socialmedia.market

WHITE PAPER

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1. INTRODUCTION

In a world of rising digital content consumption where traditional media resources are losing their audience daily; brands and companies are increasing their digital marketing budgets. Nonetheless, reaching their target audience is tricky, nowadays. Recent research shows that 47% of overall mobile and desktop internet users are now using ad-blocking software. This number has almost doubled in comparison to the previous year. Furthermore, 36% of traffic generated by Pay-per-click (PPC) campaigns are suspected to be fraudulent or non-human. Hence, brands are seeking new ways of advertising their products and services, discovering the power and realizing the importance of Influencer Marketing.

Recently, social media platforms like YouTube, Facebook, Instagram and Twitter have seen explosive growth, connecting over 3.03 billion people every day. As the amount of time spent online rises globally, consumer behavior changes. Advertising campaigns continue to shift from traditional to digital marketing, and consequently, offline marketing isn't as effective as it used to be. However, not all digital marketing strategies are effective in reaching consumers. In the past few years companies and agencies have discovered Influencer Marketing as the strategy with the most potential and return, with over 80% of them finding this strategy effective.

> **UNLIKE TRADITIONAL ADVERTISING, INFLUENCER MARKETING PROVIDES BRANDS THE OPPORTUNITY TO GARNER CREDIBILITY AND GAIN ATTENTION**

Influencer Marketing has been a part of the promotional campaigns of the gaming and entertainment industries for years. Ultimately, digital agencies demonstrated the value of this advertising channel to corporations and large companies. And now, even small businesses are interested in allocating marketing budgets on popular bloggers or celebrities, who have influence over potential consumer audiences. Because, unlike traditional advertising, Influencer Marketing provides brands the opportunity to garner credibility and gain attention.

As more brands incorporate Influencer Marketing campaigns into their overall marketing strategies, many studies confirm collaboration with social media influencers in the production, distribution and promotion of sponsored content is now one of the most powerful ways for brands to reach consumers. Surveys indicate that 74% of people discover brands on social networks, and up to 49% of them rely on influencers' recommendations when making a buying decision.

Still, Influencer Marketing remains a complicated process for both advertisers building their campaigns and influencers seeking a way to monetize their content. Obscure and uncertain price determination, insecure transactions, non-compliance with executed agreements, fraud, lack of control and unreliable analytic instruments create challenging ROI determination. This imbalance gives the major advertising assets to digital marketing agencies and top social media celebrities.

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 in a day-to-day solution that will resolve market needs and help develop them, exponentially.

> **SOCIALMEDIA.MARKET – THE DECENTRALIZED ECOSYSTEM TO DISCOVER, CREATE, PERFORM AND ANALYZE ADVERTISING CAMPAIGNS WITH SOCIAL MEDIA INFLUENCERS ACROSS ANY SOCIAL NETWORK**

We are building SocialMedia.Market – the first decentralized ecosystem to discover, create, perform and analyze advertising campaigns with social media influencers across any social network. Blockchain technology will simplify the integration between advertisers and publishers and decrease costs for all engaged parties. It will create a competitive marketplace that's 100% safe and transparent, creating opportunities for thousands of influencers and brands all over the globe to form targeted audience exposure; engaging consumers in the most relevant way. We will help elevate advertising markets to the next level and take considerable market share very quickly as cryptocurrency and Blockchain technology become mainstream in the next few years.

Our team is inspired to popularize Blockchain and Smart Contract technologies, making them more common in our daily life. We apply extra effort to introduce SocialMedia.Market's platform, globally, to millions of influencers from small and medium sized businesses to larger corporations.

1.1. ADVANTAGES OF SOCIAMEDIA.MARKET PLATFORM

A short list of advantages SocialMedia.Market will provide to all parties as a service:

- **TRANSPARENT** and competitive marketplace

- **WIDE** range of social media platforms, such as: YouTube, Instagram, Facebook, Twitter, etc.

- **REDUCED** operational costs and fees when working with Influencer campaigns

- **ACCESSIBLE** and easy-to-use, even for small businesses and influencers in the early stage of social presence

- **SMART** partnership for a wide range of users with the ability to create smart contracts tailored to specific needs using templates and smart tips

- **FAIR** dispute solution based on decentralised Blockchain technology

- **ULTIMATE** results, smart planning with Real-Time Analytics and Data Science

- **GLOBAL** outreach allows project to aim for larger market share, higher diversity and less dependency on local regulations

1.2. ADVANTAGES OF SOCIAL MEDIA TOKENS (SMT)

A short list of advantages SMT will provide to all parties as a single currency:

◆ **100% SAFE** escrow transactions based on Blockchain technology

◆ **LOW-COST** transactions with less operation fees

◆ **SIMPLIFIED** and **FAST** global payments

◆ Earn **REWARDS** by active personal participating in the decentralized dispute solution system

◆ Get agent commission within the platform

◆ **DONATIONS METHOD** for bloggers and streamers

◆ **UTILITY TOOL** for acquiring outstanding marketing services, premium analytics and development instruments

MEET THE NEW GENERATION OF ADVERTISING

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JOIN TOKEN SALE

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2

THE INFLUENCER MARKET OPPORTUNITY

2.1. WHAT IS INFLUENCER MARKETING?

With digital and social media gaining popularity, new engagement strategies have also developed to help increase brand advocacy such as Influencer Marketing. Influencer Marketing, defined, is "a form of marketing in which focus is placed on influential people rather than the target market as a whole". An influential person/influencer can be described as someone that has the power to motivate followers in the industry where their buying decisions are concerned.

> **INFLUENCER MARKETING, IS A FORM OF MARKETING IN WHICH FOCUS IS PLACED ON INFLUENTIAL PEOPLE RATHER THAN THE TARGET MARKET AS A WHOLE**

The use of social media marketing has exploded over the last few years. Well-known brands and smaller businesses truly realized the potential reach and engagement opportunity provided by social media channels. Analysing the following statistics: consumer purchase decision, the rise of digital advertising and social media, increase in the use of ad-blockers, etc., it becomes obvious that today's influencers are some of the most valuable and viable media channels available. Business can drive a more optimized, omni-channel marketing plan by utilising Influencer Marketing, and will be more likely to reach their target audience and deliver a larger ROI.

There are many different types of influencers: from an industry blogger with great content and good site traffic to an ordinary Twitter member with a large following. Celebrities, journalists, analysts, thought leaders, brand journalists, platform-specific "sensations" etc., can become influencers, too.

WHO INFLUENCERS ARE?

- CELEBRITIES & THOUGHT LEADERS
- ANALYSTS & INDUSTRY EXPERTS
- BLOGGERS, VIDEO BLOGGERS & STREAMERS
- JOURNALISTS & BRAND JOURNALISTS

2.2. MARKET OVERVIEW

SocialMedia.Market targets Influencer Marketing, one of the fastest-growing markets. 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 within the next 5 years.

Growth of Google trend index for Influencer Marketing

			80+
80			
60			
40		56	
20	14		
0	8		
	2014	2015	2016	2017
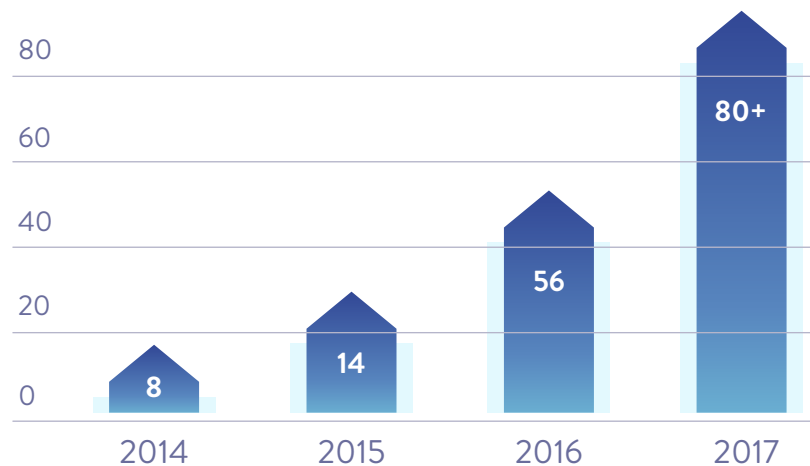
Though, traditional media has only slightly declined, with TV still holding a strong position as a medium of content consumption and brand discovery. The overall time spent by internet users online exceeded the time spent on all traditional media combined, over the past 5 years.

The longer online presence due to the expansion of the mobile internet had not has a significant impact on traditional media as some of this additional online time happens simultaneously. Internet users tend to second-screen, or consume multimedia on any chosen device and mobile at the same time. Altogether, these factors increased the average time spent on social media by 34 minutes and posting frequency by 50%.

Number of hours and minutes per day typically devoted to the following

		hr:min	%
■	Online TV / Streaming	00:56	15%
■	Online Radio / Music	00:39	10%
■	Online Press	00:50	13%
■	Social Networks / Services	02:04	32%
■	Other	01:54	30%

SHARE OF ONLINE MEDIA TIME

32% 30% 13% 10% 15%

TOTAL ONLINE TIME 06:26

As previously mentioned, this shift has two important effects, higher social media consumption and an increase in the utilization of ad-blocking. As internet users' behaviors shift, consumer awareness of ad-blocking increases. Alternate forms of brand promotion are set to gain traction, as desktop and mobile ad-blocking tactics advance. Particularly, those forms of brand advertising that revolve around social and mobile channels that are, currently, immune to ad-blockers; including Influencer Marketing, sponsored editorials and in-app advertising.

