SKOTIAL: MULTI-SIDED PLATFORM MARKETING

Cryptocurrency Social Platform + E-Commerce Ecosystem

Project Overview

Company: Skotial – A social platform powered by cryptocurrency with integrated e-commerce
Role: Marketing Lead (Solo Marketing Department, with limited outsourcing)
Duration: February 2021 – January 2022
Environment: Small company with flat structure, multiple pivots, resource constraints

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THE CHALLENGE

Skotial operated a complex, multi-sided platform:

- **Social Platform:** Community building and engagement
- **Cryptocurrency Integration:** Built-in token system for transactions and rewards
- **E-Commerce Store:** Merchants selling products with crypto payment options
- **Co-Branding Partnerships:** Strategic partnerships for coupon distribution and merchant acquisition

The Marketing Problem: Multi-sided platforms require distinct value propositions for different stakeholder groups:

- **Users:** Community, social features, earning opportunities
- **Merchants:** Payment processing, customer reach, transaction efficiency
- **Partners:** Co-branding opportunities, affiliate revenue, audience access

Traditional marketing couldn't address all audiences simultaneously. Each group had different priorities, decision criteria, and language preferences.

KEY MARKETING INITIATIVES

1. Co-Branding Partnership: Shortite Group Integration

Objective: Expand merchant reach and user acquisition through strategic partnership

Strategy:

- Negotiated co-branding agreement with Shortite Group (coupon distribution platform)
- Integrated coupon system into Skotial e-store
- Users accessed Shortite discounts directly through Skotial platform
- Shortite received merchant access + platform promotion to Skotial user base

Marketing Application:

- Dual value proposition marketing: Benefits for users (discounts) + benefits for merchants (customer reach)
- Partnership positioning as market expansion (users + merchants both benefit)
- Cross-promotion across both platforms

Outcome: Expanded e-commerce ecosystem without requiring internal development of coupon system; demonstrated partnership value to both stakeholder groups.

Learning: Multi-sided platform success requires thinking about EVERY stakeholder's value, not just customer value.

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2. Platform Positioning Across Cryptocurrency & Social Elements

The Complexity:

- Cryptocurrency angle attracts speculators and tech enthusiasts
- Social platform angle attracts community-builders and casual users
- E-Commerce angle attracts merchants and payment-conscious shoppers
- These audiences have COMPLETELY different decision criteria

Positioning Strategy:

- **For Users:** "Earn rewards while connecting" (social first, crypto as reward mechanism)
- **For Merchants:** "Accept payments from global audience" (payment processing first, community as traffic source)
- **For Partners:** "Reach engaged merchants and users" (distribution first, platform participation second)

Campaign Execution:

- Separate messaging for each audience segment

- Different ad creative, landing pages, and call-to-actions
- Campaign targeting by stakeholder group, not unified approach

Learning: Multi-sided platforms aren't "one product" for marketing purposes. They're multiple value propositions stacked together.

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3. International B2B Outreach: European Visual Artists Market

Objective: Build brand in European market for South African visual artists selling through Skotial platform

Target Segments:

- Interior designers (B2B buyers sourcing products)
- Gallery owners (retail buyers)
- Art dealers (wholesale buyers)

Strategy:

- Identified European demand for unique African art/design
- Positioned South African visual artists as suppliers to European market
- Built lead funnel converting designers/galleries into merchant onboarding

Marketing Execution:

- Localized content for European audience (cultural positioning, language adaptation)
- B2B campaigns targeting design industry professionals
- Merchant-focused messaging emphasizing distribution reach and payment processing

Outcome: Generated qualified leads in European market; demonstrated ability to build international audience segments and position platform differently by geography.

Learning: Platform positioning isn't just about product features. It's about market fit—how does THIS platform solve problems for THIS market segment, in THIS geography, at THIS moment?

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4. Brand Building & Multi-Channel Execution

Channels Managed:

- Google Ads (search + display campaigns)

-   Social media platforms (Facebook, Instagram, LinkedIn)
-   Email marketing (user acquisition + merchant onboarding)
-   Event marketing (coordination with external contractors)
-   Field campaigns (direct outreach to merchant prospects)

Operational Challenges (Solo Department):

-   Multiple campaigns running simultaneously
-   Coordinating with external contractors (event marketers, field teams)
-   Managing marketing operations without support team
-   Responding to organizational pivots and strategy changes

How I Managed:

-   Built systems for campaign management (standardized templates, recurring processes)
-   Prioritized ruthlessly (focused on highest-ROI channels first)
-   Delegated execution to contractors while maintaining strategic oversight
-   Maintained marketing consistency during organizational transitions

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STAKEHOLDER MANAGEMENT IN MULTI-SIDED MARKETS

Problem: Competing Stakeholder Interests

Multi-sided platforms face constant tension between stakeholder groups:

-   **User Growth** vs. **Merchant Revenue:** More users = harder for merchants to stand out; fewer merchants = less value for users
-   **Platform Monetization** vs. **User Experience:** Premium features drive revenue but may reduce adoption
-   **Partner Integration** vs. **Direct Sales:** Partners bring distribution but cut into direct revenue

