

# Pickle Finance Marketing Proposal

Total Funding Request

\$18,000

To capitalize on our recent Arbitrum release and kick-start our paid marketing efforts, it is proposed that we promote our efforts through one of two DeFi media outlets, DeFi Pulse or The Defiant.

Details	4x sponsored Pickle content on their newsletter, 2x promotional messages across their telegram and discords, 1x tweet by the DeFi Pulse twitter account
Messaging	<b>Primary:</b> Pickle Finance is one of the first yield aggregators to launch on on Arbitrum! <b>Secondary:</b> The only Defi protocol thinking long term (referencing Dill lock, SCCOC, contribution model)
Timings	Mid October – Mid November
Cost	\$18,000



DeFi Pulse is a site where you can find the latest analytics and rankings of DeFi protocols. Our rankings track the total value locked into the smart contracts of popular DeFi applications and protocols. Additionally, we curate [The DeFi List](#), a collection of the best resources in DeFi, [DeFi Pulse Farmer](#), a newsletter covering the latest news and opportunities in DeFi.

Expected Results for Pickle (guesstimates)

- ~3,800 clicks through to Pickle site (newsletter calculations only)
- ~180,000 impressions (across newsletter, twitter and discord)

# Pickle Finance Marketing Proposal

Total Funding Request

\$21,500

To capitalize on our recent Arbitrum release and kick-start our paid marketing efforts, it is proposed that we promote our efforts through one of two DeFi media outlets, DeFi Pulse or The Defiant.

Details	4x Podcast Shoutouts, 2x Sponsored Tweets, 3x video shoutouts
Messaging	<b>Primary:</b> Pickle Finance is one of the first yield aggregators to launch on on Arbitrum! <b>Secondary:</b> The only Defi protocol thinking long term (referencing Dill lock, SCCOC, contribution model)
Timings	Mid October – Mid November
Cost	\$21,500



The Defiant curates, digests, and analyzes all the major developments in decentralized finance, so that you can stay informed and smart about the most cutting-edge and fastest-changing corner of crypto and finance. We’re delivering journalism with authority; objective, data-backed, primary-source, reported pieces, written by insiders who can also provide informed analysis on the latest moves.

- Expected Results for Pickle (guesstimates)
- 70,000 Impressions (calculated based on average video views and twitter followers)