



CryptoBlades Case Study

Presented by TokenMinds

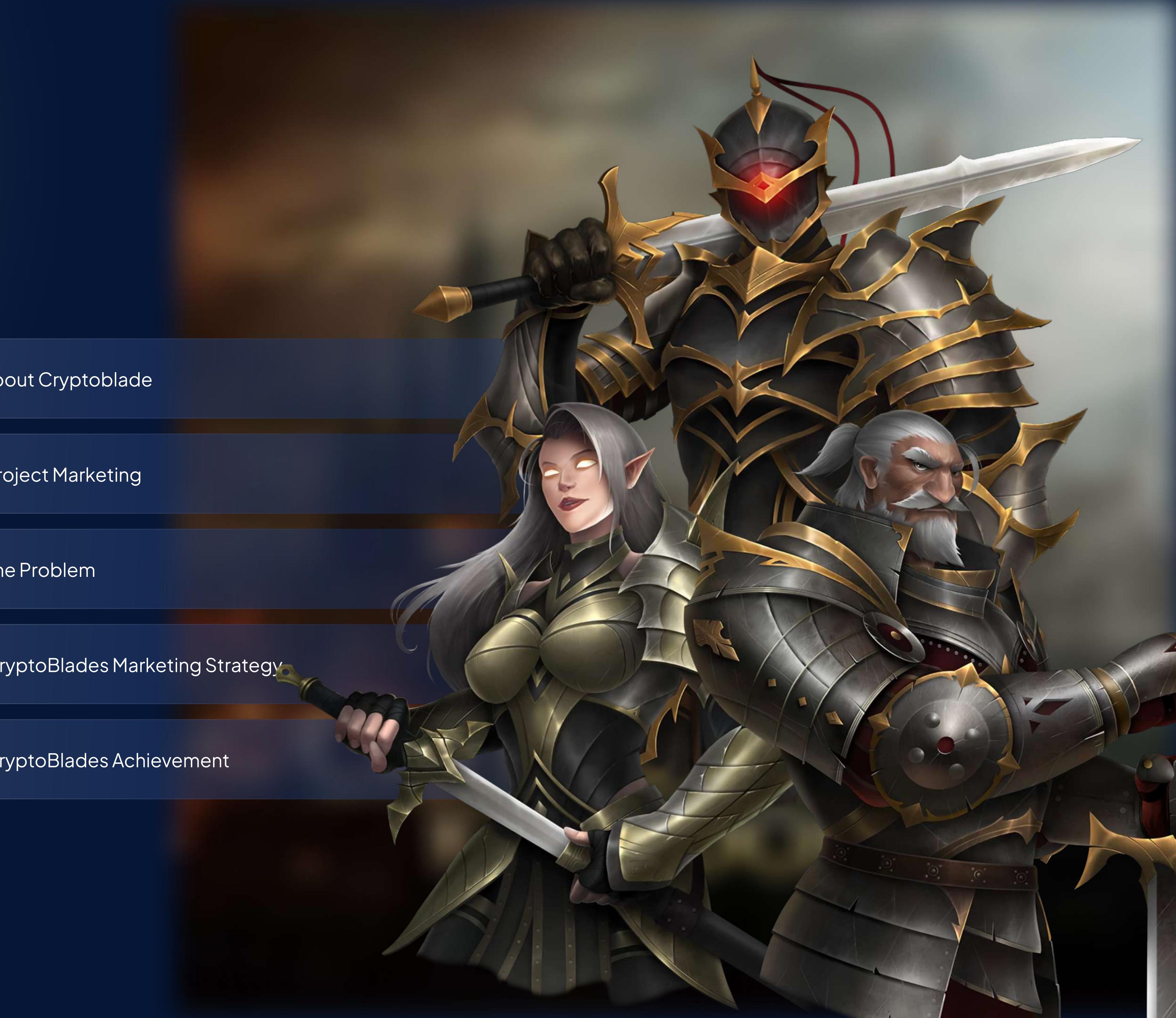
