



Showcase deck for Crypto/Web3 Marketing

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Web3 Clients



We've worked with several brands in the web3 space. Anonymised summaries of our work with them are on subsequent slides.

The 4 brands in this summary are:

- **Client A:** A Dubai-based crypto trading exchange, top 20 on CoinMarketCap by volume that launched its Indian subsidiary.
- **Client B:** India-based exchange, operated since 2017 and trading in 100+ cryptocurrency pairs
- **Client C:** Popular EVM-based smart contract platform.
- **Client D:** A 100+yr old global business publication

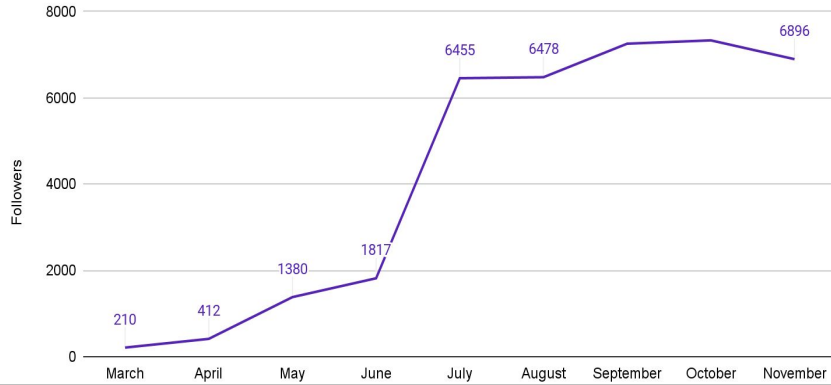
Client A

A Dubai-based crypto trading exchange, top 20 on CoinMarketCap by volume. It launched its Indian subsidiary in March 2022.

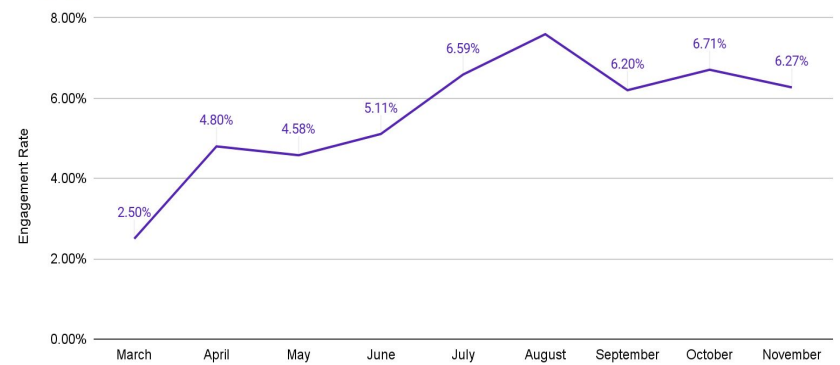
For **Exchange A's Indian subsidiary**, between March to Nov 2022, we delivered:

- **1.1 million impressions** across 7600 followers that we built from scratch.
- 250+ pieces of visual content (static creatives, gifs, reels etc)
- An average monthly engagement rate of **5.6%** (peaking at 7.6%)
- **Integrations with 10+ KOLs/publications.**
- **~150 Quora answers** with a total of **9,000 impressions**
- **480,000+ social media impressions** on the personal profiles of its company leaders via our personal branding service

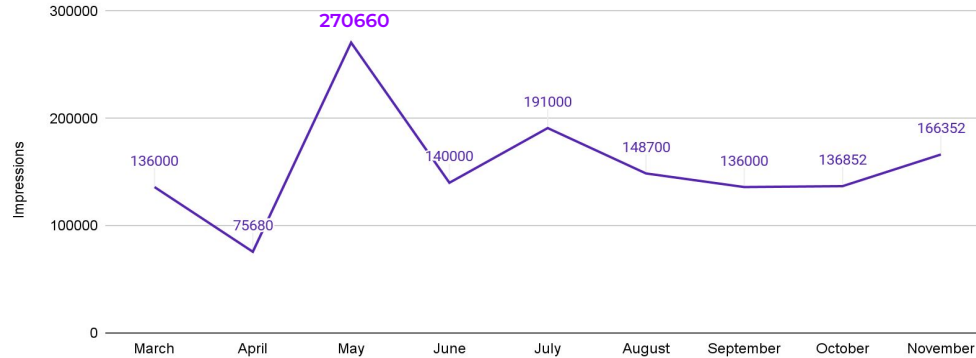
Followers



Engagement Rate



Impressions



“Quality of work! You guys have understood the product really well and you know what works well and what doesn't work well for client on Social and Digital. “