47%

of overall desktop and mobile device owners use ad-blocking software

74%

of internet users discover products and services on social networks

49%

of people rely on the influencers' opinion when making a buying decision

The brand discovery market still relies heavily on search engines and TV ads, although in the last couple of years a clear trend of using social networks for marketing purposes has developed among Millennials and Generation Z, the most active internet buyers currently. Furthermore, this trend is predicted to continue over the next 5 years. Tending to rely on word-of-mouth and reviews or opinions of trusted leaders or celebrities, this channel is smartly being utilized by most marketers. And despite its complexities, more than half of companies plan to increase budgets on Influencer Marketing in the next year.

Based on this report, with 86% of marketers applying this type of marketing and 94% of those marketers finding it to be a very effective tactic for advertising, we can emphatically conclude that Influencer Marketing saw an explosive growth in 2016. Moreover, in 2017, 67% of marketers are predicted to increase their budgets regarding Influencer Marketing, with only 4% planning to decrease it. Some of the most preferred social channels are Instagram, Facebook and YouTube. Influencer blogs have also proven to be an important channel, with nearly 87% of respondents leveraging them as tool for improving brand discovery. The average budget per program for most marketers is around $50,000 - $100,000, while 18% plan to increase to over $100,000 and up to $500,000. The top challenge for 2017 will be measuring the ROI of Influencer Marketing campaigns.

84%
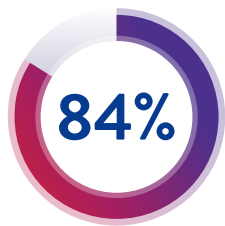
of Marketers judge
Influencer Marketing
to be effective

81%
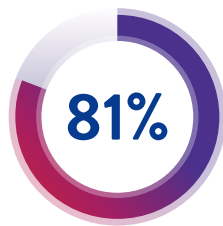
of Brands increased
content output in
past 2 years

67%
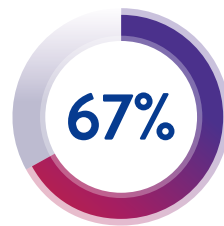
of Marketers
will increase Influence
Marketing Budget over
the next year

55%

of Marketers believe they
will obtain better customers
utilizing Influencer
Marketing

When handled in-house, most marketers only work with a small number of influencers per program, dedicating a good deal of time per week to each influencer as the process of managing Influencer Marketing programs can be very time-consuming. Subsequently, as Influencer Marketing has evolved, a variety of services aiding brands in the navigation of this emerging sector have developed. The bulk of marketers use managed or "turn-key" services when executing their Influencer Marketing programs, while others use self-service, SaaS platforms to automate influencer outreach, management, and reporting. Accordingly, identifying which Influencer Marketing partner to work with will be the second biggest challenge of 2017.

According to an eMarketer study, the consumer-packaged goods food industry generates the highest return, followed by travel, beauty, alcohol and beverages, and grocery. Overall, brands that used influencer strategies reported an average return of $11.69 for every dollar spent. Further, 92% of consumers are more likely to trust a brand advertising using Influencer Marketing. Additionally, 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.

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OVERALL, BRANDS THAT USED INFLUENCER STRATEGIES REPORTED AN AVERAGE RETURN OF $11.69 FOR EVERY DOLLAR SPENT

The recent trends of digital marketing can help provide insight into the future of this field. Influence Marketing, which merges relationships between influencers and content, must be a priority for companies regarding digital marketing strategies. To easily manage and develop this relationship, brands must utilize automated management solutions to track the potential consumers' entire path to customer. By taking advantage of live video (Facebook, Twitter) features, podcasts and the omnipresence of mobile technologies, a rebirth of journalism will occur. Accordingly, the role of influencers will be redefined and integrated into a multi–functional relationship approach with brands.

FOR MORE DETAILS ON MARKET STATE, PLEASE, READ OUR TEAM RESEARCH "DIGITAL MARKETING STATE 2017"

2.3 INFLUENCER MARKETING CHALLENGES (PROBLEM DEFINITION)

Our team successfully launched more than 300 digital ad campaigns with different channels for 26 brands, during the last year. Of these ad campaigns, the best results were achieved by those supported by Influencer Marketing. However, this could be a misleading statistic as management of sponsored content created by bloggers consumed most of our time and resulted in unforeseen additional costs.

In the current state, the influence advertising market is highly opaque and chaotic with no regulations and an army of agents and scammers. This causes inefficiency in pricing, while agent fees and fraud consume a large portion of the influencer's revenue and the brands' marketing budgets.

Having over a thousand closed deals with influencers we suggest that over 30% of budget is lost to careless contractors, dishonest or fraudulent agents and staff maintenance. Influencer management is time-consuming, as specified above. For instance, 52% of marketers who provide in-house management, only work with an average of 10-25 influencers per program. 50% of in-house program managers estimate spending more than 25 hours managing each program. Additionally, 25% spend more than 50 hours managing each program. Working with agencies can take up to 30% of cost, and that's only a disclosed part. Moreover, agencies limit the pool of Influencers they have contact with because keeping direct contact with multiple influencers is a resource-intensive task.

In communicating with new and experienced bloggers, those with over 100K subscribers, we discovered that they encounter similar problems. Most bloggers, instead of creating new interesting content which demands investment of time and money, concentrate on the monetization of their channel. If a blogger has an active contract with an agency or manager, 20% to 50% of payment is taken as their fee, leaving the blogger with only a small portion of what's left after spending on content creation and channel promotion. Additionally, influencers run into the same scam schemes (fraudulent agents, agency managers and even advertisers) as advertisers do.

Lack of standards and guidelines for Influencer campaigns introduces more difficulties in creation of advertising activities and makes the market chaotic. In over 80% of cases, the content created by bloggers doesn't meet the demands of the agreements made, and greatly affects the campaign's performance.

Despite the quick growth and development of this market, several unresolved problems persist:

1 HIGH QUANTITY OF FRAUD

The ability to check the credibility of the contractor conditions online relationships.

2 UNCERTAIN PRICING

Many intermediaries and risks make pricing in the market chaotic and often inadequate, while not providing any guarantees of efficiency.

3 PAYMENT COMPLEXITY

To maintain campaigns both advertisers and influencers need to operate multiple payment methods to simplify transactions and optimize costs.

4 LOW ACCESSIBILITY

A high threshold for small and medium-sized business entry, associated with risks (high unpredictable costs)

5 DIFFICULT TO MAINTAIN RELATIONSHIPS

Lack of standards, average age of influencers and only direct online communication makes communications difficult to maintain for all parties.

6 TIME CONSUMING AND LIMITED CAMPAIGN DIVERSITY

As demonstrated, the process of managing Influencer Marketing programs is time consuming when handled in- house, making it a complex task to work with a large network of Influencers. Yet, Influencers with a smaller quantity of subscribers show higher engagement rates than top influencers.

7 COMPLEXITY IN SELECTION OF INFLUENCERS AND ROI ANALYSIS

In a survey conducted by Tomoson, more than half of the participants reported better quality leads as a result of Influencer Marketing. Therefore, the selection of relevant bloggers is one of the most difficult tasks for marketing managers.

The extensive use of mobile devices has caused digital media consumption to grow annually. This has triggered changes in internet users' behavior like second-screening, ad-blocking, increased social media consumption, preferable content types etc. Consequently, marketers must adopt and search for alternative channels to reach the consumer effectively. Despite Influencer Marketing channel's complexity, it is being used by most marketers, with more than half of them planning to increase their budgets in the next year.

SocialMedia.Market is designed to solve these problems and make Influencer Marketing accessible and transparent, creating a new generation of advertising that will be the most profitable for all market participants.

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3 THE SOLUTION

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3.03b
SOCIAL MEDIA
AUDIENCE

SMART CONTRACT

$77.3b
WORLDWIDE DIGITAL
MARKETING BUDGET

Our experience solving difficulties and issues in creating advertising campaigns and developing interactions with Influencers, inspired us to create SocialMedia.Market – the first decentralized ecosystem to discover, create, perform and analyze advertising campaigns with social media influencers.

Blockchain technology will simplify integration, reduce fraud and costs for all market participants. It will create a 100% safe and transparent, 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 ways. An open, agile platform will create a new generation of advertising, accessible to millions of new, up-and-coming influencers, startups and small businesses.

SocialMedia.Market's objective is to establish a healthy ecosystem, where:

◆ influencers can easily access sponsorship for creating high-quality content,

◆ agencies get access to a constant stream of influencers and can concentrate their effort on testing new strategies and strengthening their expertise,

◆ advertisers get access to more relevant and efficient ways to engage consumers

◆ and consumers, ultimately, gain access to the high-quality content they desire.

3.1 SOCIALMEDIA.MARKET'S MAIN FEATURES AND BENEFITS

SocialMedia.Market will provide the following features to all platform users:

SECURE TRANSACTIONS

Delays or non-payments are problems typically associated with an Influencer's platform. The advertisers and influencers have very little control over payments. In many cases, after project submission, the advertiser doesn't receive the high-quality content agreed upon from an influencer or the influencer does not get paid. Our Ethereum based platform uses an escrow payment system which holds the contract fees until the set obligations are met. On project completion, the funds are released, securing the interests of both parties involved.

FAIR DECENTRALISED DISPUTE SOLUTION SYSTEM

Content created by Influencers is mostly perceived subjectively. This may cause disputes and dissatisfaction of parties with achieved results. For the most part, modern platforms do not solve such disputes between parties. Moreover, platforms with such mechanics typically charge an additional fee for arbitration and often favor the paying side. 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. These situations harm both parties, Advertiser and Influencer. 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. Additionally, two factor authentication ensures protection and account ownership within the platform.

EASY COMMUNICATIONS AND INTERACTIONS

Engagement and arrangement is one of the most time-consuming tasks for both the Brand and the Influencer. At SocialMedia.Market we pay great attention to making collaboration more simple and effective. With our powerful CRM-system, in-platform chat app, Smart Contract templates, chat tips, instant notifications and mobile app, organizing contacts, messages, communicating and staying up-to-date will be convenient.