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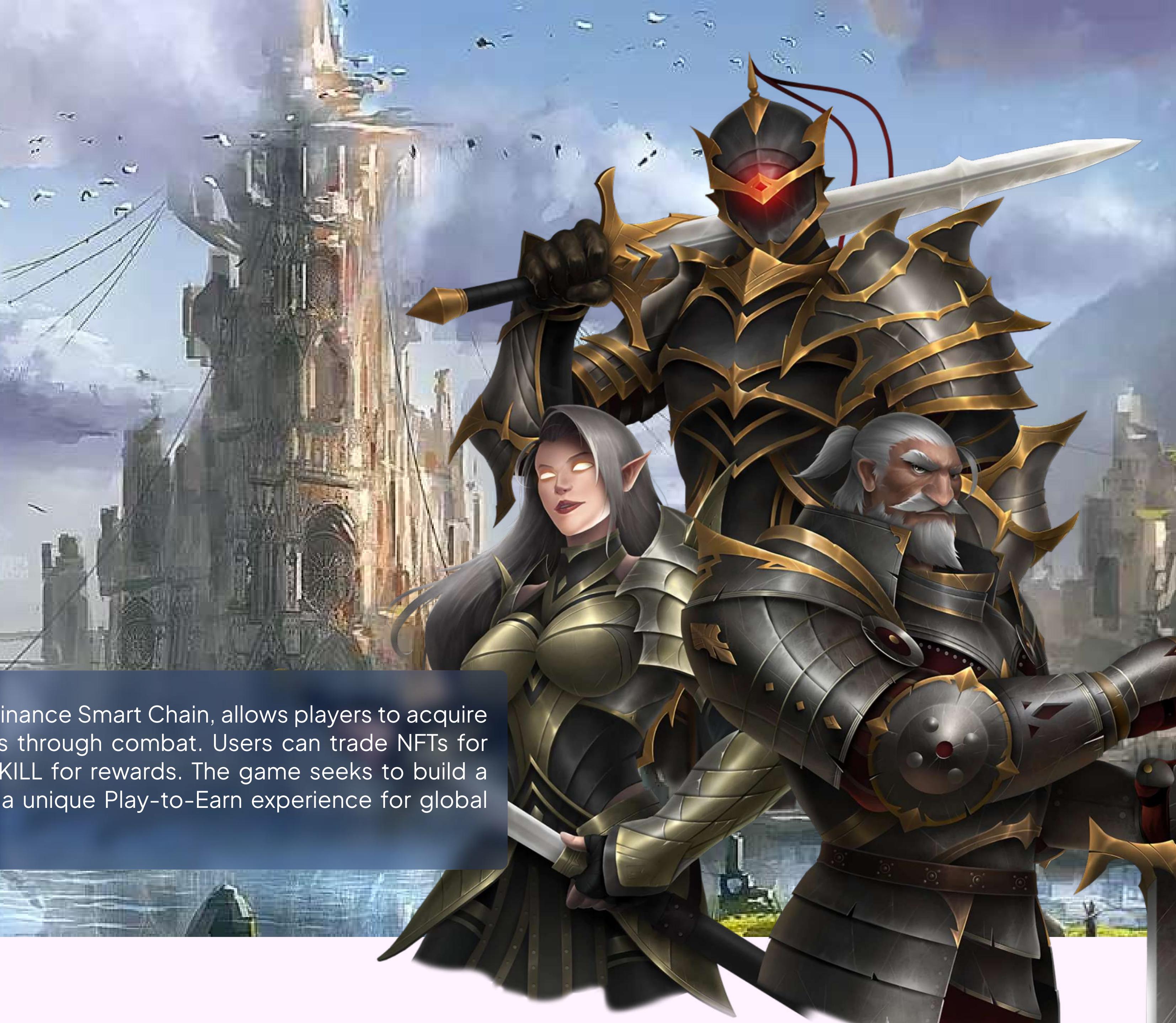


