments policies.



### OPERATING COSTS OPTIMIZATION

Managing of Influencer Marketing programs is a very time-consuming process and Influencer Marketing platforms, or agencies require an advertiser to pay up to 50% commission for such services. With the help of our services, brands can expect to reduce the costs associated with launching Influence Marketing campaigns significantly.



### AVAILABILITY FOR SMALL AND MEDIUM BUSINESSES

Small businesses, which value every spent dollar, encounter even more challenges when working with Influencers. Our platform is designed to deliver Influencers to businesses of any size and any budget. For instance, our service provides the most convenient tools and tips for marketers; whether the brand can work with influencer for products samples only, or with a dedicated sponsorship budget.



# MEET SOCIAL MEDIA TOKEN

SocialMedia.Market's platform will create a global marketplace for Advertisers and Influencer Marketing publishers among every major social network, providing convenient and transparent tools for interaction of any party involved. Utilized, but not limited to SocialMedia.Market, SMT will be transferable outside the platform. Social Media Token holders will be able to operate on the well-known digital currency exchanges, where potential platform users will be purchasing SMT to use platform services.

## SHORT LIST OF ADVANTAGES SMT WILL PROVIDE TO ALL PARTIES AS A SINGLE CURRENCY

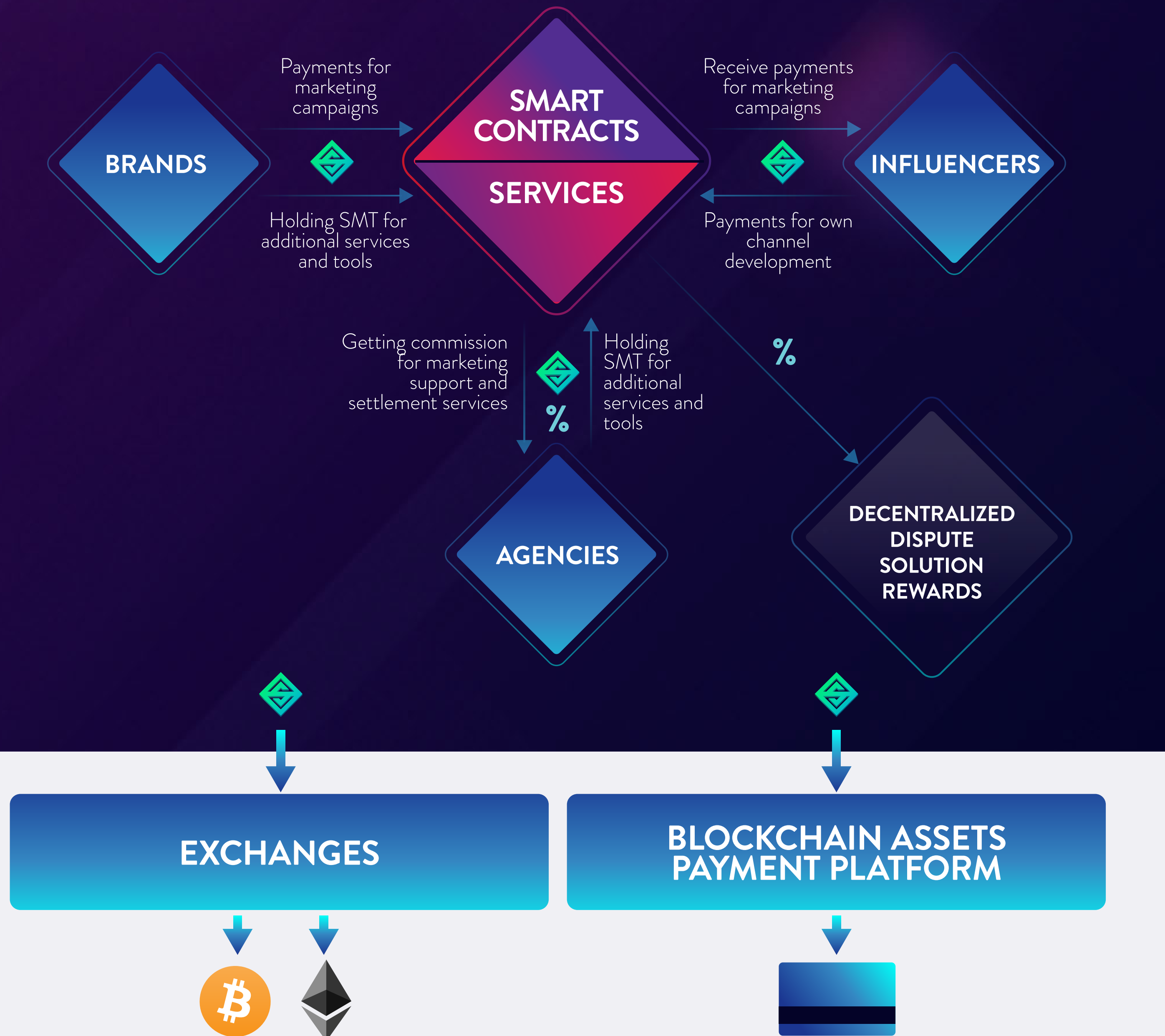
-  100% safe escrow transactions based on Blockchain technology
-  Simplified and fast global payments
-  Donations method for bloggers and streamers
-  Agent commission within the platform
-  Low-cost transactions with less operation fees
-  Rewards earned by participating in Decentralized dispute solution system
-  Utility tool for acquiring outstanding marketing services, premium analytics and development instruments