SIMPLE MANAGEMENT

The templates of Smart Contracts will simplify the reconciliation of requirements and the control on compliance of created content for both sides.

HIGH-QUALITY USER EXPERIENCE

With the trend of using mobile devices to solve everyday tasks, we understand that our platform should be convenient and compatible with all kinds of devices. Therefore, we use progressive technologies to make SocialMedia.Market cross platform. Brands and Influencers will be able to utilise IOS and Android applications conveniently, staying in touch anytime, anywhere.

ADDITIONAL WAYS TO EARN

For active participation in 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.

3.2 FEATURES FOR BRANDS & ADVERTISERS

There are many features that will make the management of Influencer Campaigns more convenient for brands and digital media marketing experts:

UNLIMITED 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. These Influencers are especially fruitful when reaching a sub-community, and their campaigns can be scaled for larger reach while keeping a personal approach. Social Media Token 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.

LESS TRANSACTIONS FEES

Traditional payment methods require high processing fees and complicated banking and compliance procedures. Our platform is open for advertisers all over the world making all payments low-cost and easy to proceed.

SMART MATCHING

One of the challenging tasks in creating a campaign is choosing the right Influencer to engage the right audience. Our service provides the most complete database, advanced search engine and Data Science Technologies for a quick search and selection of relevant channels for brand placement. Advanced filters provide a convenient means to sift through millions of profiles, focusing only on the appropriate ones. An advertiser can either filter the database by preferred influencers parameters or target audience characteristics.

PRECISE TARGETING

Influencers have a combination of popularity and expertise (perceived or real). They may have reach, credibility or both. SocialMedia.Market implements several rank systems that will help to determine an Influencer's efficiency and relevance for a brand, as well as their credibility as a partner.

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.

> ## "OUR PLATFORM IS DESIGNED TO DELIVER INFLUENCERS TO BUSINESSES OF ANY SIZE AND ANY BUDGET

NO NEED TO BE A PRO

For newbies in Influencer Marketing, it is rather difficult to understand which formats of advertising are available with Influencers and how to use them correctly. With lots of tips and templates, we'll make the creation process, engagement strategy and Influencer campaigns simple and clear.

EVERYTHING IN ONE PLACE

Another problem that makes the creation of Influencer campaigns so time-consuming, is the need to switch the manager's attention between different social networks to manage campaigns and various means of maintaining communications with the Influencers. Our platform allows you to interact with different social networks, and communicate all in one place, whether you reach out through our platform, social profile or email.

POWERFUL MANAGEMENT

Using SocialMedia.Market, clients can always see the full history of campaigns they're interested in, including its source, updates, sales and specific details. This gives brands a better opportunity to make informed decisions about creating new campaigns and scaling influencer programs. The SocialMedia.Market CRM-system, designed specially to manage Influencer Marketing campaigns, provides user-friendly tools to: build campaigns, set guidelines, create reminders, track product shipment, review content, track posts etc.

GUIDED ANALYTICS

Every advertiser needs a "Guided Analytics" approach that goes beyond a simple review of trends in sales figures to identify techniques to increase revenue. A marketer or consultant needs to know the right sequence of questions to ask to improve sales, and where to find the answers. With our expertise we provide our clients a detailed report with top line metrics as well as the impact of each Influencer and the user-generated content that Influencer produced for the brand.

REAL-TIME DATA ANALYSIS AND ROI

SocialMedia.Market provides real-time tracking for mentions, engagements, true reach and ROI. For the SocialMedia.Market platform, tracking updated data triggers provide an essential and fundamental part of the system's functionality and competitive edge. Our campaign analytics system provides views, reach and engagement analysis of the influencer's campaign and allows users to get real-time Cost Per Engagement (CPE) metrics to analyze and control real money return on Influencer investment.

EXCLUSIVE DATA FOR PRECISE TARGETING

Thanks to extensive reach and data science, our system will provide advertisers with more detailed information about Influencers' channels and users' behaviours. Our Artificial Intelligence learns from the campaigns delivered results, constantly improving Influencer identification based on the best campaign results achieved.

SMO (SOCIAL MEDIA OPTIMIZATION) READY

SMO is already recognized as a crucial part of marketing alongside with SEO and SMM. Multiple websites already utilize SMO campaigns, boosting their ranking authority from search engines. SocialMedia.Market's tools provided to brands are created with the latest SMO trends and allow members to create campaigns which comply with basic optimization requirements.

3.3 FEATURES FOR INFLUENCERS

SocialMedia.Market is an outstanding tool with multiple features for all kinds of social media Influencers:

HIGH-QUALITY BUSINESS OPPORTUNITIES FOR CONTENT MONETISATION

For beginners and minor opinion leaders, searching for ways of monetisation 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.

NO ENTRY BARRIER

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.

EASY ENGAGEMENTS WITH BRANDS

Separate engagements with multiple brands adds complexity to Influencers. With the help of our platform, Influencers will be able to communicate with brands directly and approve content they create without a hassle, even for the different social media channels they run.

INSTANT WORLDWIDE PAYMENTS

Most Influencer Marketing platforms and agencies bind Influencers to wait for pay-outs up to 60 days. With Social Media Token (SMT), payouts will be passed in a split second after the Smart Contract executed (in the case an Influencer's account is verified and doesn't have a history of platform rules violation). Social Media Token will allow influencers to get paid anywhere in the world. SMT integration with blockchain technology assets payment platforms like TenX will supply our token with the ability for day-to-day real-world payments.

INSIGHTS AND TIPS FOR CHANNELS DEVELOPMENT

There is a lack of data driven tools giving Influencers insights into the audience's interactions with their content. Most opinion leaders don't have a lot of experience and/or don't understand what kind of analytics they need to pay attention to for channel growth which, in turn, will increase the level of monetisation. SocialMedia.Market will give bloggers complete information about their channel and tips on how to increase the level of engagement received based on insights provided by the platform.

CLEAR TASK ASSIGNMENT

Small and novice bloggers are often faced with displeasure from advertisers about marketing content they are producing or changes in content requirements. For example, in cases where the advertiser didn't issue a clear task - the result may become irrelevant. SocialMedia.Market will significantly reduce the number of cases like the one described above with the help of Smart Contracts and fair dispute solution.

3.4 FEATURES OF SOCIALMEDIA.MARKET FOR AGENCIES

In addition to the above listed benefits, SocialMedia.Market will provide opportunities in extra earnings for marketing agencies. Any agent will be able to become a partner of the platform and receive commission in Social Media Tokens for the provision of additional services for advertisers' marketing campaigns or become a personal manager to Influencers.

SocialMedia.Market will be a convenient tool for searching and managing business opportunities. With the help of service agents, one can easily manage the schedule of advertising content or check the effectiveness of advertising campaigns using the extended set of tools, anytime and anywhere.

3.5 HOW IT WORKS?

The SocialMedia.Market platform automates all business processes related to selection, creation and management of the Influencer's marketing activities, including the distribution of financial means among the participants.

The platform has a friendly and easy-to-use interface for Brands and Influencers to help post and accept tasks easily. To ensure the authenticity of the users, the platform will perform identity verifications whenever necessary. The unique identities of Advertiser and Influencers will be based on their addresses in the Blockchain, making it difficult to forge. To protect personal data on the account of the Advertiser and Influencer, two-factor authentication can be applied.

In the following sections, we give a summary of several types of engagement scenarios with the platform. The described features are preliminary and can be modified during platform development.

3.5.1 CAMPAIGN AND SMART CONTRACT CREATION FOR BRANDS & ADVERTISERS

CAMPAIGN PLANNING

Allow users to make an informed decision and to prepare campaigns in the most convenient way

TASKS CREATION AND COLLABORATION

Easy-to-use tools for communications and influencers recruitment and smart contracts creation

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TRACKING IMPACT AND EXPANDING INFLUENCER CAMPAIGNS

Analytical tools allow users to analyze all details on consumer behaviour and the campaign's ROI

CAMPAIGN MANAGEMENT AND PAYMENTS

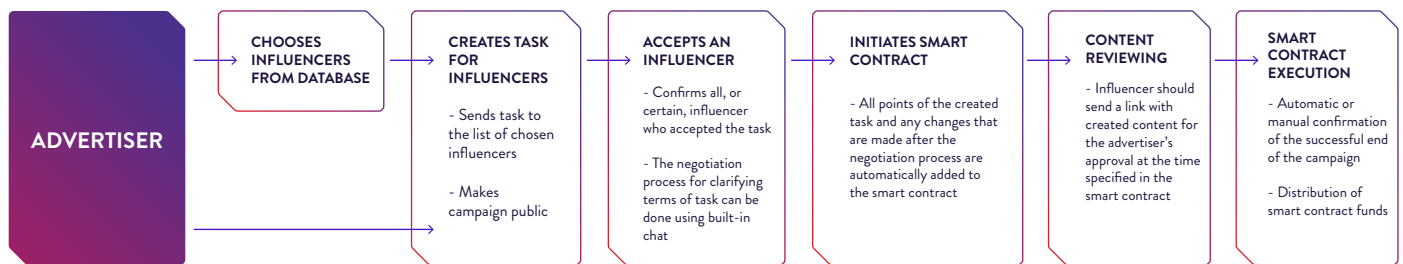Provides all tools for managing campaigns and safe payments, in one place

The basic tools of SocialMedia.Market, like working with a social media database, will be accessible for Advertisers without verification. For creating tasks and campaigns, as well as communicating with Influencers, an Advertiser must pass the verification process, requiring them to provide details on the company profile.