Marketing's Role: Bridge & Translate

As the solo marketing department, I had to:

1. **Understand each stakeholder's priorities** – Not just marketing, but operational goals
2. **Translate between audiences** – What matters to users vs. merchants vs. partners?
3. **Find win-win positioning** – How do all stakeholders benefit simultaneously?
4. **Create distinct campaigns** – Each stakeholder got tailored messaging, not one-size-fits-all

Example: E-Commerce Launch

Stakeholder Tensions:

- Users wanted merchant discounts (margin pressure)
- Merchants wanted traffic but low commission rates (revenue pressure)
- Company wanted monetization (extract value)
- Partners wanted distribution access (positioning pressure)

Marketing Solution:

- Positioned merchants as "trusted sellers curated for quality"
- Positioned users as "community members supporting creators"
- Positioned partners as "market enablers"
- Each audience heard different benefit from same feature

Result: All stakeholders adopted platform; tension temporarily managed through positioning.

SOLO MARKETER LESSONS

What I Learned Operating Solo:

1. Ruthless Prioritization is Essential

- Can't do everything, so identify highest-impact activities
- Say "no" to low-ROI campaigns, even if leadership asks
- Build systems that don't require daily oversight

2. Multi-Channel Execution Requires Discipline

- Running campaigns across 5+ channels simultaneously requires templates, SOPs, and automation
- Without systems, execution becomes chaotic
- What scales is documented process, not heroic effort

3. Contractor Coordination is Underrated

- Can't scale solo, so hire contractors strategically
- Good contractors can execute without daily oversight
- Clear briefs + defined success metrics = autonomy

4. Independence is Tested During Chaos

- I was the only consistent marketing team member throughout tenure
- Organizational changes (pivots, team turnover) are normal
- Marketing maintains momentum even when everything else changes

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MULTI-SIDED PLATFORM POSITIONING: KEY FRAMEWORKS

Framework 1: Stakeholder Value Mapping

For each stakeholder group, identify:

- **Problem they're trying to solve**
- **Decision criteria they use**
- **Language they speak**
- **Objections they have**
- **Timeline they operate on**

For Skotial:

- Users: Earn rewards, easy to use, secure
- Merchants: Accept payments globally, reach customers, low friction
- Partners: Distribution, brand positioning, revenue model

Framework 2: Campaign Segmentation

Don't run one campaign. Run multiple:

- **Campaign A (Users):** Community, rewards, social connection
- **Campaign B (Merchants):** Payment processing, customer reach, transaction efficiency
- **Campaign C (Partners):** Distribution model, market opportunity, co-branding potential

Framework 3: Competitive Positioning

Identify how each stakeholder perceives competition:

- **Users:** Compare Skotial to other social platforms (Facebook, Instagram)
- **Merchants:** Compare to payment processors (Stripe, Square, PayPal)
- **Partners:** Compare to distribution networks and affiliate programs

Position against competitor most relevant to each stakeholder, not against single competitor.

MARKET INTELLIGENCE EXTRACTED

From Skotial experience, I developed:

- **Cryptocurrency adoption patterns** among different demographics
- **E-commerce merchant psychology** in emerging markets
- **International B2B lead generation** for product marketplaces
- **Co-branding partnership structures** and revenue sharing models
- **Multi-channel campaign coordination** at limited budget scales

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APPLICABLE SKILLS TO NEXT ROLE

This multi-sided platform experience directly applies to **three-business-line EdTech positions**:

✅ **Custom Learning Solutions (B2B)** – Serve organizational buyers (analogous to merchants)
✅ **AI Certification Programs (B2C)** – Serve individual learning designers (analogous to users)
✅ **SaaS Platform (B2B Subscription)** – Serve training providers (analogous to partners)

Each audience has different:

- Decision criteria (ROI vs. career advancement vs. feature access)
- Buying cycles (annual procurement vs. individual enrollment vs. renewal)
- Objections (cost/compliance vs. time investment vs. integration complexity)
- Marketing channels (LinkedIn/conferences vs. webinars/email vs. industry partnerships)

Multi-sided platform marketing is exactly what this role requires.

OUTCOME & CURRENT STATUS

Project Status: Completed and successfully transitioned

What Was Accomplished:

- Positioned complex multi-sided platform across three distinct stakeholder groups

- Generated qualified leads across multiple geographies and segments
- Coordinated international B2B campaigns and co-branding partnerships
- Built marketing operations independently without team support
- Maintained marketing momentum through organizational changes

Why Ending: Company restructuring; pursuing exclusive, full-time role at established organization

What I'm Taking Away: Deep understanding of multi-sided platform dynamics, international B2B marketing, and independent execution in complex environments.

AVAILABLE DOCUMENTATION

Upon request for interview process:

- Campaign case studies and performance metrics
- Multi-stakeholder positioning frameworks
- International lead generation playbooks
- Co-branding partnership structure templates
- Campaign calendar and operational documentation

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