# TOKEN ECONOMY

All operations within the SocialMedia.Market ecosystem are executed with its effective cryptocurrency token - Social Media Token (SMT), which ensures high standards of services and prevents any unauthorized human intervention in the processes within the system. The Social Media Token will create a self-driven economy, based on constant cooperation between influencers, advertisers, marketing agencies and agents.

The token's value is going to be upheld not only by transactional means within the platform's services, but also supported with exclusive features for token holders.



Read more in our  
«[WHITE PAPER](#)»



# PRIVILEGES FOR TOKEN HOLDERS

PREMIUM ACCESS	NECESSARY OWNERSHIP
PREMIUM TOOLS FOR BRANDS AND BLOGGERS	15 000 SMT
DECENTRALIZED DISPUTE SOLUTION SYSTEM	10 000 SMT
REDUCED SERVICE FEE	5 000 SMT
AGENTS ADMISSION	5 000 SMT

Holding a certain amount of tokens on their accounts will grant them access to deep analytical data, exclusive insights to audience exposure of bloggers they are willing to cooperate with, special advertising formats, content development tools for bloggers, channel audience growth strategies and campaigns, exclusive advertising contracts with well-known brands and marketing consultations.

Participation in the decentralized dispute solution system will not only support proper advertising campaigns execution and grant equal rights to every user, it will guide platform development. To participate in voting, user must maintain a certain amount of tokens on his balance on a constant basis, amount of held tokens will impact the weight of a given vote.

Moreover, token holders may perform dedicated marketing services for platform users and include their service fee to every executed smart contract from campaign they have helped to create. Constantly maintaining a decent amount of tokens on balance will decrease the platform's fee for executing campaigns.



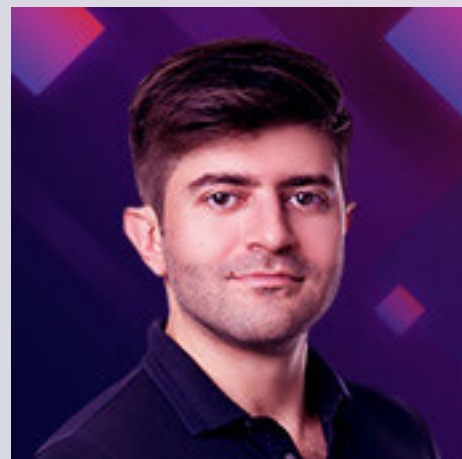
# ROADMAP

With our core team know-how and expertise in entertainment, marketing, analysis and product development, we have a clear vision of how to implement blockchain and smart-contract technology as a day-to-day solution that will resolve market needs and help develop it, exponentially.





# OUR TEAM

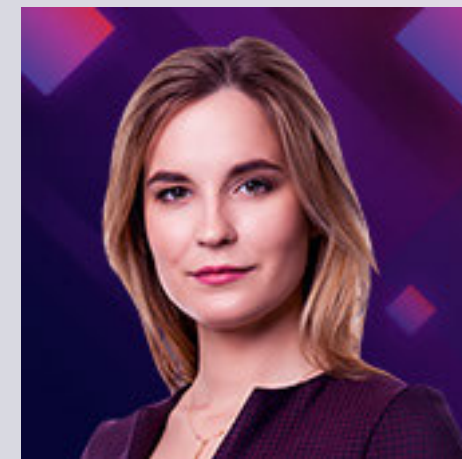


## DMITRY SHYSHOV

CEO, Founder



A passionate entrepreneur, the CEO and founder of R.Games and Nontita Limited, operating in games and Esports industries. Over the past 3 years R.Games sold more than 10M games and engaged over 2M of active users in a year. Nontita Limited operates on a market of virtual items and digital goods, being the entity behind CSGO.CASH. As an early adopter of influencer marketing strategy, Dmitry has a vast experience in it, as well as understanding of the internal operations on the market.

