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VALERIYA DROGOVOZ

10 websites for ICO campaign promotion

December 28, 2017

Successful promotion of the website connected with electronic money is directly related to informing. To tell about the cryptocurrency and the forthcoming ICO, you have to involve as many information distribution channels as possible. One of them is mass media. Moreover, it is necessary to be published both in the Russian and in foreign editions. Articles written by professionals will interest the solvent audience. Publications on subjects of interest to the crypto community in profile mass media will attract clients.

Hundreds of the popular cryptocurrency sites can become excellent sources of content distribution. We collected the best websites about cryptocurrencies from 23 countries for you.

CoinJournal

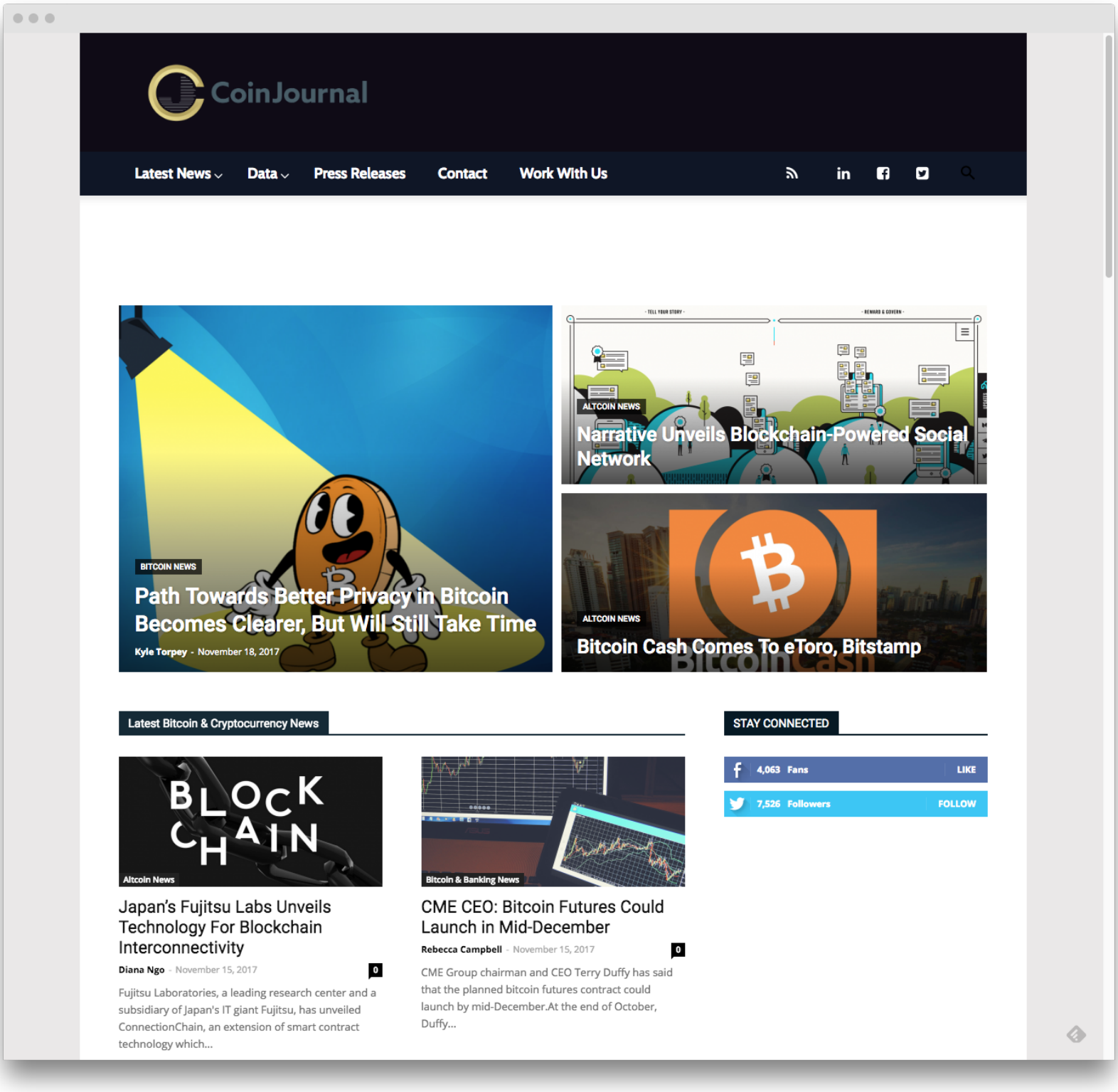
Country: USA

Publication language: English

Coverage: 200 000 readers

Most CoinJournal.net readers are residents of the USA and Europe. The platform

publishes news concerning the cryptocurrency industry and is famous for journalistic honesty. Here you can find only the verified information and credible facts. It is possible to post the press release about new currency on ICO within five days.



