

CONTENT

SMM

PROJECT SPOTLIGHT



01

Target audience: Our target audience included crypto-enthusiasts, art collectors, and individuals interested in blockchain technology and digital assets.

02

Create engaging content: We developed visually appealing and informative NFT-related content to captivate our target audience.

03

Run Contests and Giveaways: To incentivize engagement and create a sense of excitement, we organized contests and giveaways.

04

Monitor and Analyze Results: Throughout the campaign, we closely monitored key performance metrics using social media analytics tools.

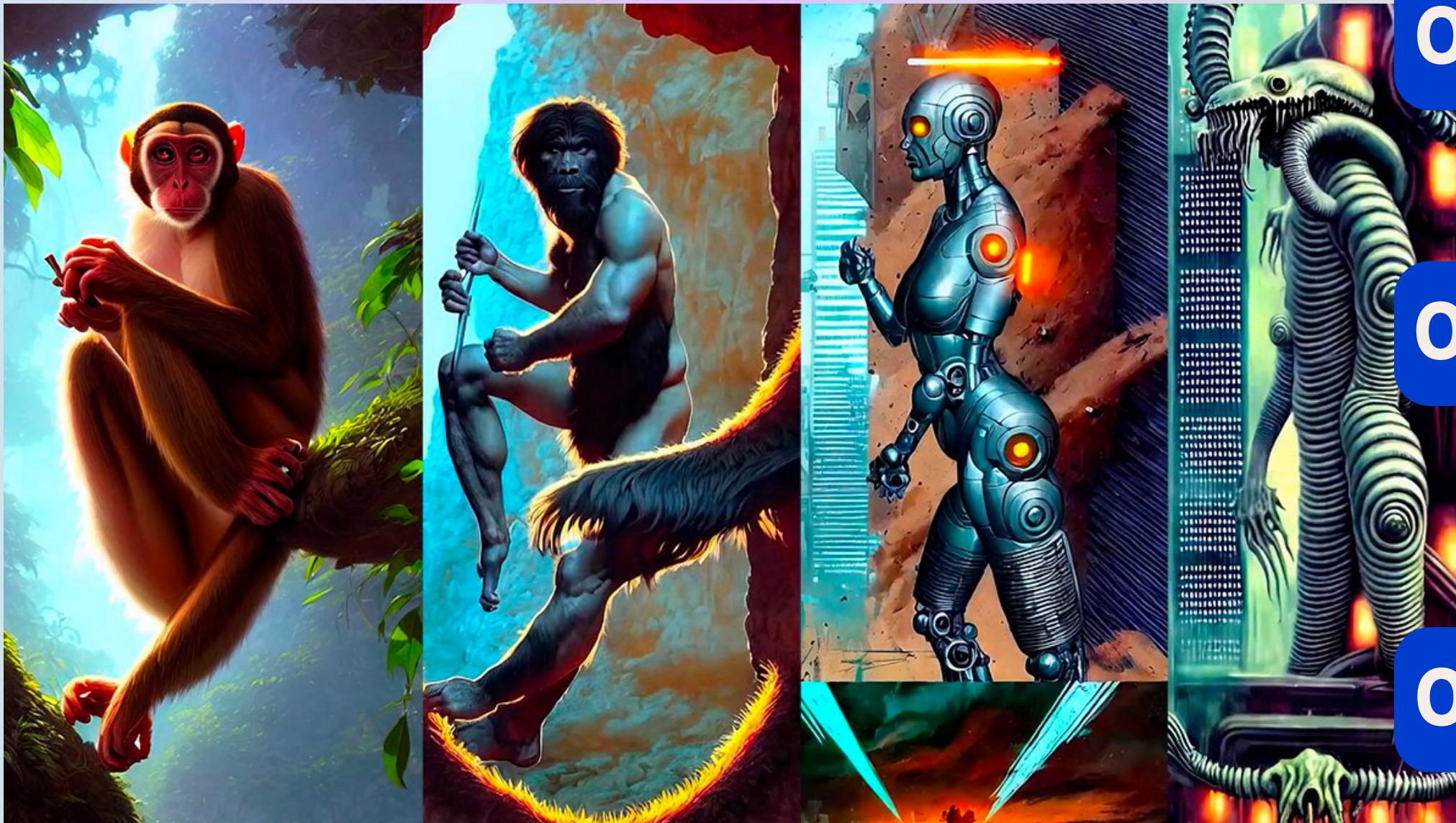
05

Results:

- +10K organic subscribers in social networks
- 1M impressions across all social networks
- 1,1K images, infographics, GIFs, and videos created
- 400 engagements per post
- 23K likes, posts and reposts

MARKETING

STRATEGY



01

Branding: A consistent and recognizable brand identity encapsulating the client's unique blend of technology and creativity has been devised.

02

Content Marketing: The client's creative process was transformed into diverse, engaging content, providing an inside view of AI-based art creation.

03

Social Media Campaigns: Presenting the client's art on multiple social media platforms to maintain engagement and increase reach through collaboration and paid advertising.