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About CryptoBlades

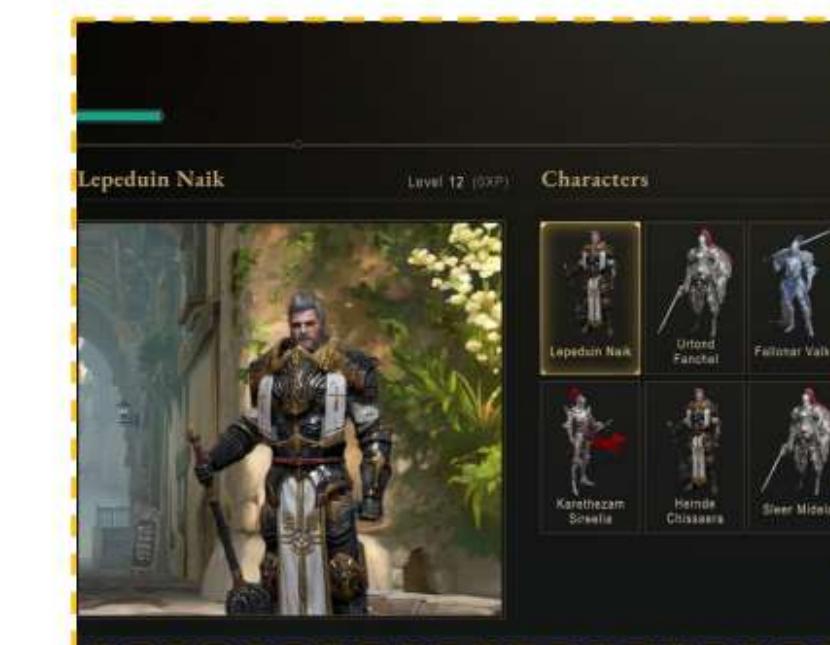
CryptoBlades, a Play-to-Earn NFT game on the Binance Smart Chain, allows players to acquire and wield character NFTs and earn SKILL tokens through combat. Users can trade NFTs for SKILL, forge unique weapons, and stake their SKILL for rewards. The game seeks to build a vibrant blockchain gaming community, offering a unique Play-to-Earn experience for global gamers.

[Study Case CryptoBlades](#)



Project Marketing

After evaluating the project, TokenMinds recommends applying marketing tactics on SKILL token and their NFT gaming platform to maximize their customers' motivations to purchase their tokens and NFTs.