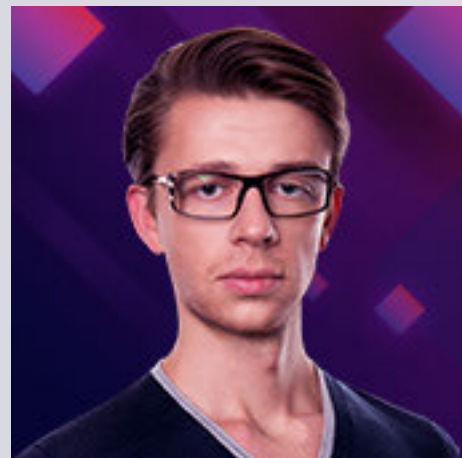


## ALEXANDRA MOROZOVA

Co-founder, Chief Marketing Officer



Alexandra is the marketing person behind the R.Games and Nontita Limited - the one, who is working with influencers in Game and Esports industries on daily basis. She has more than 7 years of experience in digital marketing and worked on marketing campaigns for Apple, Sony, Dell, Asus, Lenovo, Microsoft Xbox, Fibrum.

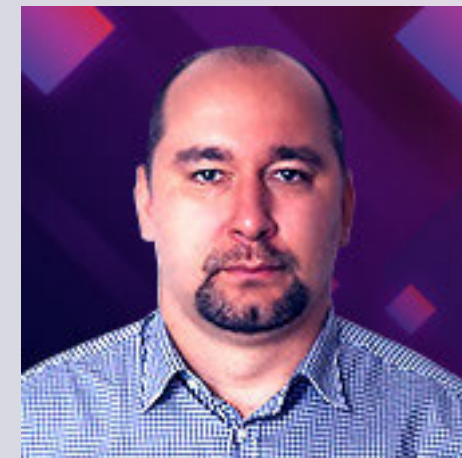


## VIKTOR PEREKHOD

Business Development Manager



Viktor has more than 8 years of expertise in building strategic marketing campaigns for new products and identifying new business opportunities. He has over 2 years of experience in KPMG (Big Four accounting firms) and worked with numerous industry leaders, like Volvo, Samsung, Vodafone, G2A.



## MAKSYM CHURKIN

Tech Lead



Maksym is an experienced full product modular architecture specialist and Scrum master. He has more than 7 years of technical expertise in development of SaaS applications. Maksym is responsible for all the technical parts of the project, making the SocialMedia.Market platform go live.

 20+

MEET OUR FULL TEAM ON LINKEDIN



# OUR ADVISORS



## ALEX YASTREMSKI

Legal Counsel  
San Francisco, California  
Blockchain regulatory/compliance expert

General counsel at Bitfury Group Ltd  
Fintech counsel Bingham McCutchen LLP



|| Influencer Marketing is rapidly gaining popularity among brands and marketers as one of the most effective advertising tools. SocialMedia.Market solves problems related to Influencer Marketing and has the potential to completely change the digital advertising industry. The project impressed me with its ambitious goals that could increase value for market participants and maximize sales for marketers. With the team's expertise, this project can become a successful and effective all-in-one solution for digital advertising



## CHAFIK ABDELLAOUI

Entrepreneur, the founder ACBMC, Bizzant,  
and XEDYAS IT HYBRID SOLUTIONS.

Contributor to Mobile Go ICO success. Chafic is an accomplished business development professional with an extensive experience in eCommerce, gaming and electronic payments.



|| Esports was always my passion and I hold a firm believe in the industry. After several years in Esports I realized that its potential is way beyond imagination. As Esports rely strongly on vloggers and streamers, I believe that the organized influencer marketing ecosystem will become a tripping point for the industry. SocialMedia.Market creates an opportunity, one can't ignore.



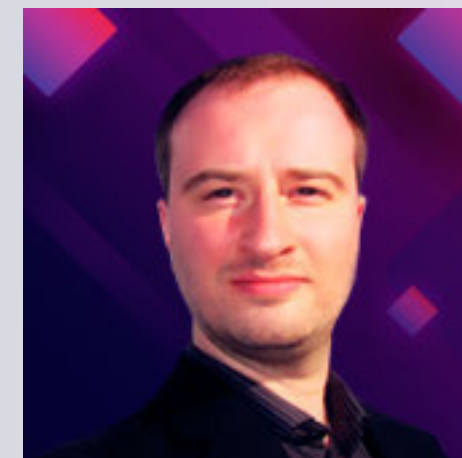
## SLAVIK NENAYDOKH

COO, Centuria Natural Foods  
San Francisco, CA

Head of M&A Emerging Markets, Exigen Capital  
Principal, Delphi Software International



|| SocialMedia.Market is wisely leveraging their know-how in a bid to enact social marketing change. Finally, creating more of an equilibrium in a David vs Goliath market setting and balancing out the right type of money connecting with the right type of influencer that understands how to deploy each and every dollar in the most effective way toward the right type of audience. I am humbled to participate in this vision with the SocialMedia.Market team and looking forward to walking alongside them throughout its stages of corporate maturity.