SocialMedia.Market's interface for brands enables creation and planning of campaigns from concept to completion. The first step in the creation of an Influencer Marketing campaign is to prepare a task for Influencers. Some of the factors the advertiser must consider when creating a task:

◆ social media channel;

◆ start and end dates or period of campaign;

◆ region, country or city;

◆ campaign budget;

◆ the necessary files and the content they want to see;

◆ any additional information required for chosen channel and content type (for example, YouTube video tags for better SMO)

◆ target audience preferences for automatic Influencer selection, etc.

All this information will be easily set up with the help of templates and smart tips provided by SocialMedia.Market.

In the next step, the advertiser must select an Influencer for the campaign. This step can be completed in a couple of different ways. Making the campaign visible for all Influencers who match the target audience and task details is the easiest way to accomplish this step. In that case, campaigns will only be available for Influencers who have already verified their accounts on the platform. And, if an Influencer is interested, they would send a request to join the campaign. The second way to choose an Influencer would be to create a personal list containing preferred Influencers using the platform's database, advanced search engine and filters. After creating this list, the Advertiser will be able to send the task to all Influencers on the list, even if they don't have an account on SocialMedia.Market.

ADVERTISER	CHOOSES INFLUENCERS FROM DATABASE	CREATES TASK FOR INFLUENCERS	ACCEPTS AN INFLUENCER	INITIATES SMART CONTRACT	CONTENT REVIEWING	SMART CONTRACT EXECUTION
		- Sends task to the list of chosen influencers - Makes campaign public	- Confirms all, or certain, influencer who accepted the task - The negotiation process for clarifying terms of task can be done using built-in chat	- All points of the created task and any changes that are made after the negotiation process are automatically added to the smart contract	- Influencer should send a link with created content for the advertiser's approval at the time specified in the smart contract	- Automatic or manual confirmation of the successful end of the campaign - Distribution of smart contract funds

SocialMedia.Market aims to provide Advertisers with up-to-date information on Influencers, however some of them may not have an account within the platform. If such Influencers are chosen, they receive an invite to register and verify themselves before getting the job.

3.5.2 INFLUENCER PROFILE VERIFICATION AND INTERACTION WITH BRANDS

Influencers who want to be presented on SocialMedia.Market register an account within the platform. Each social media channel (if they possess more than one) is attached to this account and verified separately. Verification status of each channel will be displayed on a specific page in the Influencer's profile.

Basically, the Influencer can receive a task in two ways:

1 Receive a "personal" task in the SocialMedia.Market CRM system or through another communication channel available in his public contacts, even if they weren't previously registered on a platform.

2 Choose a task from the list of published "open" jobs by Advertisers. Moreover, the influencer can only see the tasks that comply with characteristics of their channel.

After receiving notification, the influencer should agree with the terms and conditions of a task by applying for it. If the job requires clarification or modification, parties should use the built-in messenger app. Once the advertiser confirms a job, a Smart Contract is automatically created. Within the period that is specified in the Smart Contract, the Influencer must complete the required task.

If the task isn't complete within the arranged time, or prolonged at the Advertiser's discretion, the Smart Contract is automatically cancelled. When the Smart Contract is executed, funds are automatically credited to the Influencer's account. For new and low-ranked influencers payment holds are applied.

The post with content should remain public on the Influencer's social media account for at least 30 days since the Smart Contract's execution, unless otherwise stated in the Smart Contract.

3.5.3 DECENTRALIZED DISPUTE SOLUTION

The evaluation of the created content is largely subjective. Consequently, this subjectivity can cause disputes and dissatisfaction concerning the result. On SocialMedia.Market there are several preventive measures that allow parties, to resolve disputes on their own, in most cases. In all other cases, parties can access a decentralized Dispute Solution system to resolve issues in cooperation between participants. Depending on the reasons of dispute, the process may be initiated by either the Advertiser or Influencer. A list of contracts under dispute is available for platform experts to review, with controversial details being disclosed during the settlement process.

Every user within the SocialMedia.Market platform, or any other person willing to become a resolution expert, has the opportunity to participate in decentralized Dispute Solution system and earn Social Media Tokens by voting in particular cases. To become an expert and to have the ability to vote for resolutions, a user should be holding a constant amount of SMTs, the number of which will be determined by the platform community. Experts will be rewarded with SMTs for their engagement in the dispute solving procedure. Dispute rewards will be deducted from the platform service fee reserved in every dedicated Smart Contract. Such a model will motivate token owners to hold their token funds and participate in an impartial and unbiased platform evolution.

In order to be rewarded for voting in Decentralized Dispute Solution system, user should meet next conditions:

1) Hold certain amount of tokens on their SocialMedia.Market account

2) Apply for resolution expert and get approval

3) Choose controversary cases awaiting resolution

4) Check contract agreements and marketing campaign conditions

5) Review influencers' content for compliance

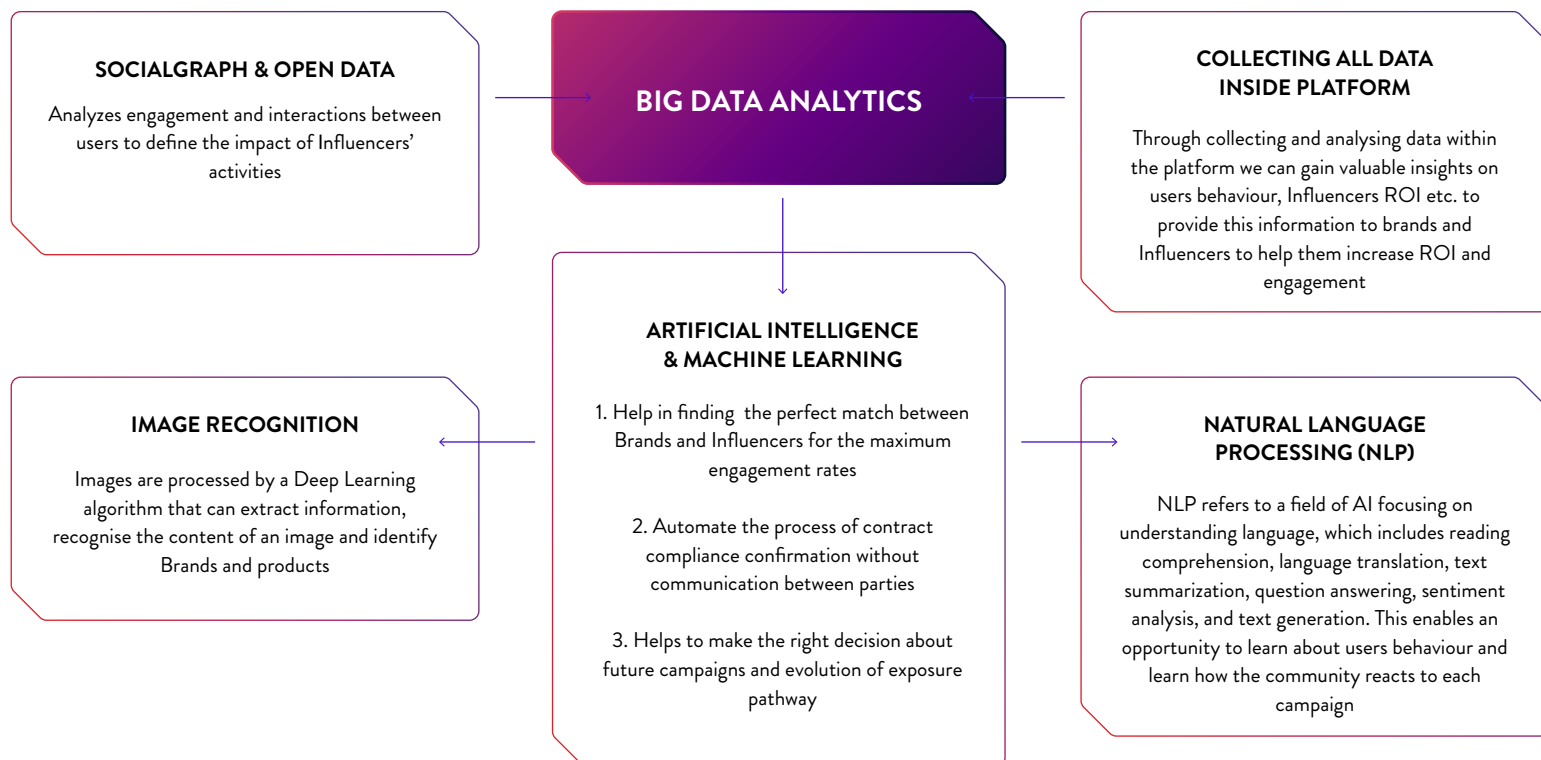6) Vote for resolution on the basis of fair assessment of a dispute

After case closure, every expert voted for resolution will be rewarded by Social Media Tokens proportionally to the contract value, taken from reserved platform service fee.

DISPUTE PREVENTION FEATURES:

◆ Partial payment of contracts. While creating a Smart Contract, Advertisers can evaluate every part of the contract separately, based on total budget. Splitting the cost of the contract between contract items will enable reasonable adjustments of the contract amount in the case of partial fulfillment of terms by mutual agreement of the parties, without involvement of arbitration. This feature is especially important in cases when the advertising period or budget is limited, because it gives parties the opportunity to execute a contract with partial payment if conditions were only partially fulfilled.

◆ Rating system affects placement price index. SocialMedia.Market will implement public arbitration rules for parties involved in arbitration which may result in a rating adjustment. If a user's rating is downgraded (for example if a party often uses arbitration and loses), the platform will apply measures on the participant in the form of additional coefficients at the execution of Smart Contracts and restrictions in choice of participants (Advertisers and Influencers). This process will allow participants to evaluate the reliability of potential partners and will increase the benefits of dispute resolution without the help of arbitration.

3.5.4 DATA SCIENCE

Our platform will use the latest technology for data collection and analysis. This will be achieved with help of gathering data from Social Graph and Open Data as well as the data inside the platform. With the use of Artificial Intelligence and Machine Learning, SocialMedia.Market will provide an outstanding service to our users.