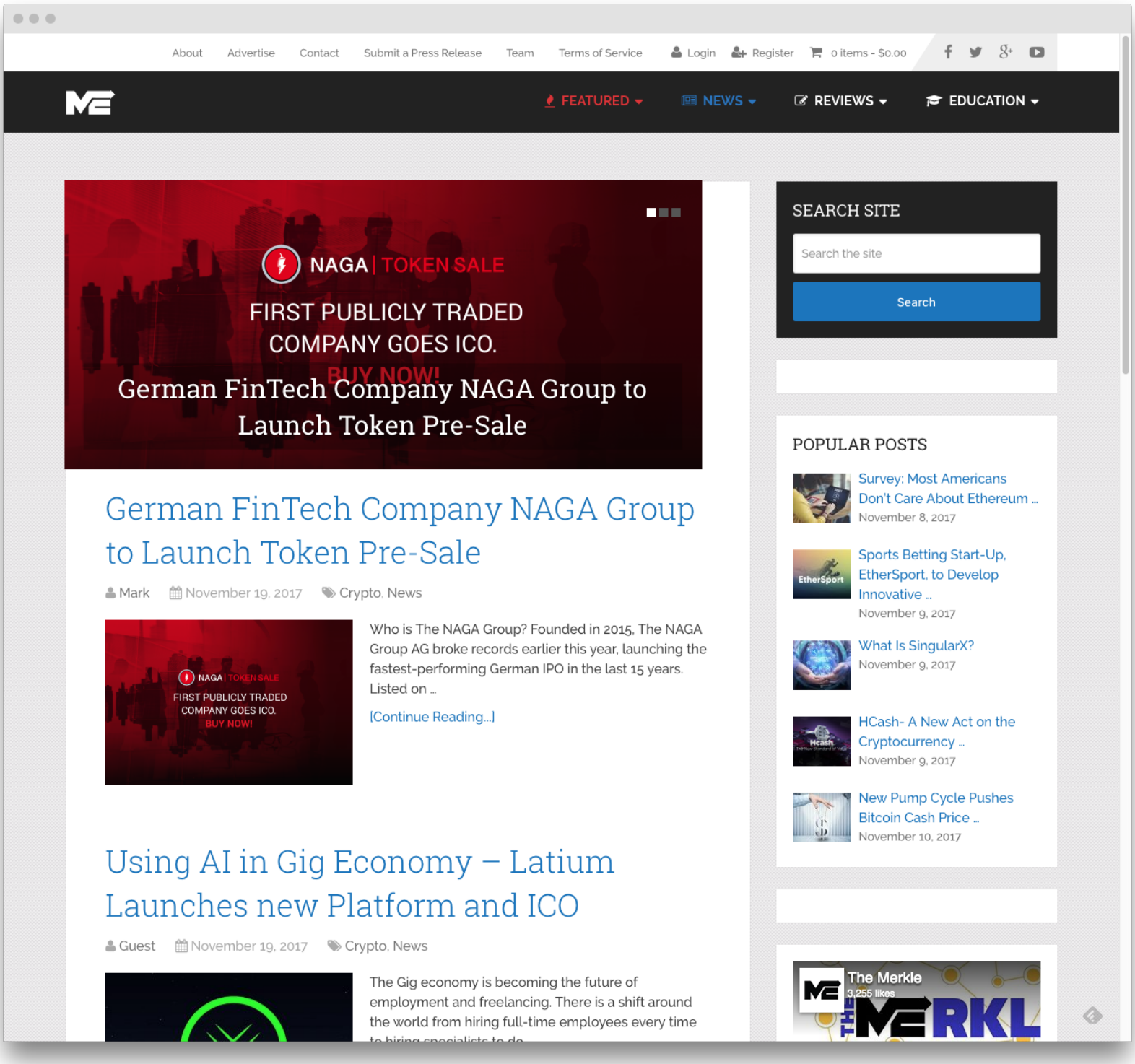
The Merkle

Country: USA

Publication language: English

Coverage: 2.3 million readers

The Merkle has been creating engaging educational content and giving the world essential finance, technology, cryptocurrencies, and information news security since 2014. The most famous ICO projects start here. People promote not only primary offer of tokens; the platform is popular among all the people who want to sell something hi-tech.



