



Showcase deck for Crypto/Web3 Marketing

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PR Activities – Guest Posts, Tiered Media Coverage & Outreach

Web3 Clients



Sample Posts - Twitter



Shield Official @shield_dao · May 27

Just stating facts! 🗣️

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

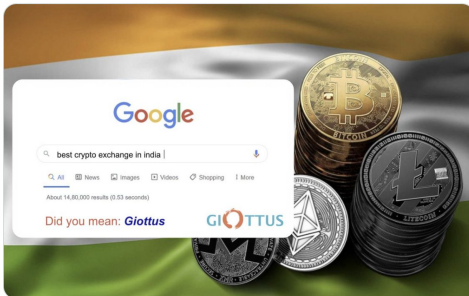


Giottus Crypto Platform

@giottus

Even Google knows.

#Crypto #CryptoExchange #Cryptocurrency #Giottus



4:50 PM · May 16, 2021

21

13

83



Millionero @MillioneroEx · Dec 27, 2023

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

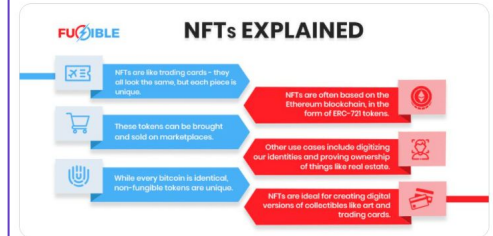
#HODL #bitcoin 📈 #holdonfordearlife #btc 📈 #cryptomarket



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

Sample Posts - Instagram



Video Content Formats



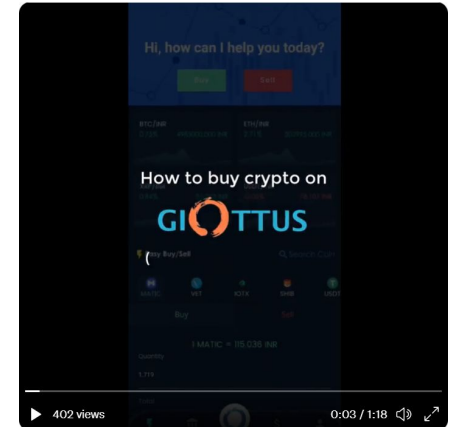
IGTV Videos/Long Videos for Social Media



Instagram Reels (15s, 30s, 45s, 60s)



GIFs/Short Animated Videos



Explainer Videos/ Tutorials



"It's been a great experience working with yMedia. They deliver super timely stories and have a very efficient team."

- Forbes India

yMedia has operated as Forbes India's exclusive web3 content suppliers - submitting over 2500+ articles on their crypto section over 2 years.

Together, we crafted blogs and news pieces that informed, educated, and positioned the brand as a thought leader.

**1800+
News pieces
delivered**

**200+
Articles**

**1.5M+
Impressions
in 2 years**

**25M
Impressions
on articles
over 18
months**

**Google
Snippet
feature**



poverty rate in india



हिन्दी में

In English

Current Poverty Rate in India

According to this SBI report, the poverty rate in India fell below 5 percent, nearly eradicating extreme poverty. It estimates that the current poverty rate is **between 4 and 4.5 percent**.

5 Mar 2025



Forbes India

<https://www.forbesindia.com> > Explainers

Poverty Rate In India [2024]: Trend Over The Years And Causes

MOZ DA: 82/100 (+1%) Ref Dom: 36.08K Ref Links: 4.38M Spam Score: 1% [Show backlinks](#)

Search traffic (us): 250/mo (website: 451.90K/mo) - Keywords (us): 54 (website: 31.91K)

Our articles ranked #1 on Google and were included in Google's *Featured Snippets*



About featured snippets



Feedback



X



"Great work ethic."

- NodeOps

A pioneering Web3 infrastructure marketplace enabling seamless blockchain node deployment through its innovative one-click solution.