The Problem

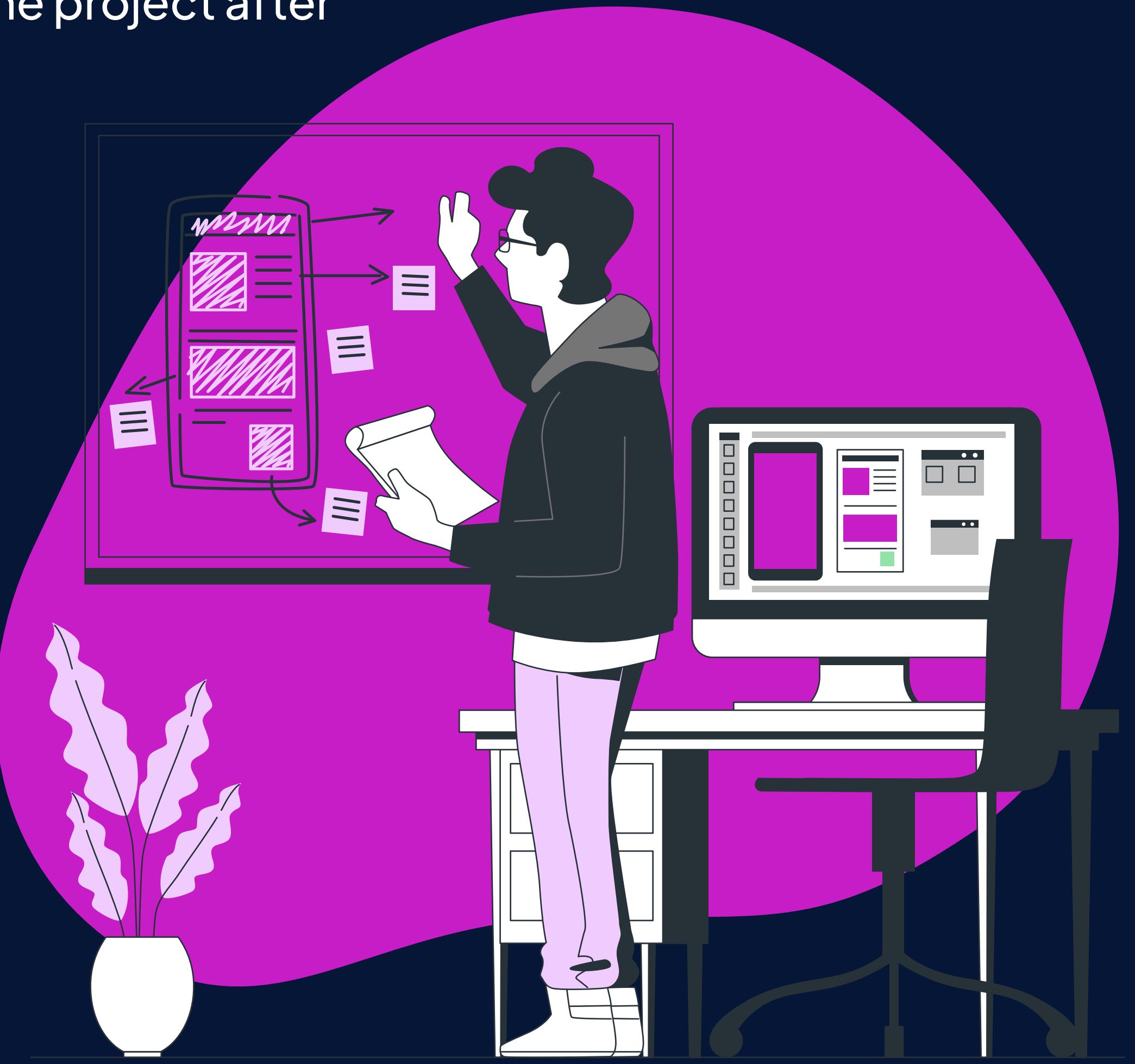


1. No Market Exposure
2. No Strong Community
3. Not Having a Social Media Presence
4. Not Enough Investors

CryptoBlades Marketing Strategy

TokenMinds created a two-month marketing plan to strengthen the project after consulting with the CryptoBlades team. It includes:

1. PR exposure
2. Content planning
3. Community expansion
4. Social media growth
5. Influencer marketing



1. Content Creation

TokenMinds helped with the complete content creation with customized copies and visuals. Content includes PR, articles, social media content, and promotional materials.



2. PR Publication

As one of the effective marketing tactics, TokenMinds connected the project with reputational crypto media to help it build customer trust and establish brand identity. Meanwhile, we provided high-quality content creation and distribution to top-tier publications, resulting in 15 million visits to CryptoBlades. We leveraged the strong network of the Asia and Southeast Asian Media. Meanwhile, we reached out to investors in Europe, North America, South America, and Oceania to maximize the sales volume of SKILL tokens.



PR Sample

Seeking Alpha 

Symbols, authors, keywords 

 [Analysis Of The SKILL Token](#)

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Summary

- The gaming industry is easily one of the largest ones in the world.
- NFTs, gaming, and even gambling have grown to become a huge part of the crypto industry.
- SKILL token is a cryptocurrency of a project called CryptoBlades.

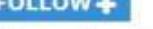
If you are a gamer, there have probably been countless moments in your life when you thought "If only I were paid to play games!" If you are under

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Markets	QQQ	+0.35	DIA	+0.36	SPY	+0.78	TLT	-1.45	GLD
	373.33	-0.09%	347.92	-0.10%	443.96	-0.18%	146.91	-0.98%	163.32

Game, Set, Match; How the Worlds of NFTs and Gaming are Coming Together

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If you've kept abreast of happenings in the blockchain world, then you've probably seen a couple of headlines about NFTs and the millions of dollars people are paying for them. Non-fungible tokens or NFTs as they are commonly called, are the latest sub-industry of blockchain that has seen everything from content to art immortalized and is currently having a moment of popularity. From digital art by the musician Grimes to the first-ever tweet sent by Twitter CEO Jack Dorsey, NFTs seem to be the hottest new thing.