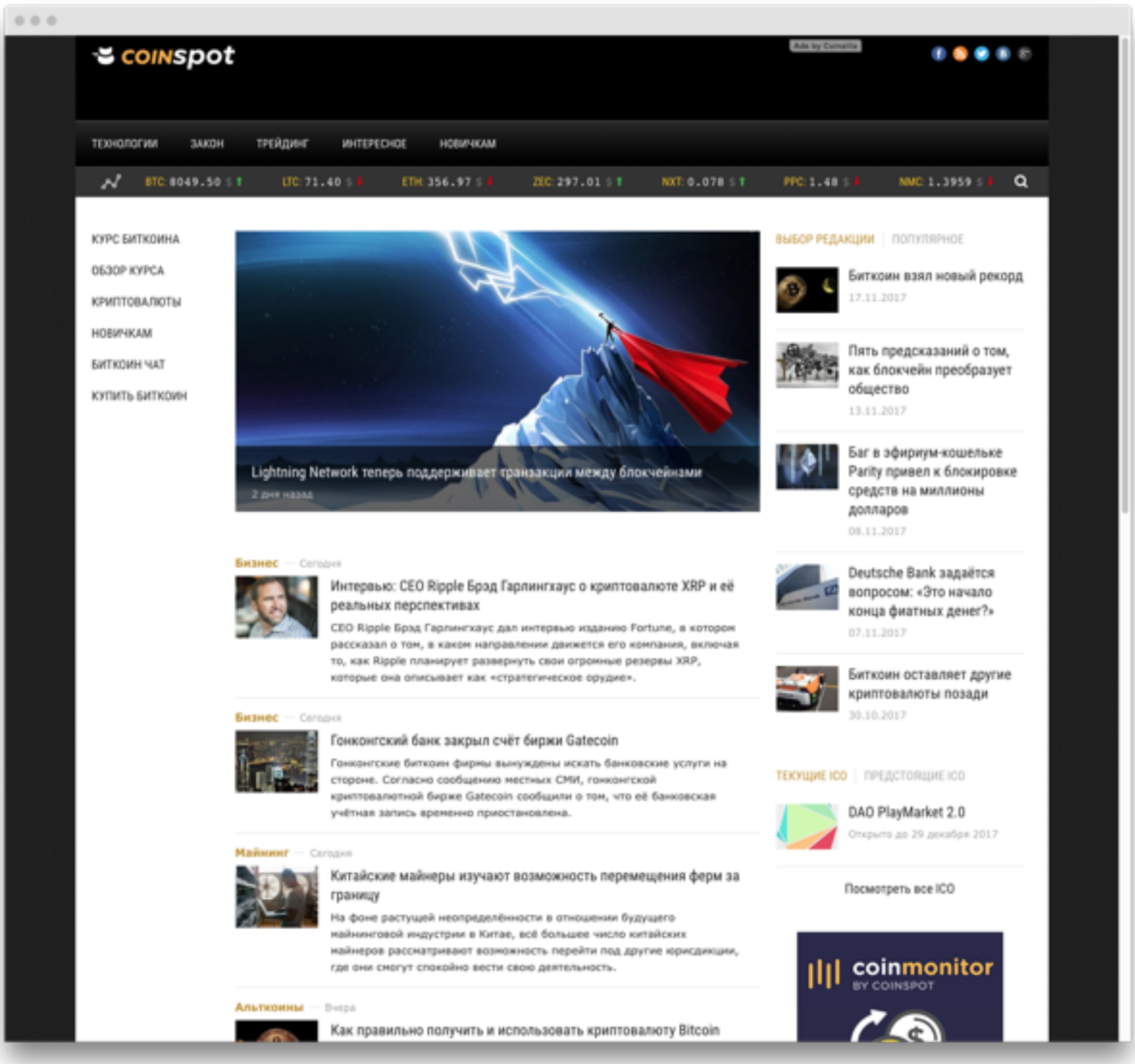
CoinSpot

Country: Russia

Publication language: Russian

Coverage: 1,4 million readers

CoinSpot.io — the largest RuNet resource for digital currencies, financial technical-trends and financial innovations. Here you can read about technologies, startups, and personalities which form the image of the financial world. ICO calendar which helps to look at the current, complete and forthcoming campaigns is also working on the website.