04

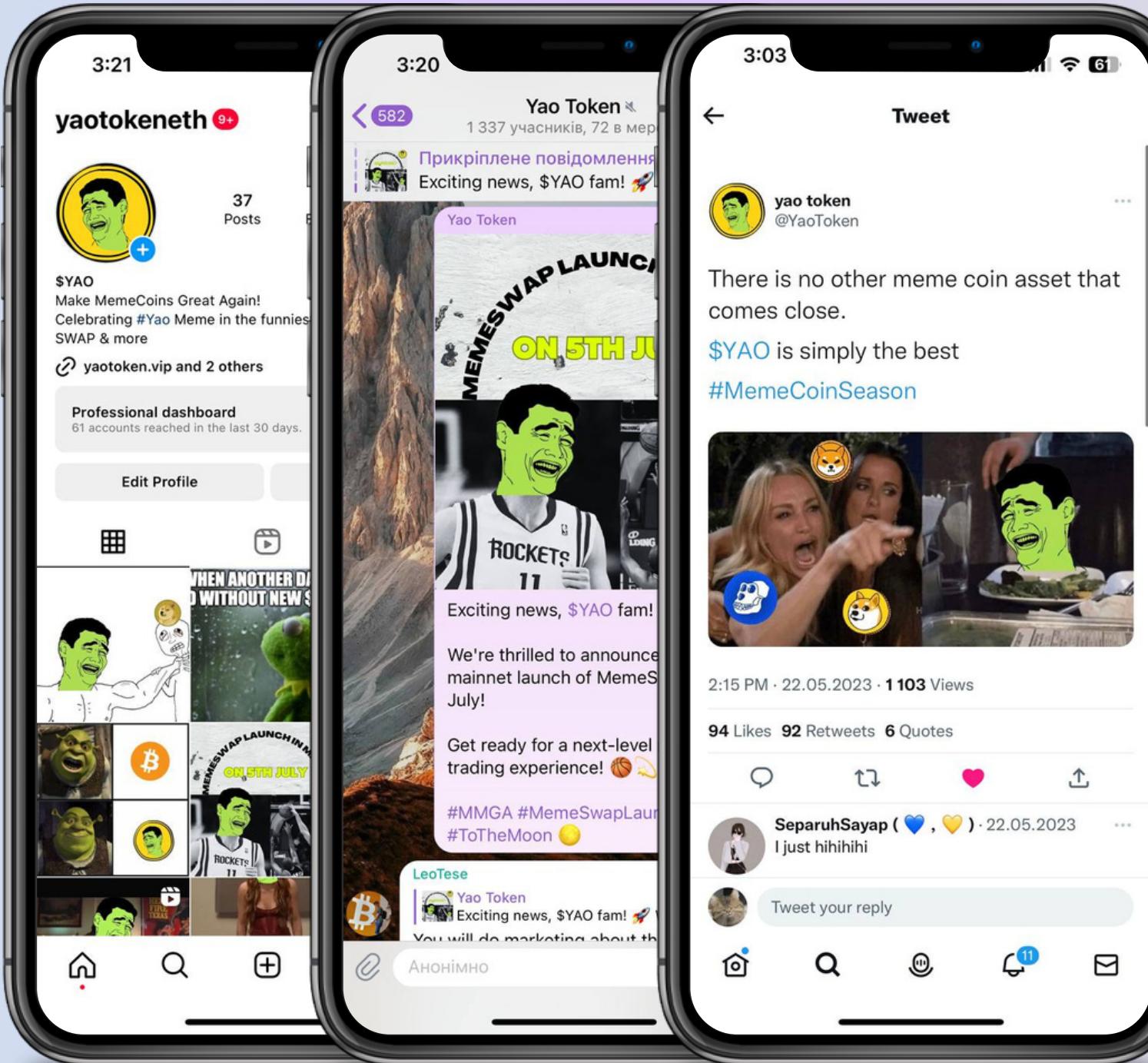
Experimental Marketing: In response to the client's emphasis on emotional resonance, it was proposed to organize virtual and physical exhibitions using VR/AR technology, reaching a worldwide audience through live social media broadcasts.

05

Creating a Community: An active and engaged community is key to success. A proposal was formed around the client's work to promote user-generated content, hold contests, and create excitement and sustained interest in the artist's work.

CONTENT

STRATEGY



01

Branding: A YAO brand persona, aligning with the token's meme theme, was crafted and disseminated across all social platforms, establishing an engaging identity.

02

Website: A comprehensive, one-page website, rich in information and SEO optimized, was developed as the primary hub for all client token related information.

03

Social Content Strategy: We utilized popular crypto community platforms like Twitter, Telegram, and Instagram to maintain the 'meme token' identity through a balance of informative content and humorous memes.

04

Community Engagement: We promoted user-generated content, hosted competitions, and engaged with followers, successfully fostering a vibrant community around the token.

05

Results of 3 weeks of work:

- +3K organic subscribers in social networks
- 400k impressions across all social networks
- 140 images, memes, GIFs, and videos created
- 220 engagements per post
- 12K likes, posts and reposts