- Client A

For **Client B**, in 2022, we delivered:

- **200+ creatives** across all social media platforms
- **2.4M+** Twitter impressions and 600k+ impressions on Facebook, Instagram and LinkedIn
- **47 blogs** with a total of 97.4k impressions
- **150+ technical analysis blurbs** with 11.1k impressions
- **200+ Quora answers** with a total of 55k impressions

3M+

Social Media
impressions

~600

Pieces of content -
blogs, creatives, etc

“yMedia is working with us like an extended team, it feels natural and convenient to communicate and plan things.”

-Client B

For **Client C** we delivered 134 blogs that generated 136,000 impressions between August to December 2022. **40+ pages ranked** on Google **within 3 months**

For **Client D**, we delivered 666 news pieces containing 266,000+ words in the past year. Combined, they generated **300,000+ impressions in 6 months.**

“yMedia has quality Web3 content, cooperative and collaborative attitude, flexible, consistent and timely delivery.”

- Client C

“Good and timely content. Coordination process has been pretty smooth. We like how organised everything is. It’s been a good experience.”

- Client D

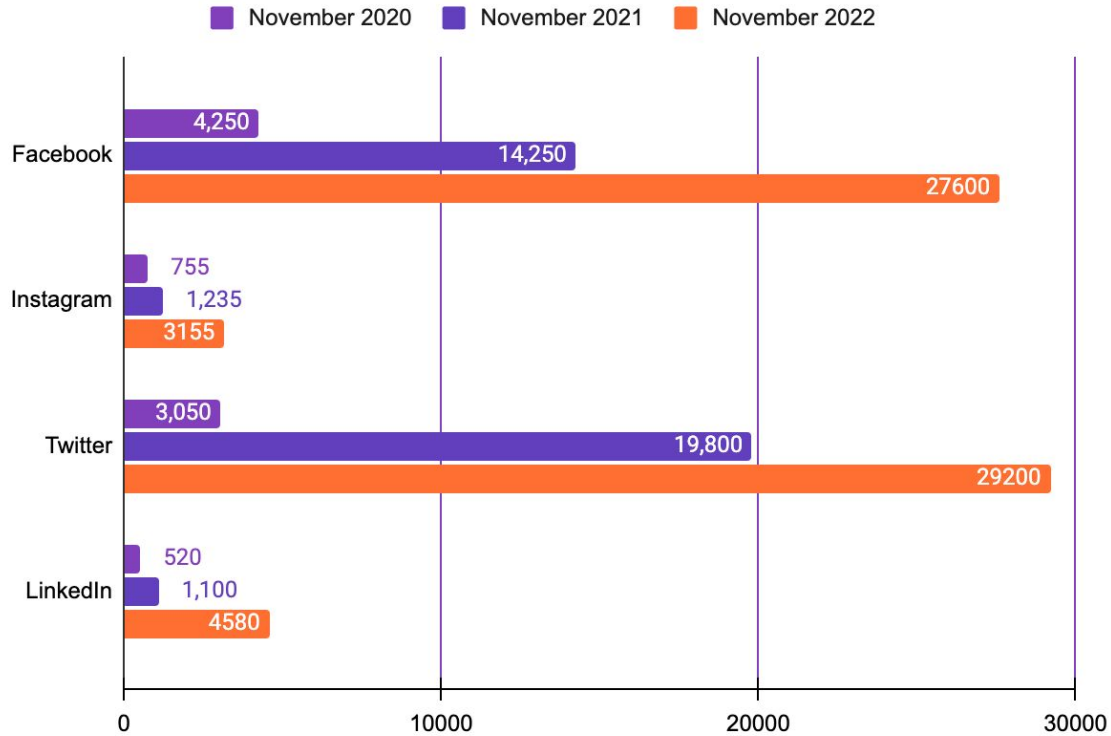


Giottus Cryptocurrency Exchange is one of the top crypto trading platforms in the country, with thousands of users in the country. Giottus offers crypto enthusiasts over 100 cryptocurrencies to choose from, and has a strong digital presence that is consistently growing over all platforms.

