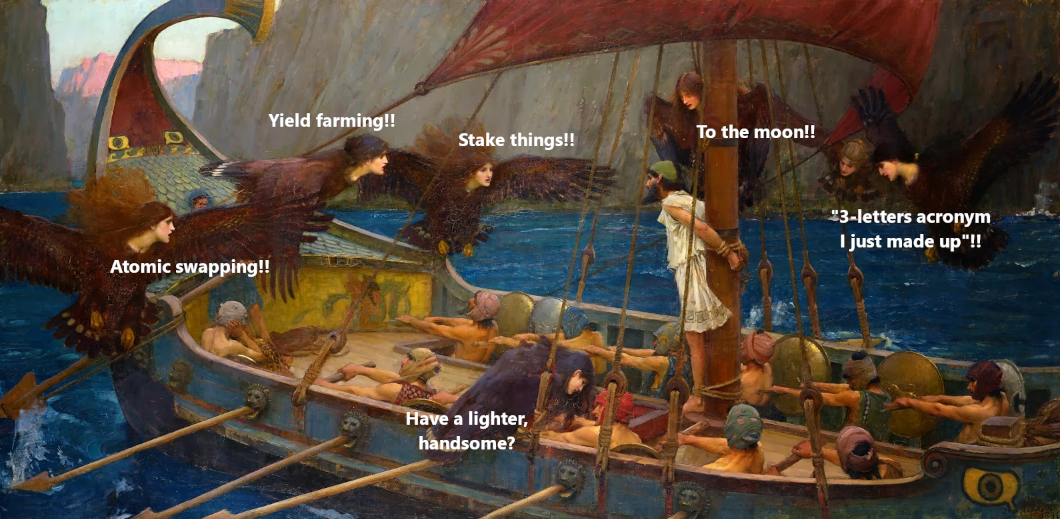


Amazix — July Blog Post #2

25 June 2021

Prepared by AmaZix

How to Effectively Transmit New Crypto Concepts to Your Community to Enhance Engagement



*Be the helmsman, not the siren.*

Modified img from Source:

<https://3.bp.blogspot.com/-zgeiYTbpjcw/V9aquBQAjYI/AAAAAAAAe2c/3YE0WatZWicQGjjaNi2SYVXoebXA16McwCLcB/s1600/Odiseo%2Bsirenas.jpg>

Maybe you remember that first time you went to the Ethereum documentation, and the first thing they told you was that Ethereum is cool because it is based on don't-know-what language that is “*Turing-complete*.”

Mmmm....ok?

A piece of information that few probably need. Yup, few, read on.

Cryptos and Decentralised Finance are not general culture. You and us, who spend all day talking crypto, know our way around, but the truth is that we can't go to the corner pub and spout crypto jargon to the first regular bloke we meet over a cup of coffee.

With this in mind, let's ask ourselves the question at hand; how can we convey new crypto concepts without someone having a stroke?

At this point, let's go on to show you a succinct list of the 250 basic PPC metrics that indicate how traffic flows in SEO content... Nope, we are not going to do that. It would not be very wise, would it?

Let’s be wise then and use some Inbound Marketing tactics here.

# Who

The first thing we have to avoid is making our audience feel like an idiot. That reader is going to last you seconds and won't come back for more.

Different audiences have different backgrounds, and these are the ones that will give you the baseline from which you have to start. Many crypto projects are initiatives started by entrepreneurs who have a deep knowledge of a specific aspect. Whatever your area of expertise, you should always bear in mind that there are potential customers out there and they don't necessarily have to come from the same sector as you. Likely, their interest will not be the same as yours if your product has the potential to reach the holy grail of mass adoption.

It is, therefore, essential to have done your homework and have a good product definition within the scope of crypto and Decentralised Finance. What value does it provide? How is it different from the rest of your competitors? Who are the *Personas* you are targeting? What does your audience care about? Which of your potential customers care that you use a technical tool that is Turing-complete? Probably some, but who are you excluding by making such an outburst?

Your audience wants to know the value you bring, not what tools you use. They are your customers (potential or not), not your friends in a specialized forum.

# How

Once we know what the audience wants as the first step to our Inbound Marketing strategy, let's talk about communicating.

Jargon is all over DeFi and crypto and a double-edged sword too. On the one hand, the use of jargon in a group creates a sense of identity, it is a mark of recognition that you are a member of the community, an insider. That's good. That creates engagement.

Ultimately, you want to make your visitors feel safe and trust you as a source. Become a place where it is worth spending some time to learn cool stuff, your stuff, at their level.

But, the other hand has many ugly fingers. What if the step to get started with that jargon is too steep for many? What if, as DeFi evolves, we are making that step harder to take? It makes no sense to encourage entry barriers.

This case is harrowing in crypto, in particular in Decentralised Finance, because of the speed of development and its innovativeness. The greatest difficulty here is the financial background of your audience, and, just as it happens that not everyone knows how to code smart contracts; not everyone knows enough about finance to be comfortable dealing with DeFi terms that are expected to be basic vocabulary overnight.

We are talking about atomic swapping, yield farming, over-collateralization,... Anyone can safely ignore specialized terms in many contexts, but when it is related to investment tools, one is not so keen to take these topics lightly.

Finally, let's go on to the part where we are experts. How to structure and distribute didactic content.

# Distribution and Structure

The first inbound marketing tactics benefit comes with didactic content as it is very well adapted to back-linking to focus on a single topic and take for granted terms that have already been covered in other pieces.

It is also advisable to use different types of format for diverse audiences because each audience’s usage will make of the information is likely to be very different.

In this sense, the main technical didactic contents are best confined to a text format, as they are usually used to search for very specific and precise information pills. On the other hand, more informative content related to the more financial or value-related aspects of the product are better suited to visually attractive formats that guide the viewer through the intricacies of the crypto-land odyssey of Decentralised Finance.

Also, consider that the visual format — vlogs being the perfect example — allows for a much more engaging message where the user feels that you are helping them. At the same time, the usefulness of your product will reach the right people when they need it, at the moment that the customer wants to make a decision about you.

Other sources of information can be very supportive too, of course. In this chapter we may have online manuals, glossaries, documentation, faqs, level categorization, all help to manage the frustration of the unknown, to avoid the: "I may be biting more than i can swallow by now.” But in the end, it's the content well matched to the curiosity of visitors, scripted through a blog/vlog as a reference, that enrolls followers to your cause. That’s good Inbound Marketing at work.

Everyone wants to reach mass adoption in crypto, but to achieve this, you need to be clear that "mass" means a lot of people, as many as pretty much everyone. Each group you want to reach may have a very different *persona,* and that's why it's a good idea to have a partner like Amazix to show your product as the solution it is, for each of them, and not as a spawn with a myriad of moving parts.

And sure, we will also throw at you a few dozens PPC metrics too, but in a human-readable format.

Contact us to start making your customers speak about your content as the best place to finally grasp why Decentralised Finance start with your product.

decentralization finance

decentralization exchange

decentralization and centralization

decentralization advantages

decentralization cryptocurrency

decentralization system

decentralization in business

decentralization crypto

p2p transactions

p2p payment transactions

p2p transactions meaning

p2p transactions in cryptocurrency

p2p upi transactions

decentralised finance crypto

decentralised finance companies

decentralised finance explained

decentralised finance projects

decentralised finance on blockchain

decentralised finance platforms

decentralised finance regulation

decentralised finance use cases

decentralised finance blockchain

decentralised finance ecosystem

decentralised finance investment

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keys to inbound marketing strategy

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