As NodeOps' fractional CMO, we scaled their numbers by delivering:

- Blogs to showcase technical expertise and platform value
- Social Media Marketing
- Website SEO & Content Revamp to boost discoverability and on-site experience

9.6x
Follower
growth

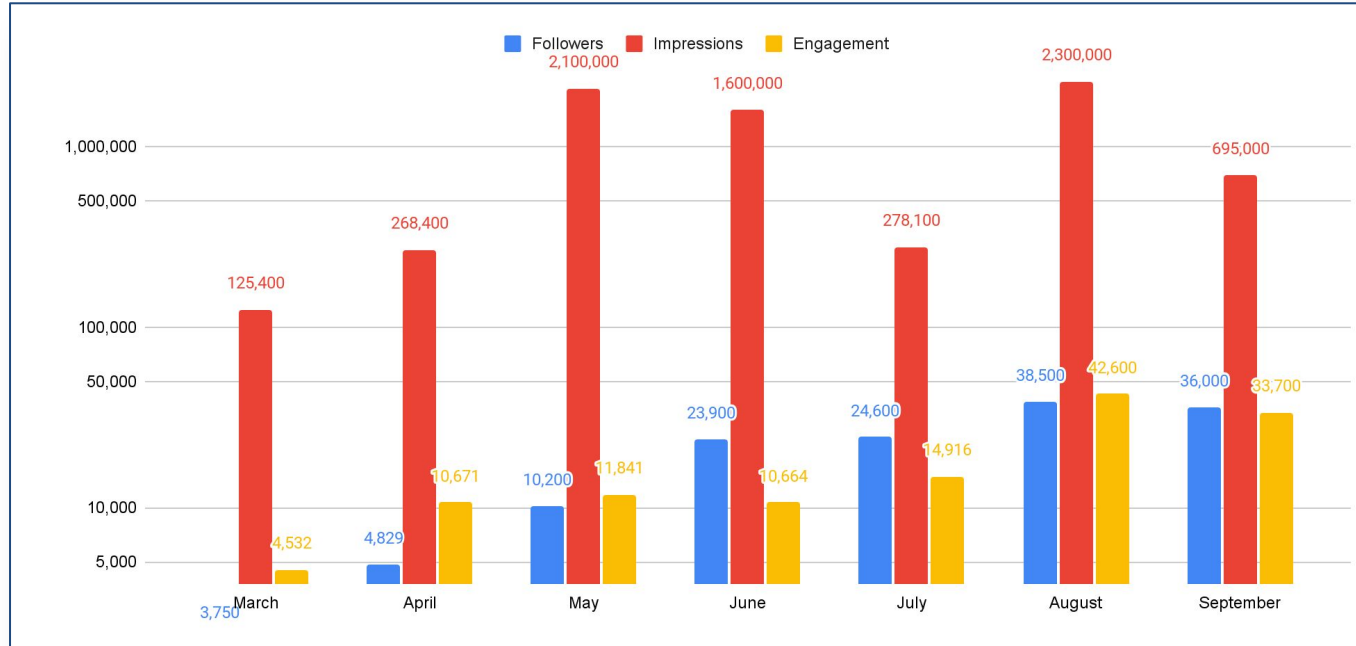
744%
Increase in
engagement

44%
Open rates
on articles

4+
Content
formats

4x
Boost in
community
Interaction

70,000
Impressions
on blogs
from 0



yMedia began operating the page in April 2024



"Big boost in our DA, backlinks and and organic traffic thanks to yMedia. Appreciate the hours put in for this."

- Ozak

Ozak isn't just another analytics tool — it's a next-gen powerhouse combining predictive AI, blockchain, and a native crypto to revolutionize how data is interpreted and monetized.

As Ozak's **fractional CMO**, we accelerated their organic visibility and authority through:

- Insightful Blogs
- High-impact Guest Posts & PR
- Strategic Social Media Marketing
- Robust Site SEO