At yMedia, we have partnered with Giottus to:

- **Deliver high-quality content marketing solutions**
- **Increase overall searchability through blogs, PR pieces, and blurbs published regularly**
- **Improve brand awareness through social media**
- **Increase brand recall with catchy, quirky, and dynamic content**

Followers Increase



Gathered Impressions in the 2022

2.4M+

Twitter

306K+

Facebook

128K+

Instagram

200K+

Linkedin

Gathered Impressions in the Oct 2022 - Dec 2022

239.5K+

Twitter

105K+

Facebook

34K+

Instagram

24K+

Linkedin

Sample Posts - Twitter

 **Giottus Crypto Platform**  @giottus

Even Google knows.

#Crypto #CryptoExchange #Cryptocurrency #Giottus



4:50 PM · May 16, 2021


21 13 83

 **Giottus Crypto Platform**  @giottus · Dec 20, 2022

@elonmusk would do great with a crypto project.

Disclaimer: Crypto products and NFTs are unregulated and can be highly risky.

#crypto #twitter #elonmusk



Twitter before Elon Musk | **Twitter after Elon Musk**

 **giottus** Disclaimer: Crypto products and NFTs are unregulated and can be highly risky. There may be no regulatory recourse for any loss from such transactions. 

Sample Posts - Instagram



giottus x The NEWS Minute
presents
Cryptogram
A FREE WEEKLY NEWSLETTER

in This Week's Edition

- FTX: 5 Trends Admit the Contagion the Big Story
- Weekly Price Tracker
- How to Save Crypto from Crypto Bros Top Story
- New Kids on the Block

EVERY FRIDAY.

[SUBSCRIBE](#)
to our newsletter

Disclaimer: Crypto products and NFTs are unregulated and can be highly risky. There may be no regulatory recourse for any loss from such transactions.



Bitcoin Hash Rate at ALL TIME HIGH

Disclaimer: Crypto products and NFTs are unregulated and can be highly risky. There may be no regulatory recourse for any loss from such transactions.



How to stay safe in the
CRYPTO MARKET

giottus

Disclaimer: Crypto products and NFTs are unregulated and can be highly risky. There may be no regulatory recourse for any loss from such transactions.



Our CEO, Mr. Vikram Subbaraj is joining other leading voices in the crypto space to talk about the FTX fiasco.

Tune it today on Twitter Spaces.

8 PM

Disclaimer: Crypto products and NFTs are unregulated and can be highly risky. There may be no regulatory recourse for any loss from such transactions.

VIKRAM SUBBARAJ
CEO & Co-Founder, Giottus

giottus x moneycontrol



ALGO Trading Extravaganza

Contest date: 12-15 November

7:00 7 hrs left!

Trade ALGO for at least INR 500 on Giottus & win Decipher event ticket (worth INR 20,000) to Dubai + ALGO tokens worth up to INR 2500

*Tix and accommodation not included

All Giottus customers are eligible for this offer

Disclaimer: Crypto products and NFTs are unregulated and can be highly risky. There may be no regulatory recourse for any loss from such transactions.



giottus x Algorand

AMA

7:30pm IST, Nov 17
Twitter handle: @giottus



Nikhil Verma
Head, Investor Relations, Algorand



Pranjal Bhandwal
Senior Business Development, Algorand

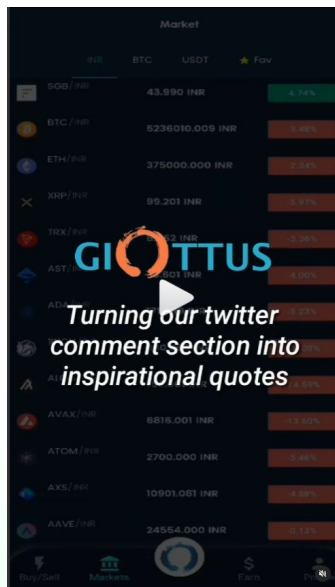
ARJUN VIJAY G
COO, Giottus

Disclaimer: Crypto products and NFTs are unregulated and can be highly risky. There may be no regulatory recourse for any loss from such transactions.