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Game, Set, Match; How the Worlds of NFTs and Gaming are Coming Together

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Despite all this immense popularity, a lot of people don't actually understand

Bloomberg 

Business

CryptoBlades Announces Partner with ChainLink to Provide VRF on Smart Chain

2021年5月26日 GMT+8 下午9:30

CHARLESTON, SC / ACCESSWIRE / May 26, 2021 / CryptoBlades has announced a new partnership with one of the biggest blockchain oracles ChainLink. This partnership allows the CryptoBlades NFT blockchain game on Binance Smart Chain to provide VRF and other services that will bring this project to the next step of its historical development.

ChainLink is a well-known decentralized network of oracles that is capable of getting information in and out of a blockchain. This infrastructure has become "blockchain middleware" and allows smart contracts to interact with real-world data and services in the most secure way.

The new partnership will allow CryptoBlades to integrate VRF on Binance Smart Chain. VRF is a technology of Verifiable Randomness Function that makes blockchain games more trustworthy and act as a mechanism for getting unpredictable results within the game.

This industry-leading Random Number Generator (RNG) solution is important for smart contracts for any project that relies on unpredictable outcomes as it allows reaching highest reliability and verifying randomness. Among other projects that have integrated VRF are games such as PoolTogether and others.

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CryptoBlades, with the launch of its token, SKILL token is currently a beehive of activities with players waiting patiently for the virtual land launched on May 31st.

Imagine an intersection between Non-Fungible Tokens and the Fantasy Role-Play universe. Is that feasible? Of course, and CryptoBlades is showing both sides how it is done by injecting a popular gaming sub-niche into the NFT one.

One would have expected that this idea would have been in existence for a long time because of how well both worlds work together. A fantasy role-play gaming realm is filled with virtual characters that amass or create digital assets in the game, which strengthens the fact that the union between both worlds is a match made in heaven. CryptoBlades is making this possible.

Why Is Everyone Talking About CryptoBlades?