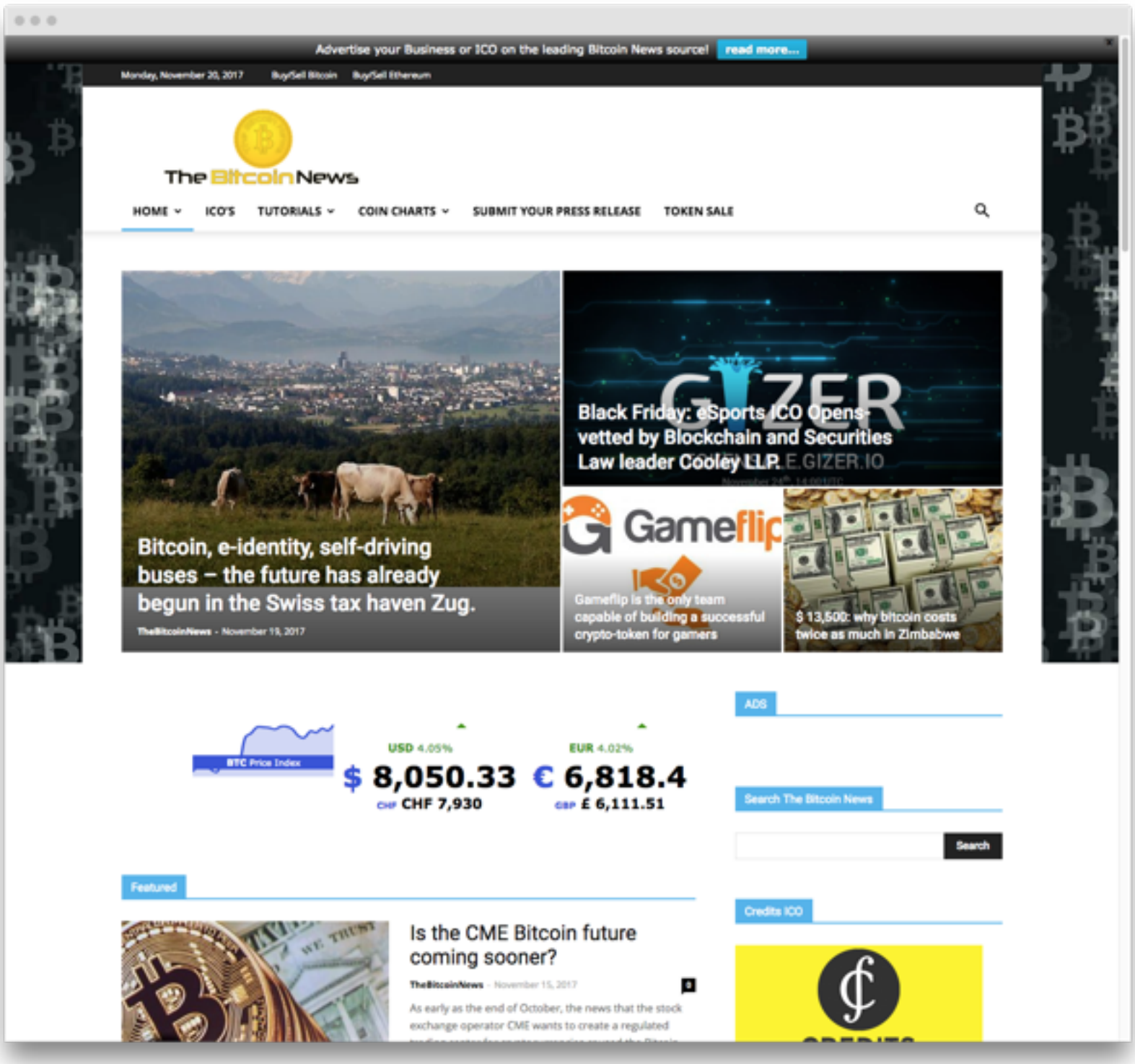
The Bitcoin News

Country: USA

Publication language: English

Coverage: 50 000 readers

The primary audience of the TheBitcoinNews.com platform are residents of the USA, China, Brazil, and Thailand. Here you can find all relevant news about Bitcoin and Etherium; learn about new ICO, and read expert opinions. An educational section on the site helps one understand all the nuances of cryptocurrencies. Subscribers will also see the text published on the website — more than 30 thousand people subscribe to their mailing list.



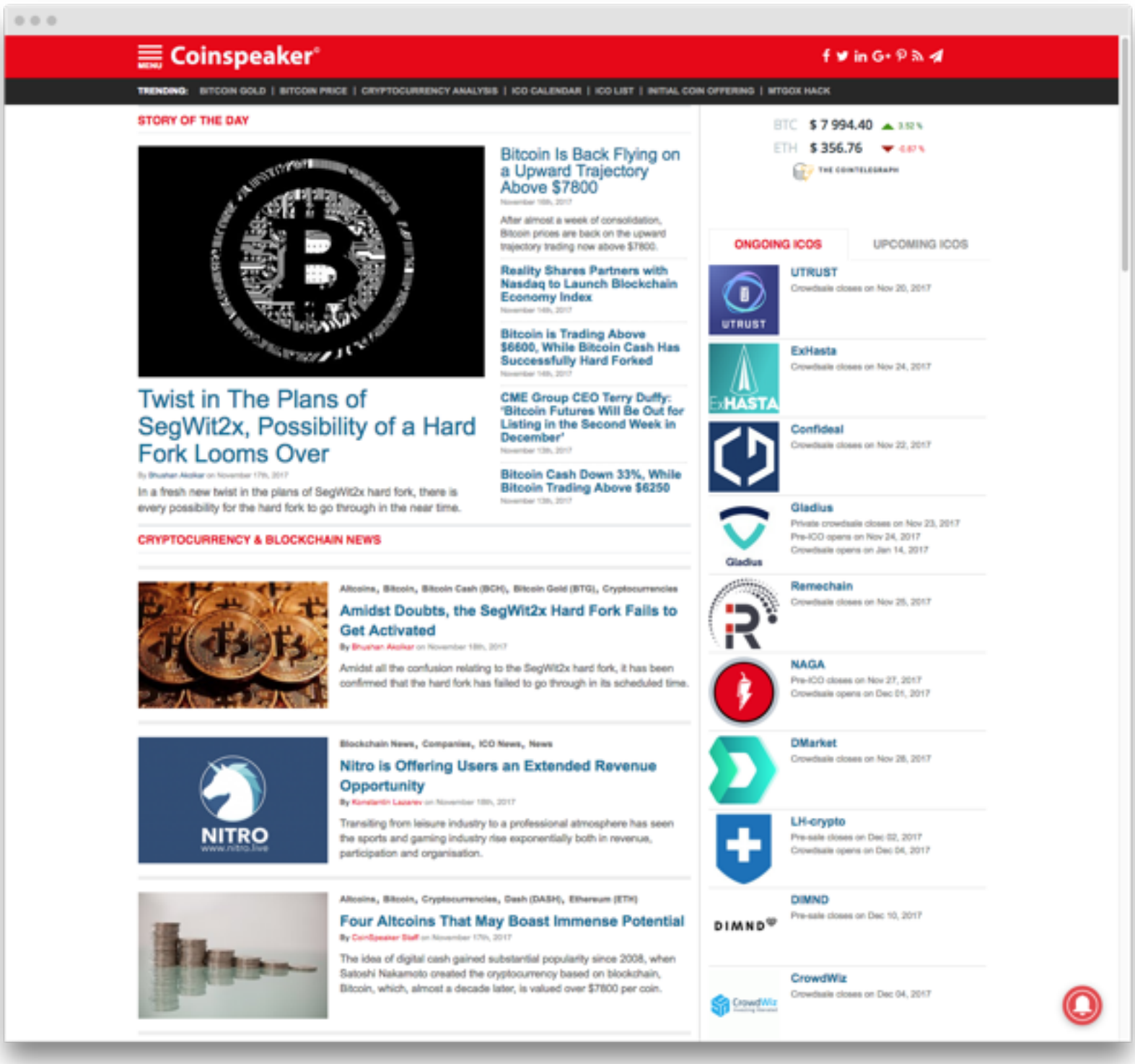
CoinSpeaker

Country: USA

Publication language: English

Coverage: 450 000 readers

CoinSpeaker — one of the most influential sources of news to everyone is engaged in financial technology, the blockchain, cryptocurrencies, and the Internet of things. The website is popular in the USA, Great Britain, Japan, Germany, and Russia. There is an ICO calendar available to help find all necessary information on the forthcoming, current, and complete sales of tokens.