SOCIALGRAPH & OPEN DATA

Analyzes engagement and interactions between users to define the impact of Influencers' activities

BIG DATA ANALYTICS

COLLECTING ALL DATA INSIDE PLATFORM

Through collecting and analysing data within the platform we can gain valuable insights on users behaviour, Influencers ROI etc. to provide this information to brands and Influencers to help them increase ROI and engagement

IMAGE RECOGNITION

Images are processed by a Deep Learning algorithm that can extract information, recognise the content of an image and identify Brands and products

ARTIFICIAL INTELLIGENCE & MACHINE LEARNING

1. Help in finding the perfect match between Brands and Influencers for the maximum engagement rates

2. Automate the process of contract compliance confirmation without communication between parties

3. Helps to make the right decision about future campaigns and evolution of exposure pathway

NATURAL LANGUAGE PROCESSING (NLP)

NLP refers to a field of AI focusing on understanding language, which includes reading comprehension, language translation, text summarization, question answering, sentiment analysis, and text generation. This enables an opportunity to learn about users behaviour and learn how the community reacts to each campaign

3.6 COMPETITIVE ADVANTAGES

SocialMedia.Market has significant points and features in comparison with currently existing tools Brands and Influencers have to leverage in the engagement process. The following table provides SocialMedia.Market's competitive advantage comparison.

DIGITAL AND INFLUENCERS AGENCIES AND AGENTS	INFLUENCERS ONLINE MARKETPLACES AND TOOLS	socialmedia.market
Up to 50% commissions for brands	Up to 30% commissions for brands	Up to 10% commissions for influencers
Transaction fees up to 5%	Transaction fees up to 5%	Blockchain low-cost transactions
May be unavailable for small and medium business due to high commissions and low budgets	Most platforms don't work with small budgets	Low commission and option to create campaigns on barter basis gives new opportunities for small companies
Do not engage novice and micro-influencers	Most platforms only work with bloggers that have more than 10K subscribers	Influencer's channel size irrelevant
Long procedure of contract conclusion	Absence of contracts or practical ways to hold other party accountable	Creating smart-contracts in a single click
Advertiser pays upfront	Advertiser pays after campaign ends	Advertiser pays after campaign ends. Partial payment of contracts available
Always takes advertiser's side in disputes	Mostly takes advertiser's side in disputes	Fair, decentralized dispute system with independent experts

Information is collected by the agency and interpreted in a standardised report	Most platforms charge monthly fee for analytical tools, interpretation of report available only for top brands	Free analytical tools and campaign reports. Multiple custom reports, personalized dashboards and Big Data analytics for monthly fee
Reports for advertisers once in a certain period	Only a few services give real-time analytics	Real-time analytics
Create campaigns with any social media channels	Most platforms are limited to 1 or 2 social media channels	Wide range of social media channels for influencing campaigns (Facebook, Twitter, YouTube, Instagram, G+, Snapchat, WeChat, Telegram, Twitch, Blogs)
Work with a limited number of Influencers	Limited only to Influencers who have a registered account within the platform	Extensive Influencers database
Engage only Influencers already connected with	Complicated procedure of influencer's account verification (usually done manually)	Simple automatic account verification for Influencers
SMO (Social Media Optimisation) is charged separately	Usually, SMO is not available	Campaign creation with SMO tips and standards

3.7 PLATFORM AND TOKEN ECONOMY

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. For maintaining commercial relationships between participants, SocialMedia.Market will collect a service fee from every executed contract. The amount of the fee may differ depending on the type of contract and complexity of interaction between parties, but will not exceed 10% of the contract value. The obtained service fee, reduced by operational costs and decentralized Dispute Solution rewards, forms the platform's net profit.

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.

Token holders will also have exclusive access to premium platform services. 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. Voting for such resolutions will bring rewards to token holders for active personal participating. 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.

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

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. Integration within blockchain assets payment platforms like TenX, potentially can make SMT a popular, day-to-day payment method within the social media e-commerce network and the industry, as a whole. It can also become a convenient global donation method for bloggers and streamers in the early stages of their channel's content development.

SOCIALMEDIA.MARKET
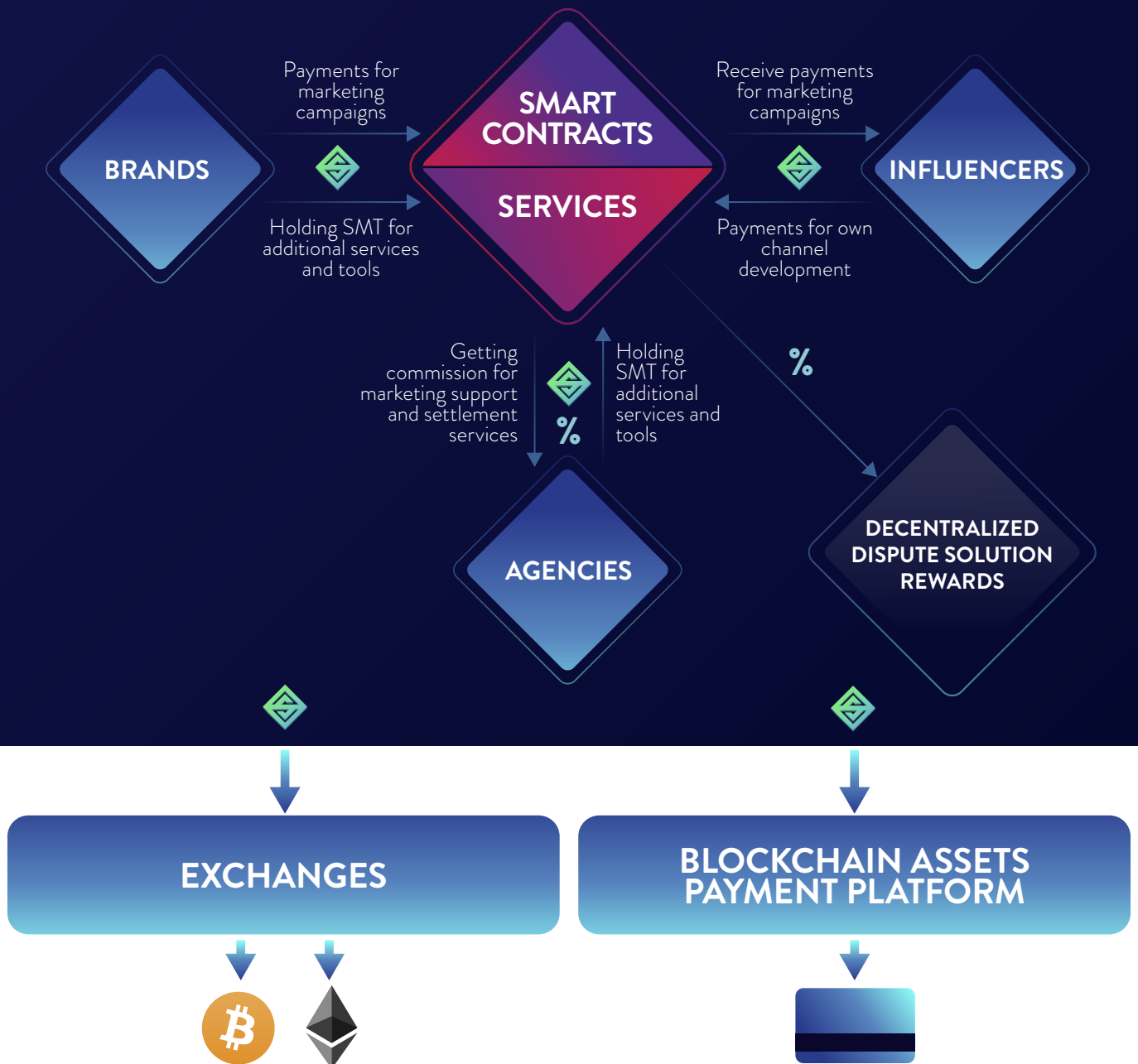
In the platform's basic model, the Ethereum blockchain technology is considered as the most relevant for SocialMedia.Market's needs. Therefore, Social Media Tokens are going to be operated as ERC20 compatible tokens. However, with consistent development of SocialMedia.Market's platform and introduction of functionality driven by new technology solutions, there are prospective plans of migrating to another convenient blockchain platform such as EOS, Tezos, Raiden, Waves or self-developed blockchain protocol. In this case, all Social Media Tokens will be exchanged 1-to-1 with the new platform supported token.