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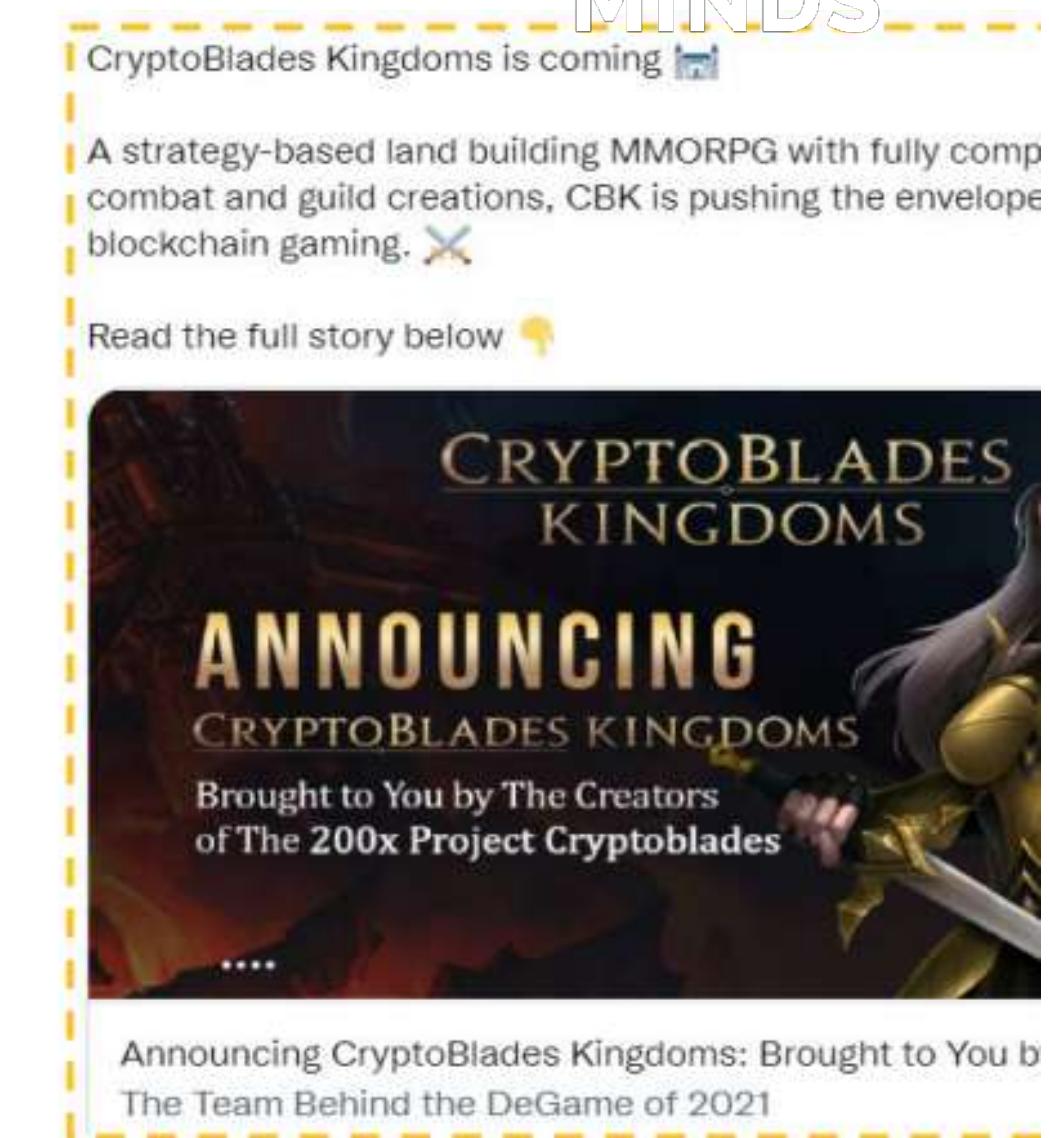
CryptoBlades Set to Revolutionize the Gaming Sector With NFTs

By Zex PR Wire - June 3, 2021

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3. Social Media

To attract quality audiences and followers, TokenMinds used a proven social media growth strategy with high-quality filters and the right hashtags.

4. Community Growth

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We made a customized community growth plan and focused on organic growth by outreaching to target audiences through community promotion and influencer promotion campaigns. As a result, we gained 10k members in 3 months for MMAON, which led to their project success.