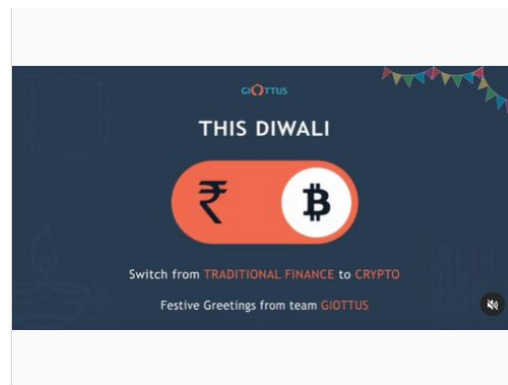
Video Content Formats



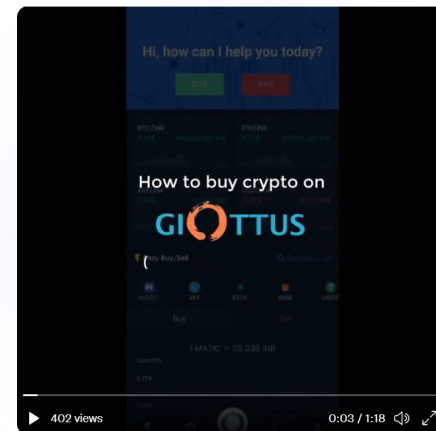
[IGTV Videos/Long Videos for Social Media](#)



[Instagram Reels \(15s, 30s, 45s, 60s\)](#)



[GIFs/Short Animated Videos](#)



[Explainer Videos/ Tutorials](#)



Millionero is a crypto trading platform which makes it possible for anyone to become a Cryptocurrency Trading expert by providing a RELIABLE & TRUSTWORTHY platform that is easy to use and also adheres to the highest compliance and cyber-security standards to protect customers and their Crypto-assets.

At yMedia, we have partnered with Millionero to:

- **Deliver high-quality content marketing solutions**
- **Increase overall searchability through blogs, PR pieces, and blurbs published regularly**
- **Improve brand awareness through social media**
- **Increase brand recall with catchy, quirky, and dynamic content**

Gathered Impressions in 2022

18K+

Twitter

40K+

Facebook

27K+

Instagram

3.5K+

Linkedin

Gathered Impressions in Oct - Dec 2022

9.5K+

Twitter

4.3K+

Facebook



7.4K+

Instagram

2.7K+

Linkedin

Sample Posts - Twitter


 Millionero  @MillioneroEx · 2h ...

DeFi is revolutionizing the way we think about value and ownership, empowering individuals to take control of their finances and reshape the financial landscape. Are you ready to join the movement?


#DeFi #Blockchain #Ownership #Value



“

DeFi is not just a new way of doing finance, it's a new way of thinking about **value and ownership**




Vitalik Buterin
(co-founder of Ethereum)



 Millionero  @MillioneroEx · Dec 27, 2023 ...