Every platform user, or any person willing to become an industry expert, can be a part of SocialMedia.Market's decentralized Dispute Solution system. To gain the ability to vote, a user should be holding a certain and constant amount of Social Media Tokens, the number of which will be determined by the platform community. Experts who have actively participated in the solution will be rewarded by SMT deducted from the platform service fee reserved in every Smart Contract.
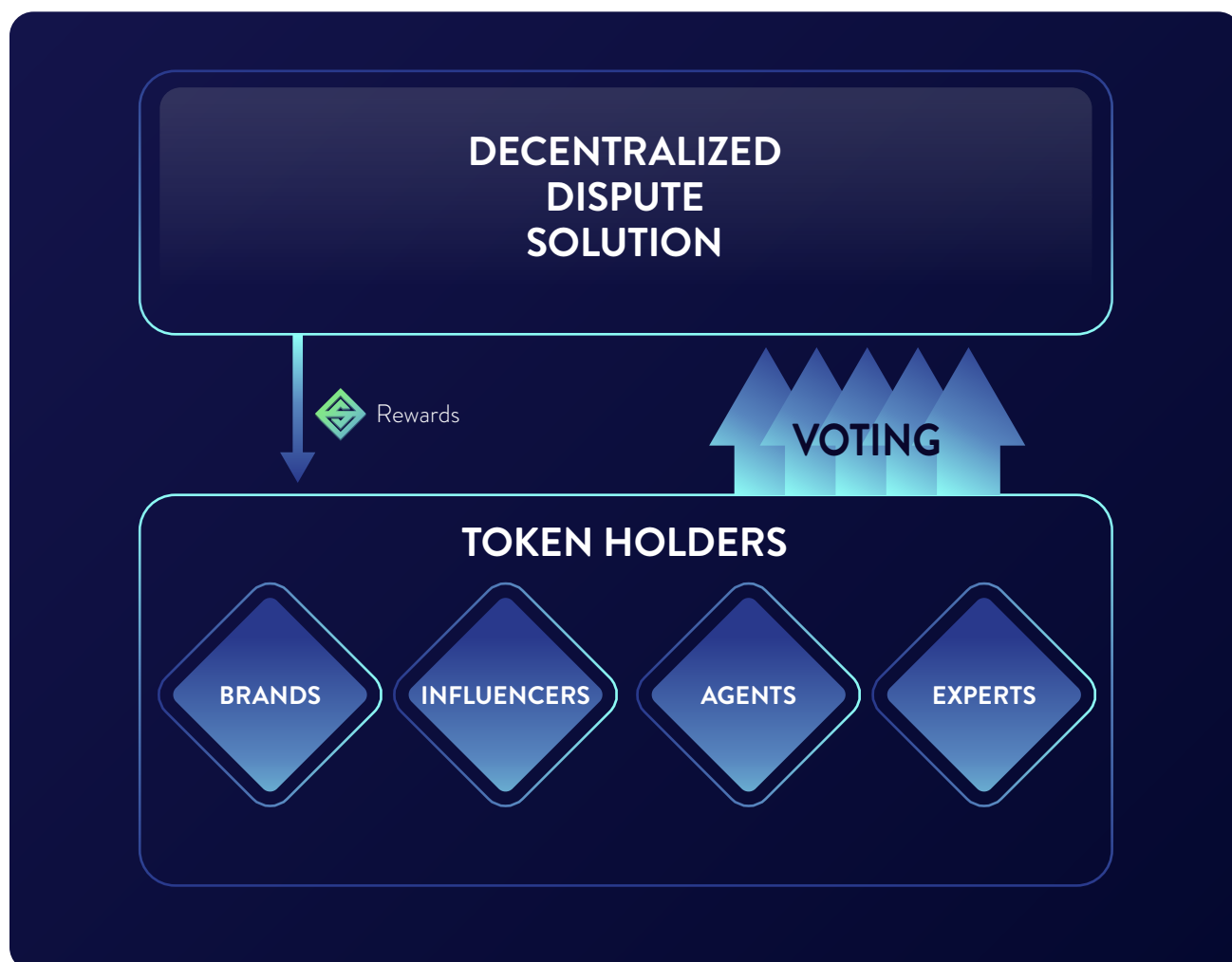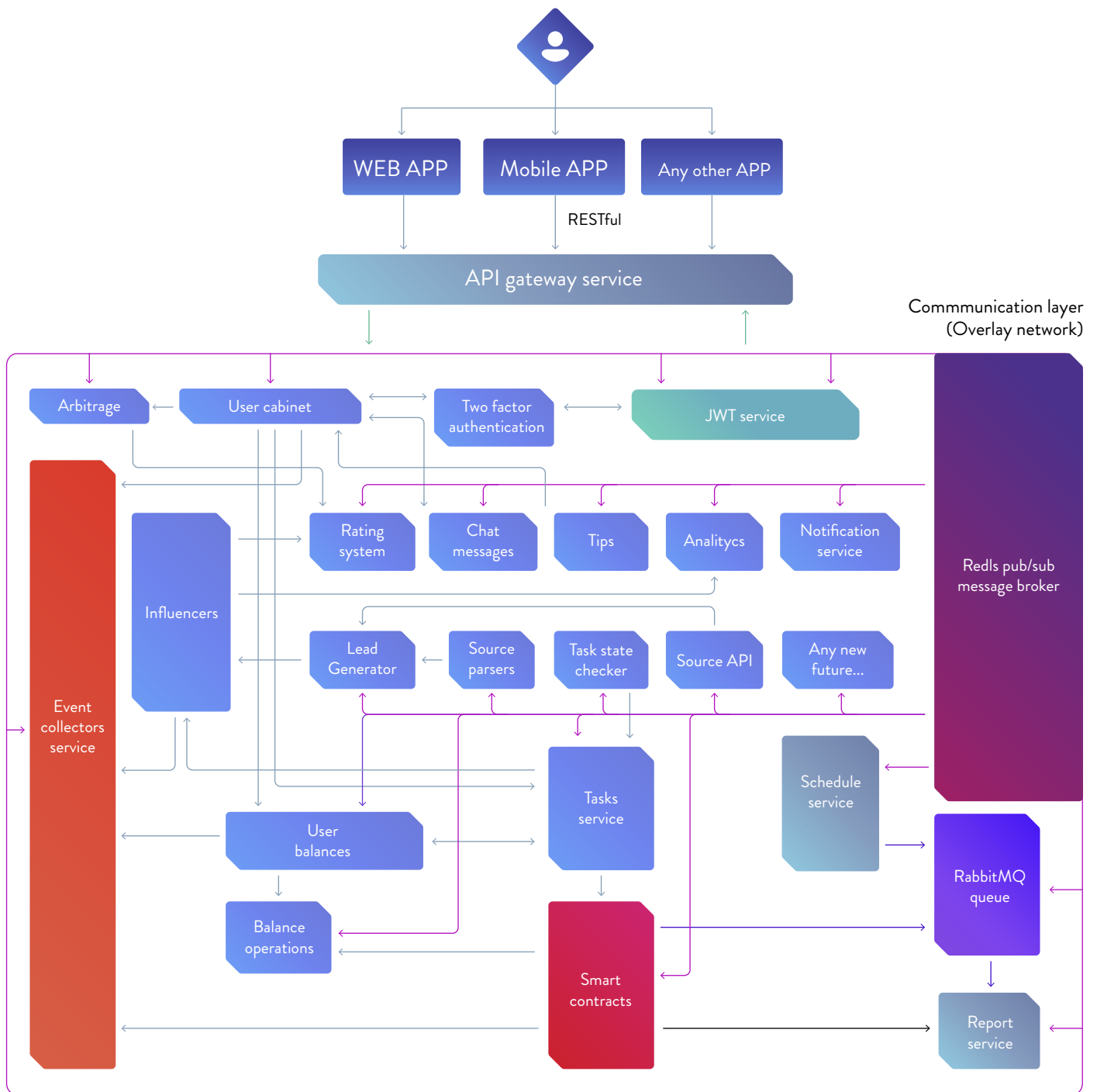

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3.8 TECHNOLOGY OVERVIEW

3.8.1 CONCEPT OF BUILDING AN APPLICATION

◆ Micro service architecture, relevant technologies according to specific needs, use of contemporary frameworks and patterns only

◆ Secure transactions with the help of Blockchain and Smart contracts

◆ Service dockerizing, unique isolated environment for each service, reliable identical environment for each version of the product

◆ Orchestration of containers (kubernetes), seamless and separate service deployment, uptime 100%

◆ Two-protocol communication between services - TCP/HTTP, isolated data transferring inside overlay net, JWT authorization between services during communication

◆ Application is deployed in the Cloud, automatic scaling of resources depending on the load, DDoS attack protection

◆ Application development using Agile (Scrum) methodology, Continuous integration, Continuous Deployment, code writing standards, multilayer testing of releases (including bug testing) during the development, distribution and deployment of services.
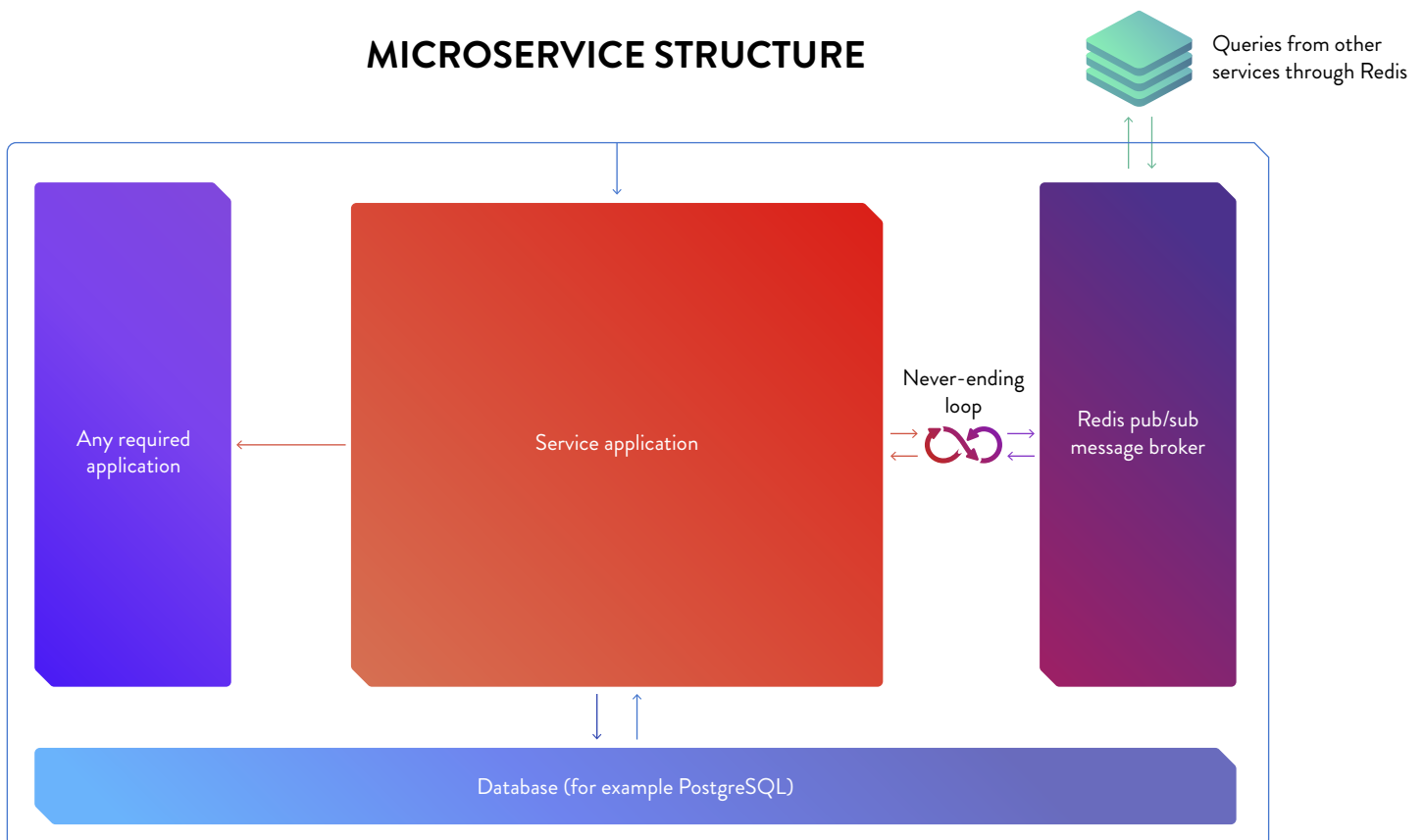
SOCIAL MEDIA MARKET ARCHITECTURE