+10,000 Organic Community Member Growth

Influencer Promotion

Telegram Influencer

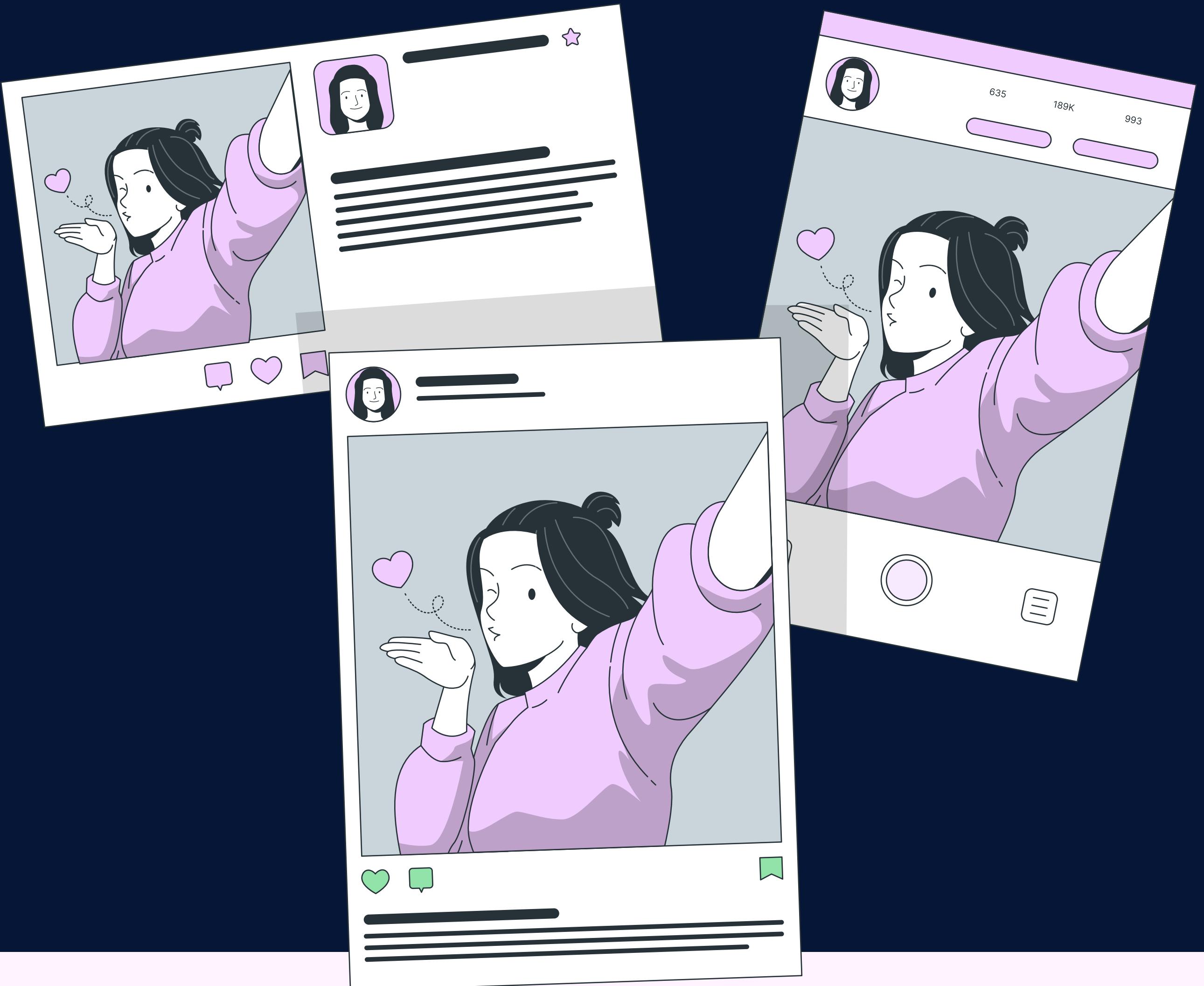
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Twitter Influencer Retweets