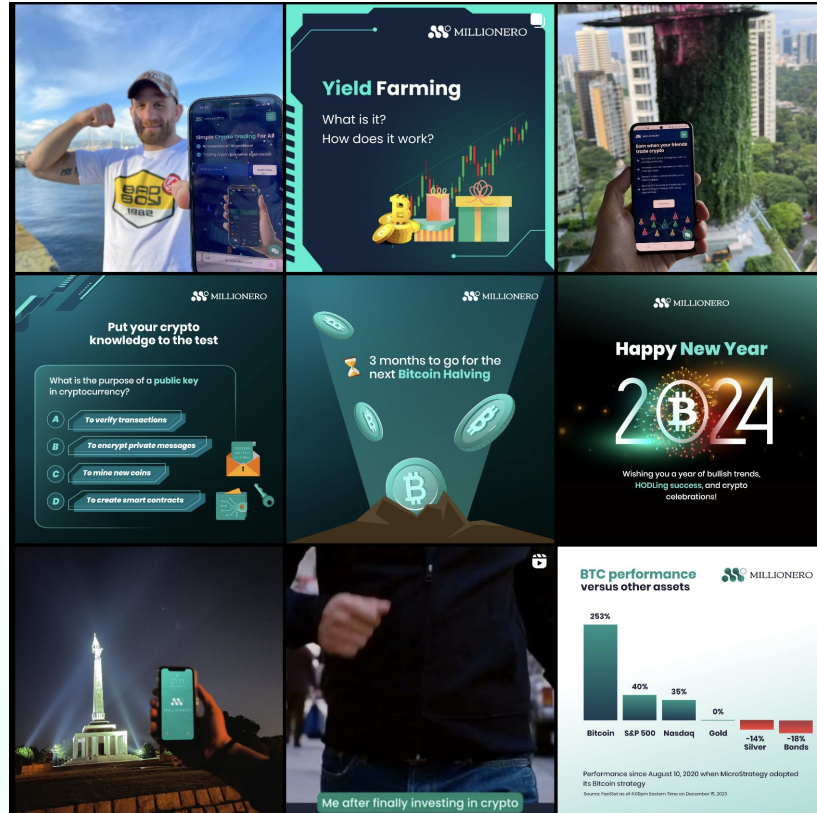
Market trends come and go, but a real HODLer's commitment to buying Bitcoin remains a constant. 100 HODLing through it all! 🚀

#HODL #bitcoin 🪙 #holdonforearlife #btc 🪙 #cryptomarket



What a HODLer's Bitcoin Strategy Looks Like

Sample Posts - Instagram



yMedia



Fusible is an NFT Trading platform that officially launched in July 2021. NFTs have taken the world by a storm, and we partnered with Fusible to provide them with specialized content for the NFT Community. Fusible enables NFT artists to liquefy their NFTs and create pools on Fusible using their exclusive Price Discovery Protocol.

At yMedia, we have partnered with Fusible to:

- **Launch the Fusible Mainnet**
- **Spread awareness about the use of \$FUSII, the native token for Fusible**
- **Improve brand awareness through Twitter**
- **Increase brand recall with catchy, quirky, and dynamic content**