WEB APP

Mobile APP

Any other APP

RESTful

API gateway service

Commmunication layer
(Overlay network)

Arbitrage

User cabinet

Two factor authentication

JWT service

Rating system

Chat messages

Tips

Analitycs

Notification service

Redls pub/sub message broker

Influencers

Lead Generator

Source parsers

Task state checker

Source API

Any new future...

Event collectors service

Tasks service

Schedule service

User balances

RabbitMQ queue

Balance operations

Smart contracts

Report service

3.8.2 ARCHITECTURE

The application is thought to be built, based on micro-service architecture. Briefly, micro-service architectural style is an approach in which a single application is built as a set of small services, each of which works on a personal process and communicates with others using lightweight mechanisms – HTTP generally. These services are built around a business' needs and deployed independently, using a totally automated environment. There is an absolute minimum of centralized operation of these services. The services on their own can be written in different languages and can use different technologies of storing data.

MICROSERVICE STRUCTURE

Queries from other services through Redis

Any required application

Service application

Never-ending loop

Redis pub/sub message broker

Database (for example PostgreSQL)

3.8.3 DOCKERIZING

Dockerizing and isolating of components are not new concepts in the world of calculation. Some operation systems like Unix have been using "mature" container technologies for more than 10 years.

Docker, which appeared a bit later, has positioned itself as an instrument for simplification of the work aimed at creating and controlling containers. Docker did not introduce a lot of new ideas, but made containers available for an average developer and system administrator by the simplification of processes and interface standardization.

Some of most attracting advantages of dockerizing are:

◆   Abstraction of host system from containerised applications

◆   Scaling simplicity

◆   Simplicity of control over dependencies and versions of applications

◆   Very easy, isolated runtime environment

◆   Shared layers

◆   Ability to arrange and predictability

One of the first questions during the process of an application's development, which will be deployed in containers, is application architecture. Usually, containerised applications work better with a service-oriented architecture.

Service-oriented applications divide the system's functionality into separate components, which cooperate between each other through clearly defined interfaces. The container technology itself encourages such type of elaboration, because it allows scaling independently or updating each component.

3.8.4 ORCHESTRATION OF CONTAINERS

Orchestration — is a coordination of cooperation of several containers. Basically, you can create a container with all the necessary processes which have already started, but this approach lacks scaling flexibility, architecture change and creates security issues, as, in this case, the processes are not isolated and can influence each other without limits. Orchestration allows the building of information systems from small bricks-containers. Each container oversees one task only, and communicates through networking ports and common directories. If necessary, the containers in this "orchestra" can be changed: for example, if you need to check the work of the application on a different database version.

Kubernetes is an open code project meant to control the cluster of Linux containers as a single entity. It allows for control, begins container dockerizing with a great number of hosts and keeps the collocation of large amounts of containers, work with services and replications controlled. The project was started by Google Company and is now supported by many other companies such as Microsoft, RedHat, IBM and Docker.

The project pursues two objectives. If you use Docker containers, you face the questions of how to scale and bootstrap containers at a large amount of Docker hosts simultaneously, and how to balance them. The project offers high-level APU, which defines high-level logical grouping of containers. Using Kubernetes, it is possible to define container pools, balance loads and set mutual placement.

When using orchestrators as the main mechanism of container control, the possibility for "seamless" application update emerges, i.e. without real shut-down. The process of the start of each application version is as follows: the orchestrator creates a copy of the application (service) with new versions of the containers. After that, it checks the work status of each container and sends back status reports. If all statuses are positive, the orchestrator changes the old stack into a new one. Old stacks are then deleted.

3.8.5 COMMUNICATION BETWEEN SERVICES

The concept of micro-service architecture assumes that services actively communicate with each other, like how users communicate. While executing the request, the user refers to public service methods directly (made with the help of front application, mobile application etc.) using standard HTTP protocol, receiving answers simultaneously. If the service needs to receive an answer from another service(s) to form a response to a user's request, it is done by sending a message by means of TCP protocol in asynchronous mode. This approach leads to minimization of query(s) overhead and elimination of dependence from the working capacity of interrogated service. It allows the response to a user request be as fast as possible, even if services can be in different data centers or are unavailable.

All services are based in overlay network. This sufficiently increases general application security. Overlay-networks are used in terms of clusters, where virtual networks, used by containers, unite several physical hosts, where Docker is started. When you start the container as a cluster (as a part of the service), multiple networks join by default, and each of them corresponds to different connection specifications.

Communication security is provided by JWT-authorization. JSON Web Token (JWT) — is a marker, which contains all baseline information for authentication and authorization in an encrypted way. However, you do not need to keep user data in sessions, as the marker is self-contained.

3.8.6 CLOUD AS A METHOD OF APPLICATION STORAGE

Cloud storage is a good way of storing data and providing access to it (including access through the Internet) with the possibility of scaling the resources. This is the storage, which keeps data at multiple distributed servers, which are provided for the use of clients. Cloud service providers like Amazon Web Services or Google Cloud, own the equipment, which is connected to the net and software, and operate it, while users allocate and use the necessary resources by means of internet application. Cloud storage releases expenses connected to purchase and technical service of personal storage infrastructures. It increases flexibility, provides global scalability and allows the possibility to access the data at any time and from any place.

One of the important features of cloud storing is Auto-Scaling. Auto-Scaling allows support of the application availability at a permanently high level, and it dynamically scales the resources upwards and downwards in an automatic mode, depending on specified criteria. Auto-Scaling can be used for controlling groups of instances, to keep the group operational and available, and guarantees that a required number of instances is used at any time. You can also use Auto-Scaling for the dynamic scaling of instances, to increase its amount during maximum load for keeping the performance ratio and lowering the volume of used resources within off-peak periods to reduce cost. Auto-Scaling suits applications with sustainable load pattern well and applications where the usage level changes hourly, daily, or weekly.

The high-level of availability of the application is provided by security services from divided DDoS attacks, such as Cloudflare, Incapsula etc.

Many cloud services offer "box" DDoS security services or on an additional basis. Generally, the service is chosen based on specific technical needs for a specific application. For our application we have chosen Cloudflare.

CloudFlare – is a service, which allows you to create your web site faster by means of caching and makes it safer by means of filtering requests, which are like attacks. At the same time, you do not need to introduce any specific changes to the project. It can be achieved by adding a web site address to the service and changing NS entry for your domain.

3.8.7 APPLICATION DEVELOPMENT AND SUPPORT

Application development is done using Agile. In search of the best Agile practices, we have Scrum framework.

Scrum – is a framework, which is meant for development and support of complicated products. The framework is based on the empiric method and is meant for development of high-value products in muddy environments.

Apart from controlling the software development projects, Scrum can be used in the software support team's work, or as an approach to controlling the program's development and administration: Scrum of Scrums.

This is a process framework, which gained extensive use in the beginning of early 90s in terms of compound product development. Scrum is not the process or method for product development. Rather, it refers to the possibility to use multiple processes and techniques within the unique framework. Scrum lets us understand the effectiveness of operating processes and technical practices for product development, and work on their constant improvement as well.