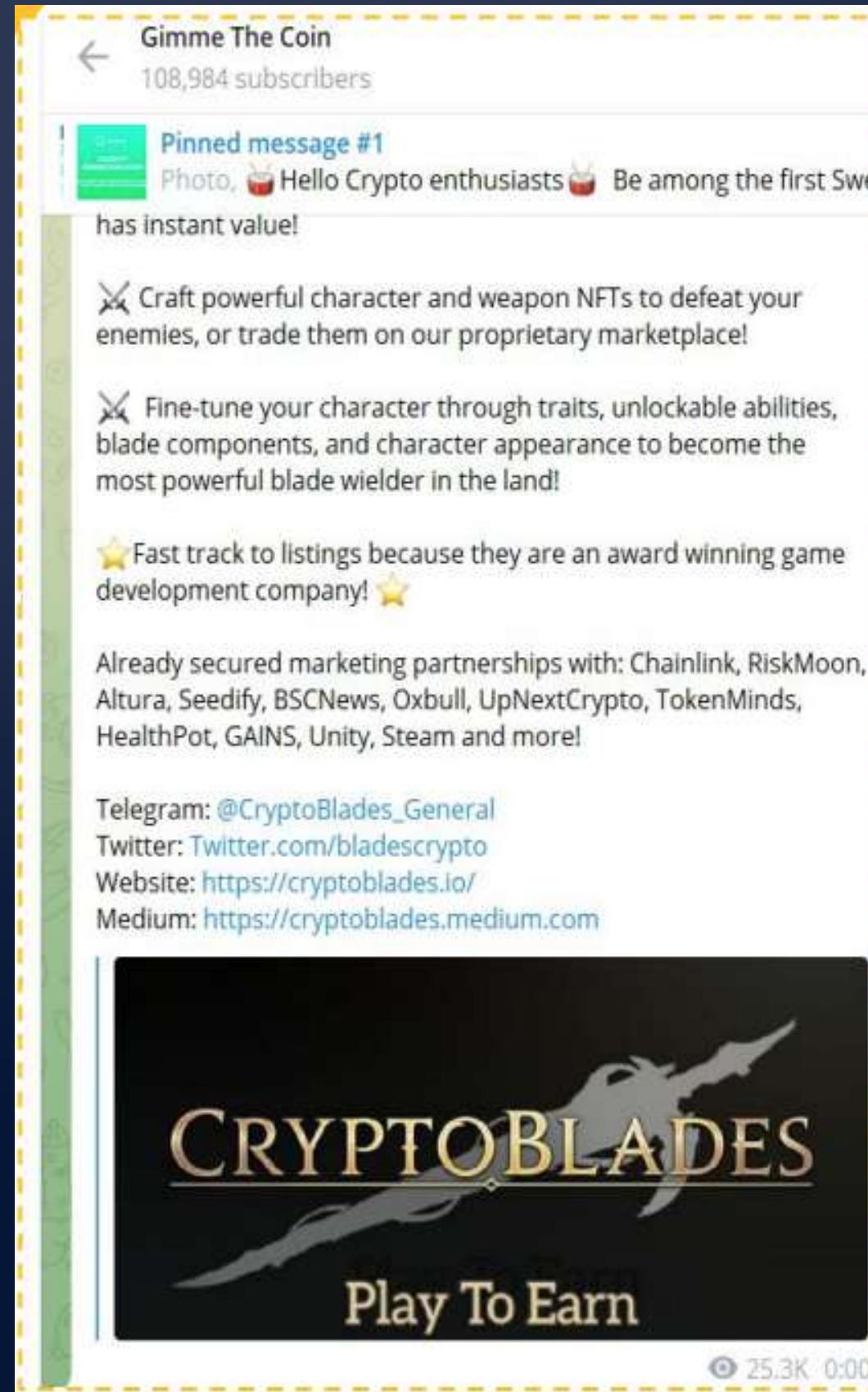
Outreached to over 300k Twitter audiences & crypto fans

Twitter Influencer

Promoted the project to over 200k Twitter audiences



Influencer Promotion Samples



6. SKILL Token Report



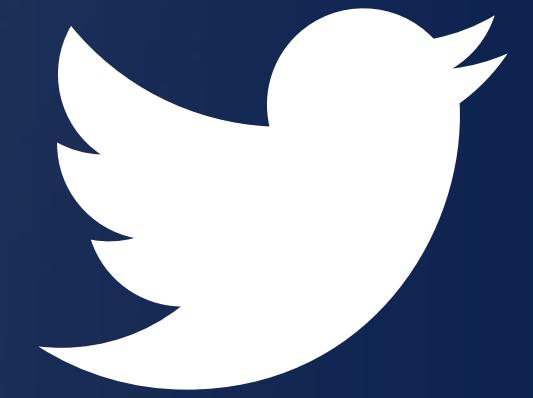
TokenMinds helped CryptoBlades with the PR and Influencer promotion campaigns. We organized online AMAs and grew their social media channels and community before their launch. In one month, SKILL tokens trading volume drastically increased. The token hit its all-time-high market cap of 800 Million in July since its inception.

SKILL TOKEN PRICE RAISE FROM \$0.50
to \$204 in July upon gaming launch.

CryptoBlades Achievement



10,000+
Community Growth



+1.000%
Twitter followers



+1.500%
website visits



+2.500% SKILL Token
Holders



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