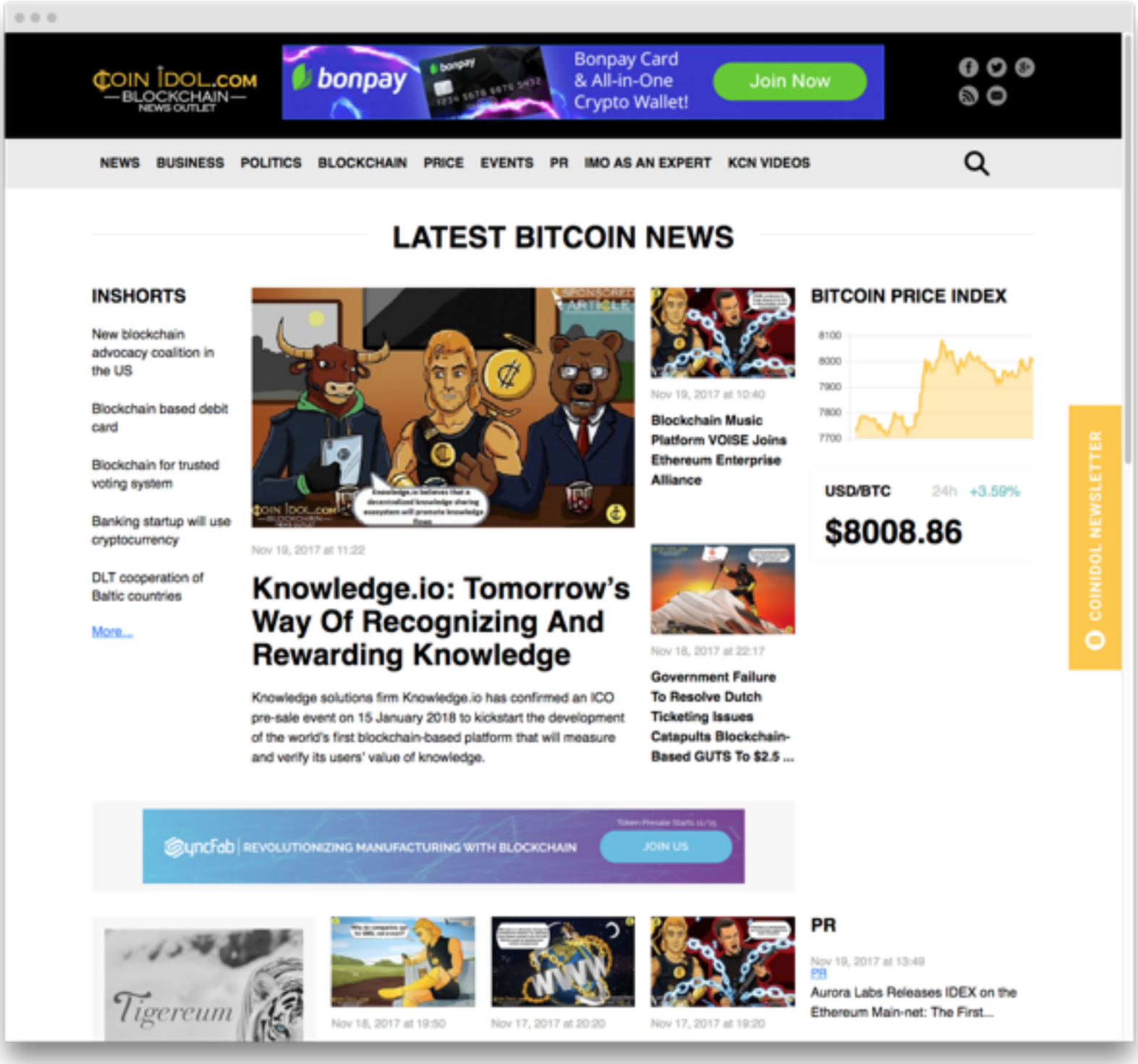
Coin Idol

Country: USA

Publication language: English

Coverage: 150 000 readers

Coinidol.com is not just a source of the latest news and reviews about the advanced financial technologies and world economy, but also one of its primogenitors. Some enthusiasts love fintech, cryptocurrency markets, decentralized economy, policy, and blockchain technology on the CoinIdol team. They publish all paid materials in the news section, and as a bonus, the editorial office of the website will prepare an animated illustration of the text.