3.8.8 BASIC TECHNOLOGY STACK

◆ PHP 7 (Symfony 3), NodeJS, RESTful,

◆ Doctrine 2, MySQL (Galera cluster), MongoDB

◆ RabbitMQ, Redis, ZeroMQ

◆ Angular 4, Bootstrap 4, SCSS, Jade, Webpack

◆ Docker (compose, swarm, hub)

◆ Git, Bitbucket, Gitflow

◆ Rancher, Nginx, Traefik, CircleCI, Satis, Cloudflare

◆ Amazon AWS, Google Cloud, Linode, Digital ocean

◆ Jira, Confluence, Gmail, FreeIPA

◆ Centos 7, Ubuntu

3.9 ROADMAP

DATE	PRODUCT	GENERAL
Q4 2017	Designing basic interfaces Create software and cloud architecture Create Tasks service Create Analytics service	Global PR activities targeted on influencers and middle businesses
DEC 2017	**TOKEN SALE PHASE 1**	
Q1 2018	Release Influencer Search Engine Interface for YouTube and Instagram Campaigns Release Campaign builder Interface for YouTube and Instagram Campaigns Smart Contract development and audit	Global PR activities targeted on influencers and middle businesses
FEB 2018	**Launch of SocialMedia.Market Beta**	
FEB-MAR 2018	**TOKEN SALE PHASE 2**	TOKEN EMISSION
MAR 2018	Social Media Token listing	Token will be listed on large cryptocurrency exchanges
Q2 2018	Release Influencer Search Engine Interface for Facebook Campaigns Multi-language support Testing Release built-in chat	
Q3 2018	Decentralized Dispute Solution System release Release of verification of a user's data via blockchain address Automate certain tasks in analytics for Advertisers (crawlers, etc.) Release interfaces for campaigns management (CRM) Release Influencer Search Engine Interface for Twitter, WeChat, SnapChat Campaigns **Platform launch for US, UK, CIS markets**	Brand awareness activities on US, EU markets targeted on influencers and marketing experts of all kind Massive marketing and educational campaigns Engaging brands and agencies with marketing budgets over $10M

Q4 2018	SocialMedia.Market Alpha Application for brands launched in Google Play. Brands will be able to monitor status of tasks and negotiate with influencers	Global Brand awareness and marketing activities active phase
Q1 2019	App Store & Google Play app for brands launch - added tools to manage campaigns and create Smart Contracts **Worldwide launch**	Global Brand awareness activities active phase (continue) Engaging brands and agencies with marketing budgets over $35M
Q1 2020	Data Science platform functionality launched on full scale	Engaging brands and agencies with marketing budgets over $80M

socialmedia.market

4

TOKEN DISTRIBUTION

socialmedia.market

Social Media Tokens (SMTs) will be issued as ERC20 compatible tokens. Based on the number of tokens distributed during both sale phases, 15% more tokens will be issued for team and platform core functionality (6 month of vesting period), and 5% for partners and advisors. This will form the total amount of SMTs ever issued.

80%	15% 6 months of vesting period	5%

- ■ TOKEN SALE 80% (hard cap 16 000 ETH)
- ■ RESERVE FOR TEAM & PLATFORM CORE FUNCTIONALITY: 15% (issued after token sales, 6 months of vesting period)
- ■ RESERVE FOR PARTNERS, BOUNTY AND ADVISORY BOARD: 5%

4.1. TOKEN SALE: PHASE #1 (FINISHED)

Public sale of Pre-ICO was held 7-21 of December 2017.
7 553 358.45 SMT was sold during the Phase. Soft Cap successfully reached.
All unsold tokens during Token Sale: Phase #1 added to the Token Sale: Phase #2 amount.

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

END DATE: 21 December 2017 12:00 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%

4.2. 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
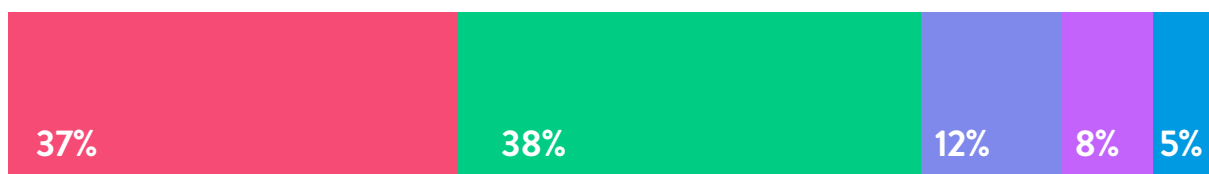
Bonuses: Pre-Sale: 20% (min. contribution 25 ETH)

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.

4.3. USE OF FUNDS

| 37% | 38% | 12% | 8% | 5% |

- 🟥 RESEARCH & DEVELOPMENT
- 🟩 MARKETING & EDUCATION CAMPAIGNS
- 🟪 ADMINISTRATIVE & OPERATIONAL
- 🟣 INFLUENCERS & AGENCIES BONUSES
- 🟦 LEGAL

Check SocialMedia.Market
Smart Contract on GitHub

5. TEAM

5.1. OUR TEAM

DMITRY SHYSHOV

CEO, Founder

in

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

in

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.
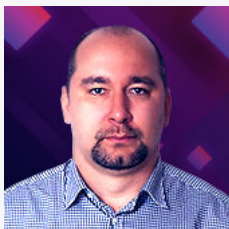
MAKSYM CHURKIN

Tech Lead

in

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.

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.

20+
MEET OUR FULL TEAM ON LINKEDIN

5.2. 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

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 along side them throughout its stages of corporate maturity.

CHAFIK ABDELLAOUI

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

The person behind G2A explosive growth, as well as 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.*

PETER ZHALOV

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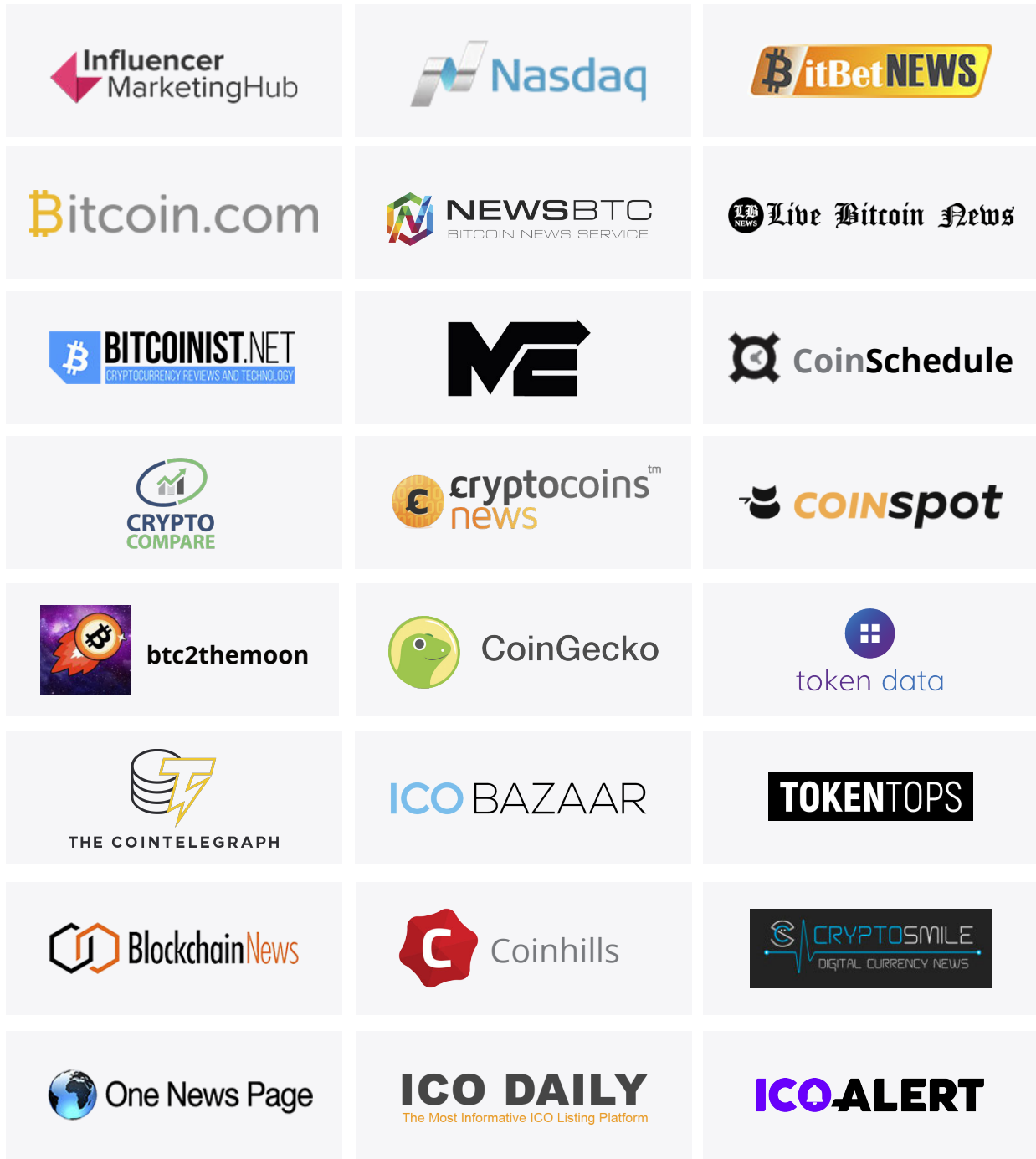eSports and blockchain enthusiast

*Today consumers use ad-blockers and ignore traditional digital advertisements. Influencer
and eSports Marketing are becoming two most effective ways to reach Millenials 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.*

6. MEDIA

Influencer MarketingHub

Nasdaq

BitBet NEWS

Bitcoin.com

NEWSBTC
BITCOIN NEWS SERVICE

Live Bitcoin News

BITCOINIST.NET
CRYPTOCURRENCY REVIEWS AND TECHNOLOGY

ME

CoinSchedule

CRYPTO COMPARE

cryptocoins tm news

COINspot

btc2themoon

CoinGecko

token data

THE COINTELEGRAPH

ICO BAZAAR

TOKENTOPS

Blockchain News

Coinhills

CRYPTOSMILE
DIGITAL CURRENCY NEWS

One News Page

ICO DAILY
The Most Informative ICO Listing Platform

ICO ALERT

and many other on SocialMedia.Market official website

7. CONTACTS

For all the questions or inquiries write us on

INFO@SOCIALMEDIA.MARKET

Official website:

HTTPS://SOCIALMEDIA.MARKET/

Join the conversation on:

TELEGRAM EN

BITCOINTALK

TWITTER

TELEGRAM RU

FACEBOOK

REDDIT

INSTAGRAM

MEDIUM

YOUTUBE

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