Organic Results

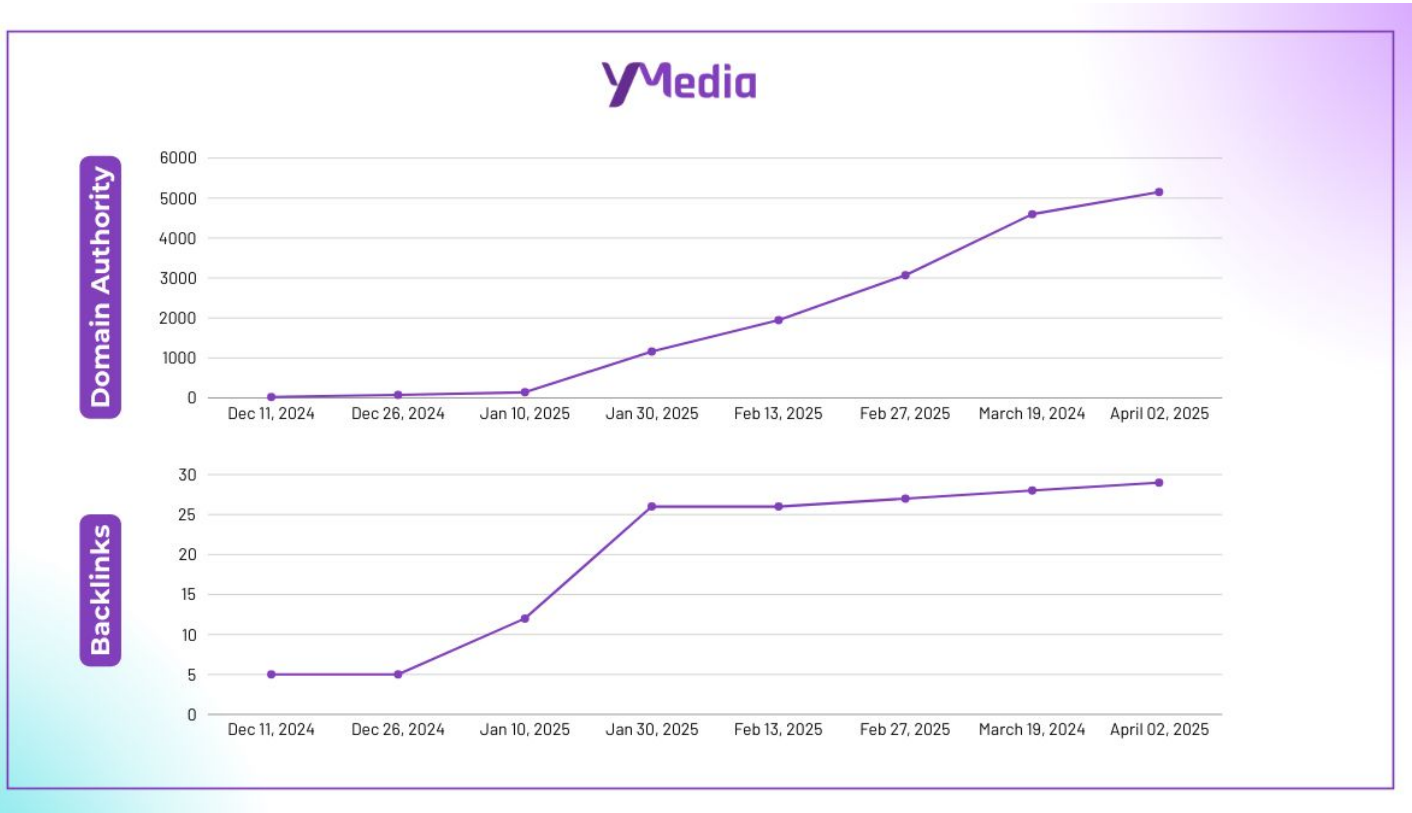
400+
AI assisted
articles

70k+
Impressions

20k+
Clicks

30%
CTR

4
Average
position





"yMedia has been a strong and consistent partner for all our content needs. We respect their ability to iterate on content as per our needs."

- Delta Exchange

Delta Exchange is a pioneering Crypto Options Platform with INR Settlements.

We powered Delta's rise with an integrated strategy that delivered visibility, credibility, and reach:

- SEO Blogs
- Guest Posts & PR on Tier 1-3 crypto sites
- LinkedIn Ads
- Influencer Collaborations
- PBN (Private Blog Network) strategy to boost domain authority and discoverability

**180+
Articles**

**960k+
monthly
organic
traffic**

**2M+
LinkedIn ad
impressions**

**36k+
Backlinks**

**₹3.5 CPV
(Cost per view)
for insta
influencer
collaborations**



	Campaign Group Name	Average CPM	Average CPC	Average CTR
<input type="checkbox"/>	2 selected campaign groups	₹102.82	₹16.85	0.61%
<input checked="" type="checkbox"/>	Boost_Post_Website Visits_Nov 13, 2024_LOT_Blog_post ID: 716738336	₹94.68	₹15.84	0.6%
<input checked="" type="checkbox"/>	Boost_Post_Website Visits_Nov 13, 2024_daily_volume_post ID: 716765926	₹111.56	₹17.89	0.62%

Linkedin Ads - Results of select campaigns:

- **CTR:** 6.56% above than global benchmark
- **Avg CPM and CPC:** 44.53% & 75.1% cheaper than Indian benchmark respectively