35,000+

Social Media followers
in 1 month, from
scratch

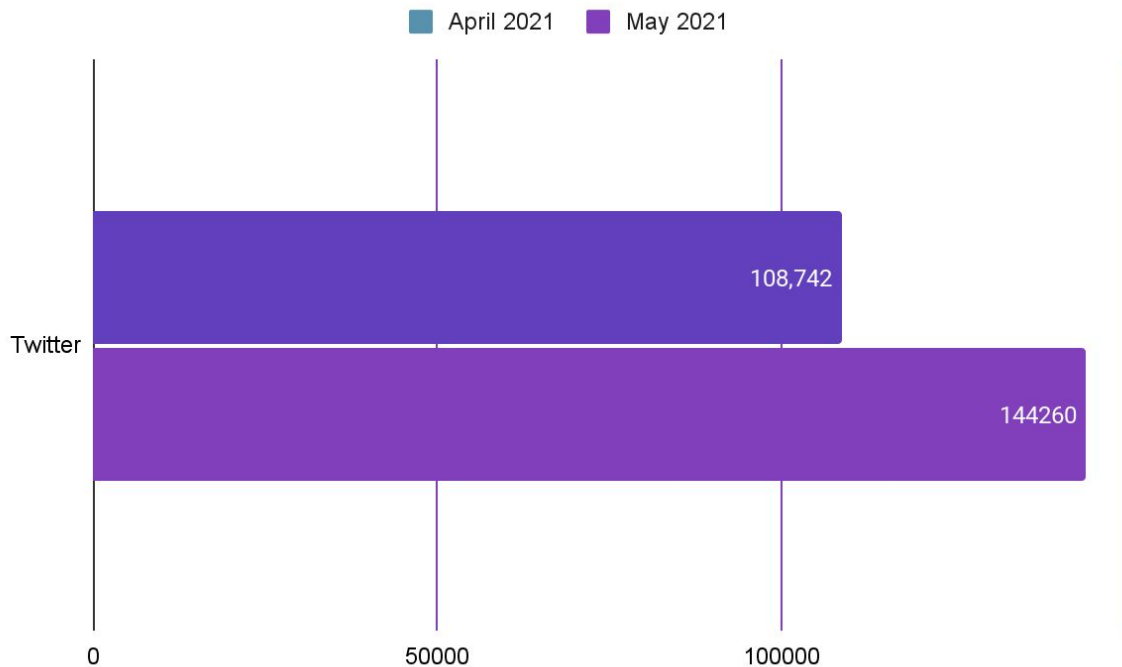


4+

Content formats

Impressions

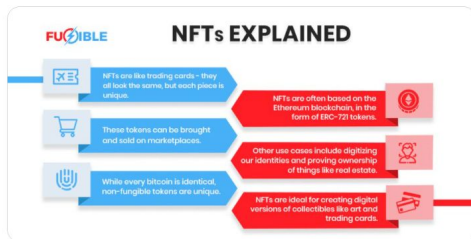
(Page launched in April 2021)





Fusible
@fusibleio

Some #NFT basics for you, as we work on revolutionizing the space with \$FUSII



9:14 PM · May 1, 2021 · Twitter Web App

View Tweet activity

9 Retweets 2 Quote Tweets 20 Likes

...



Fusible @fusibleio · May 20

Invest in #NFTs and celebrate be a Millionaire Day with Fusible!

#Fusible \$FUSII #BeAMillionaireDay #BeAMillionaire #NFTcommunity #NonFungibleTokens #ThursdayMotivation



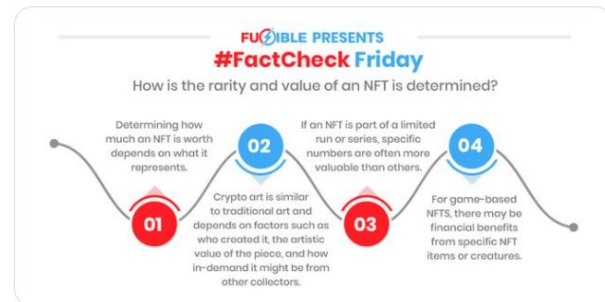
8

22



Fusible @fusibleio · May 14

Happy #FactCheck Friday! Congratulations to the users who answered correctly! Here's how the rarity and value of an #NFT are determined!
#NonFungibleTokens #BustingMyths #MythBusters #Fusible \$FUSII #TGIF



2

7

16



...



Shield

ShieldDAO is an open, global, decentralized governance organization behind the world's first decentralized derivatives trading platform. We started with a fresh account with 0 followers on Twitter to build a loyal community and eventually launch the Shield Mainnet Beta. Shield had several USPs such as being the first long-term on-chain options provider, without the effort, risk, or expense of rolling positions.

At yMedia, we partnered with Shield to:

- **Launching Shieldex, for the Mainnet Beta Launch**
- **Running contests and giveaways to grow the Shield Community**
- **Improving brand awareness through different content formats on Twitter**
- **Increasing brand recall with catchy, quirky, and dynamic content**



41,840+

Organic followers added for new Twitter account in 2 months



4+

Content formats for dynamic content



Shield Official @shield_dao · May 26



Hello Shielders! ❤️

Beat the #MidWeekBlues with some refreshing #DeFi 101 about #DEXES

#Shield #DecentralizedFinance #RiskFreePerpetual #themoreyouknow \$ETH #decentralizedexchanges #decentralizedexchange #P2P

Shield

DEFI 101 WITH SHIELD: DEXES

A decentralized exchange (DEX) is a peer-to-peer (P2P) marketplace that connects cryptocurrency buyers and sellers.

- Key:** In contrast to centralized exchanges (CEXs), decentralized platforms are non-custodial, meaning a user remains in control of their private keys when transacting on a DEX platform.
- Smart Contracts:** In the absence of a central authority, DEXs employ smart contracts that self-execute under set conditions and record each transaction to the blockchain.
- Trustless:** These trustless, secure transactions represent an accelerating segment of the digital asset market, and are pioneering new financial products.

3

16

22



Shield Official @shield_dao · May 27



Just stating facts! 🤖

#Titanic #LeonardoDicaprio #KateWinslet #Ethereum @LeoDiCaprio @ethereum @VitalikButerin #cryptomeme #ETH \$ETH



4

14

25



Let's Talk

We look forward to working with you and making your content work for you.

If you have questions on this proposal, feel free to contact us at your convenience by email at hello@ymedia.io.