

GMX needs marketing to help with upcoming competition from other platforms!

Chico Crypto is a DeFi focused media brand across multiple platforms (YouTube, X, Instagram)

We are one of the OG's covering GMX. First discovering the project in September of 2021

[

](<https://www.youtube.com/watch?v=xD9EdYLR04c&t=2171>)

Since we have been actively covering GMX & it's progress. Below are just a few examples

[

](<https://www.youtube.com/watch?v=2eP6jd0pvRk&t=105>)

[

](<https://www.youtube.com/watch?v=6Alaj7Kk7Bk&t=471s>)

The brand would like to focus on becoming a communication platform for GMX (Traders, Investors, Builders & More)

This would include creating high quality GMX video content every week (1-2 videos) while also creating content around GMX partners & the greater DeFi ecosystem to help bring in supporters of other crypto projects onto GMX.

Budget:

We estimate that per 1 minute of video the cost will be around \$1000. We intend to create videos that average around 10 minutes due to the YouTube algorithm is heavily skewed towards promoting videos of 10+ mins.

This would be a budget of about \$10,000 per week.

We are a lightweight team. Here is a breakdown of where costs will go:

Script Writer (Tyler of Chico Crypto) -50%

Editor - 25%

Animator-25%

Hope this proposal gets some traction. GMX is about to enter a highly competitive environment. The more content created around GMX will help GMX stand out against these competitors.

Cheers!

Tyler of Chico Crypto