## PETER ZHALOV

Former VP Marketing & Advertising at Wargaming.net,  
eSports and blockchain enthusiast



|| Today consumers use ad-blockers and ignore traditional digital advertisements. Influencer and eSports Marketing are becoming two most effective ways to reach Millennials and Generation Z audience. These growing exponentially markets are among the most attractive for disruptive businesses. Socialmedia.market has the solution of creating a transparent marketplace for Influencer Marketing, and I'm excited to join the Advisory Board of this project.





# TOKEN SALE

JOIN TOKEN SALE

[COMMIT FOR PRE-SALE](#)

## TOKEN SALE: PHASE # 1 (FINISHED)

**START DATE:** 7 December 2017 12:00 pm GMT (1:00 pm CET)

**END DATE:** 16 December 2017 12:00 pm GMT (1:00 pm CET)

**SOFT CAP:** Reached during Pre-ICO

**Token exchange rate:** 1 ETH = 3000 SMTs

**Minimum contribution amount:** 0,01 ETH / 30 SMTs

**Maximum contribution amount:** unlimited

**Contribution methods:** ETH, BTC

**Bonuses:** Pre-Sale: 30%, Public sale: 10%

## TOKEN SALE: PHASE #2

**START DATE:** 9 February 2018 12:00 PM GMT (1:00 pm CET)

**END DATE:** 16 March 2018 12:00 PM GMT (1:00 pm CET)

**PRE-SALE:** 2-9 February 2018 12:00 PM GMT (1:00 pm CET)

**SOFT CAP:** Reached during Pre-ICO

**HARD CAP:** 16 000 ETH

**Token exchange rate:** 1 ETH = 2500 SMTs

**Minimum contribution amount:** 0,1 ETH / 250 SMTs

**Maximum contribution amount:** 300 ETH

**Contribution methods:** ETH, BTC, LTC, XRP, BCH, DASH, DOGE, ETC, NEO, XMR, ZEC

**Bonuses:** Pre-Sale: 20% (min. contribution 25 ETH)

Public Sale: Days 1-5: 15%, Days 6-20: 10%, Days 21-35: 5%

Referral Program Bonus: Give 3%, Get 5%

After Token Sale: Phase 2, all unsold tokens remaining from both sale phases will be burned.



# WHY SHOULD YOU INVEST IN SOCIALMEDIA.MARKET?

1

Influencer Marketing - is **THE MOST FAST GROWING SECTOR** of online advertising that will turn into a \$5–10 billion industry by the end of 2020

2

Influencer Marketing is **THE MOST COST-EFFECTIVE** advertising channel with **1069% ROI**

**CHECK RESEARCH**

3

SocialMedia.Market solves all major issues, that interfere with a **HYPE GROWTH** of Influencer Marketing

4

Our platform will **STIMULATE MARKET GROWTH** even further by allowing a vast majority of micro-influencers and small businesses to be involved into influencer marketing campaigns

5

Token holders can **EARN ADDITIONAL TOKENS** and **INCREASE TOKEN VALUE**, participating in a decentralized dispute solution

6

Exclusive access to **PREMIUM TOOLS FOR TOKEN HOLDERS** makes Social Media Token a **VALUABLE ASSET**

7

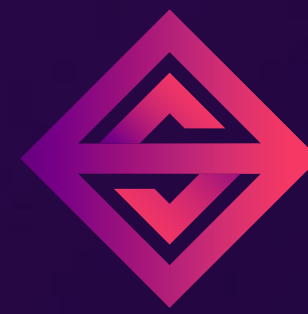
SocialMedia.Market sells 80% of all its tokens to **ELIMINATE THE POSSIBILITY OF MARKET CONTROL** and manipulation

8

Social Media Token is unlikely to be considered a security. **SEC HOWEY TEST RESULTS IS 20 POINTS**

**CHECK TEST**





socialmedia.market

# MEET THE NEW GENERATION OF ADVERTISING

For all the questions or inquiries write us on

**INFO@SOCIALMEDIA.MARKET**

Official website:

**HTTPS://SOCIALMEDIA.MARKET**

Join the conversation on:



TELEGRAM



BITCOIN TALK



TWITTER



FACEBOOK



MEDIUM



YOUTUBE



REDDIT