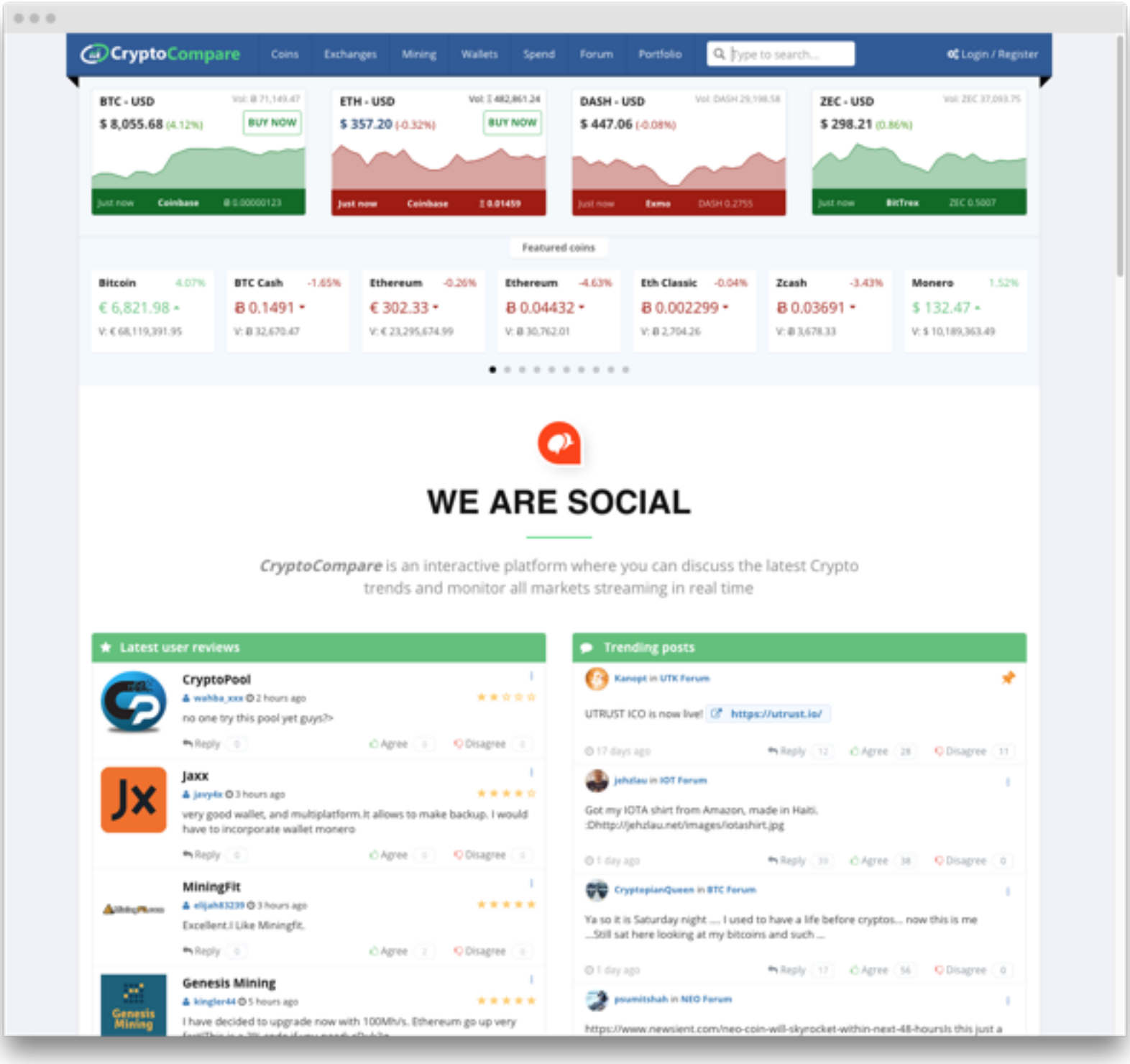
CryptoCompare

Country: Great Britain

Publication language: English

Coverage: 18,5 million readers

One of the most readable websites about cryptocurrencies and related stuff worldwide. CryptocCompare.com has a specific format of the narration, but site editors can help to adjust the text to their requirements or give necessary recommendations so that you can do it by yourself.



The CoinTelegraph

Country: USA

Publication language: English

Coverage: 10 million readers

Cointelegraph is presented in several countries at the same time — the USA, Slovenia, Serbia, Spain, Japan, and Brazil. Language versions, attendance, and content of the website are different depending on a geographical binding of the site. Cointelegraph was founded in 2013. In 4 years the platform became the recognized leader in the

market for cryptocurrency information.

The ICO Alert

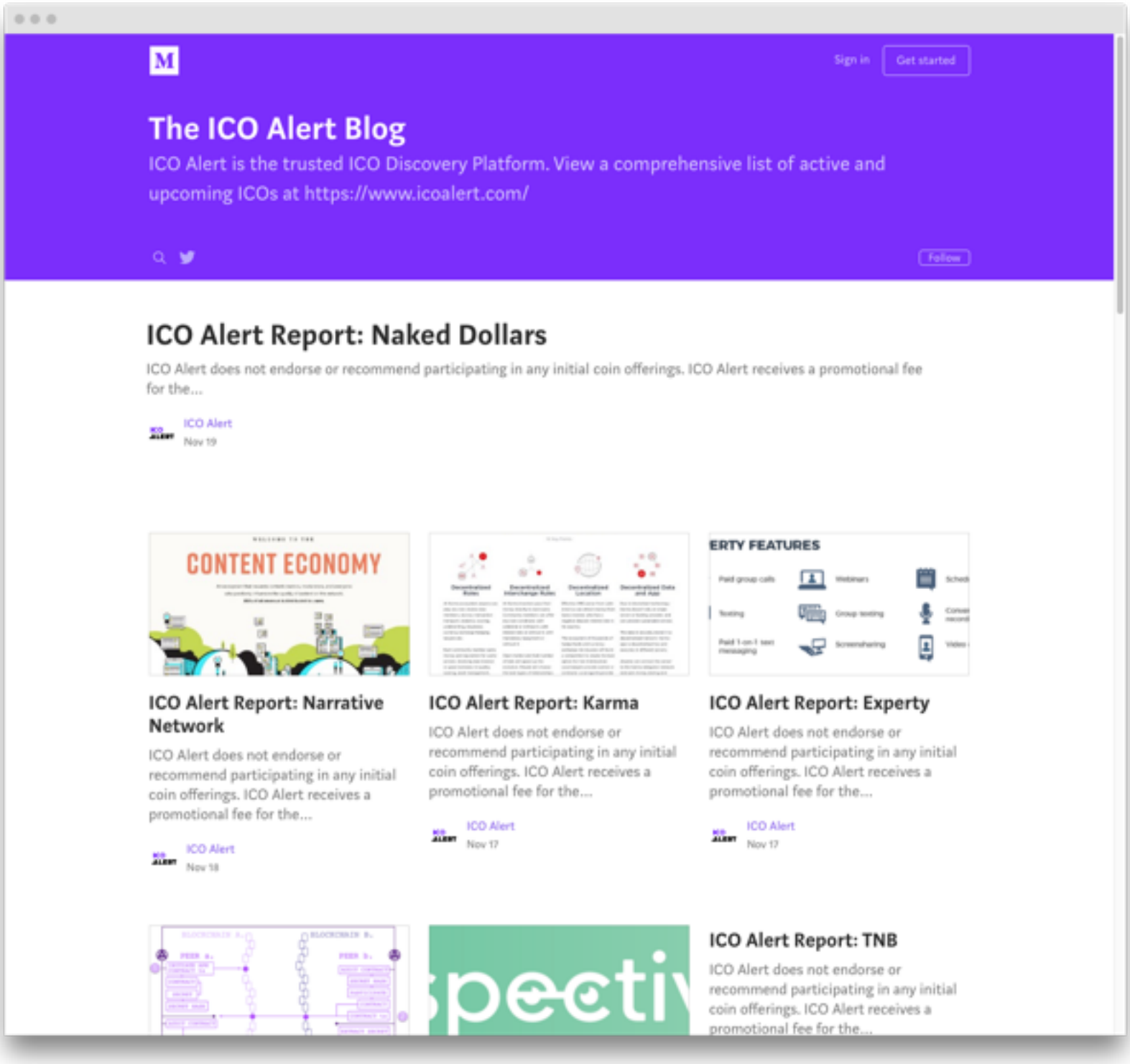
Country: USA

Publication language: English

Coverage: 75 000 readers

The ICO Alert represents a detailed ICO calendar which will help you to add the information about your campaign. In The ICO Alert Blog <https://blog.icoalert.com/>,

you can post an article on the main page and without advertising mark. The editorial office will prepare the report on ICO based on material, adapting it to the style of other publications.



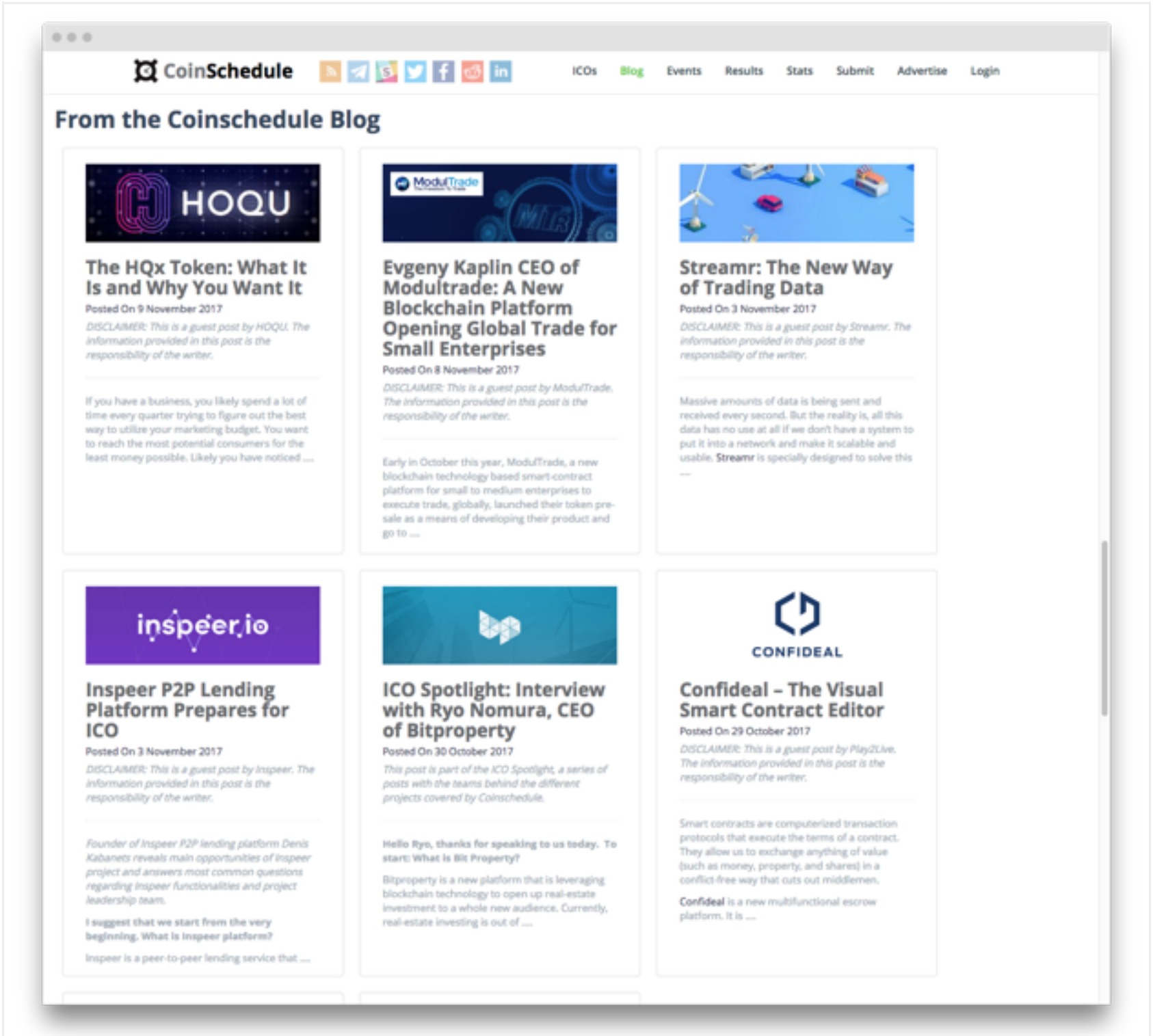
CoinSchedule.com

Country: USA

Publication language: English

Coverage: 1 million readers

The editorial office of the CoinSchedule.com will rewrite the material and post it in format habitual for readers. Users from the USA, Great Britain, Russia, and Germany the blog. Here you can also find thematic articles, guest posts, and press releases.



Conclusion

One well-written post on one of these platforms can attract a considerable number of visitors. You do not need to use all your budget for the publication on one website. It will be more useful to post several texts on different resources to capture readers from several categories at once. Choose the audience, publication language, and coverage of readers and tell the world about the crypto — business.

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TIPS

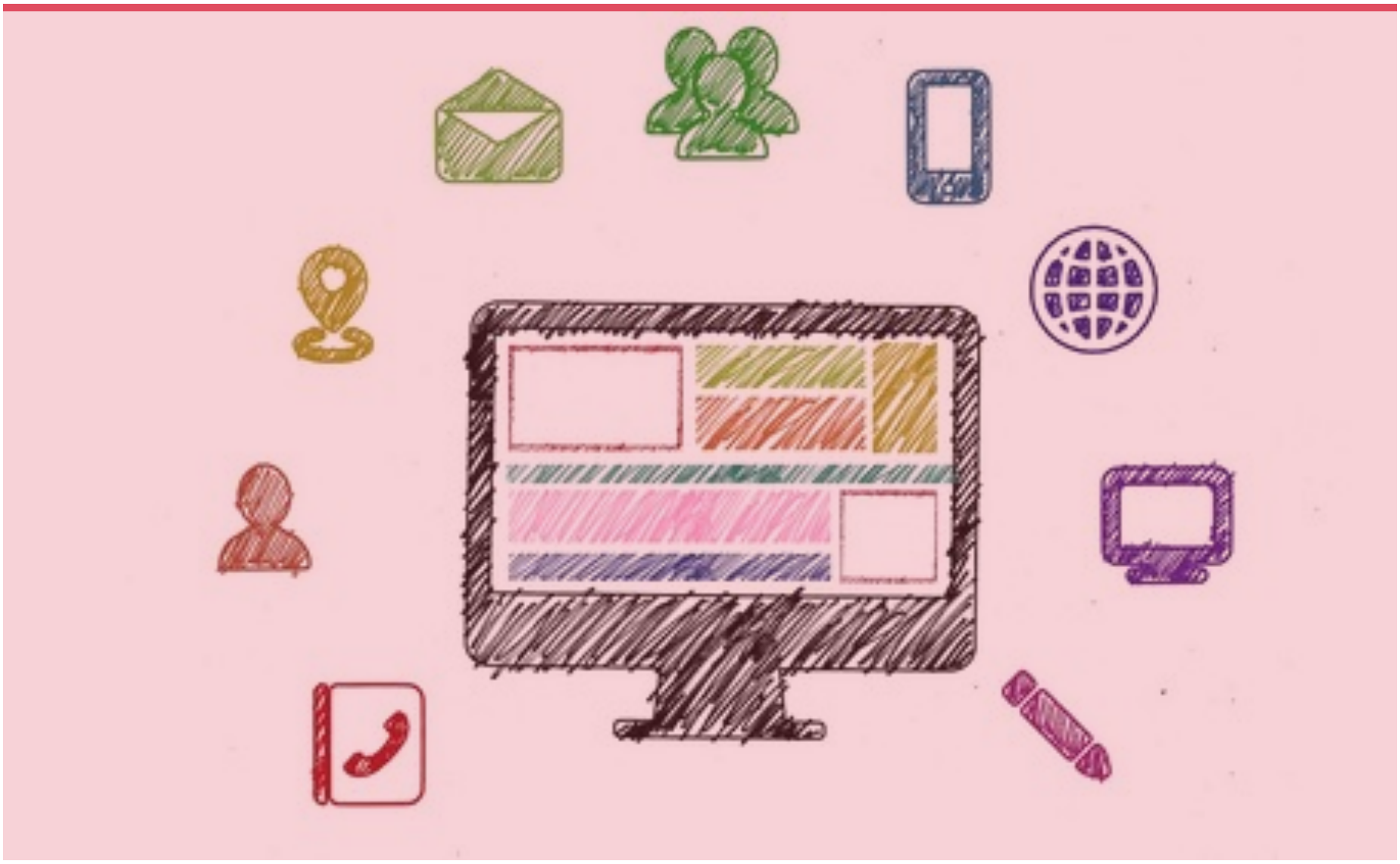
How to arrange the section "Mass Media Write about Us" properly

November 29, 2017 — Each company dreams of getting on the pages of newspapers, flashing on the covers of authoritative magazines, and receiving thousands of references in the mass media. You can see the section "Mass Media about Us" on the websites of different brands. There are references to publications, television stories, and even PDF files with scans of newspapers and magazines. Such approach helps to earn the reputation of experts and to convince leads to become clients. Everything seems simple, but in practice, some incidents can occur.

TIPS

First paragraph instead of lead one: 5 reasons why it doesn't work

November 6, 2017 — A capacious, laconic lead is a complicated, but important element of the text. The inexperienced author often gets rid of it, replacing it with the first paragraph, but this it is a bad idea.



TIPS

3 platforms in 3 minutes: how to make up a media plan with PRNews.io

October 27, 2017 — There are thousands of the news websites from around the world represented on the PRNews.io. Want to know how to choose several platforms to post your article on? Read below.

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