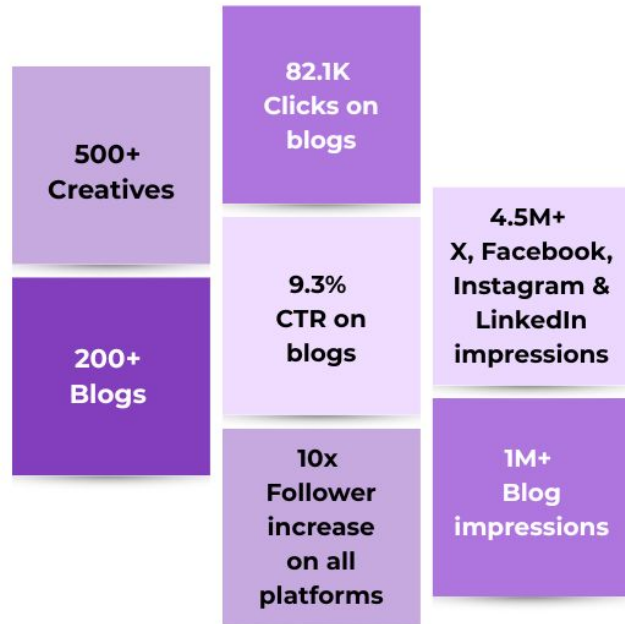
"yMedia's work over 2 years has helped us grow, from generating content to boosting our online presence."

- Millionero

Millionero is a crypto trading platform that is highly Secure, Compliant & User-Friendly Crypto Trading.

We amplified Millionero's presence across Facebook, Instagram, Twitter, and LinkedIn **with a 10x growth in followers**, driven by:

- Social Media Marketing
- High-quality Blogs
- Timely Crypto News Updates
- PR & Guest Post Placements





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

- LBank

LBANK leading global crypto exchange with 9M+ users, 800+ cryptocurrencies, and 1,000+ trading pairs across 200 regions.

For the launch of their Indian subsidiary, we built a strong digital presence with high engagement & strategic collaborations.

**7600+
Followers**

**5.6 Avg.
Engagement
(Peak 7.6%)**

**1.1+ M
Impressions**

**150+
Quora
Answers**

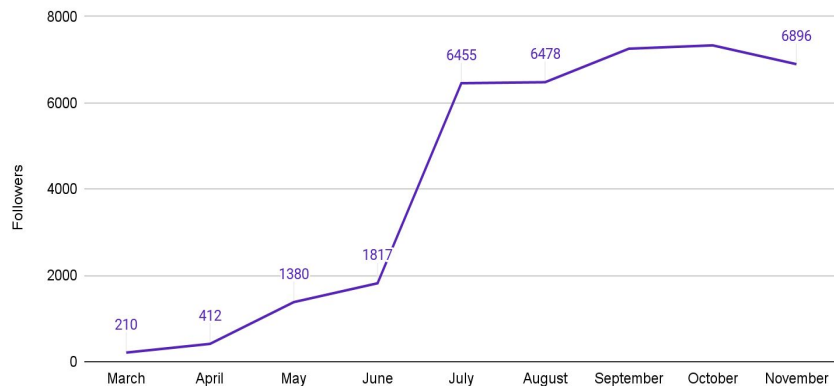
**480k+
Impressions
on leadership
profiles**

**10+ KOL/
Publication
Partnerships**

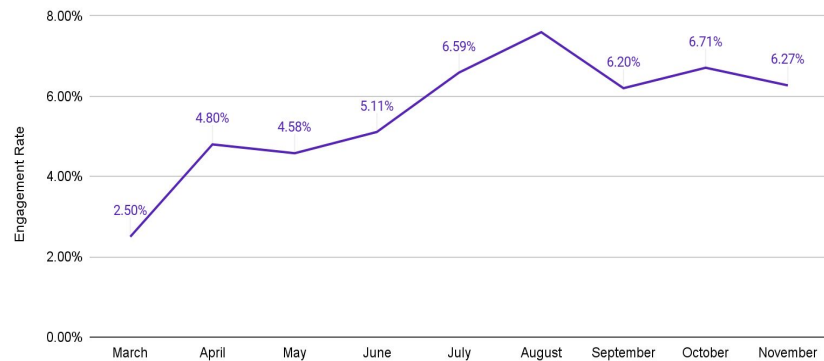
**250+
Visual
Content
Pieces**



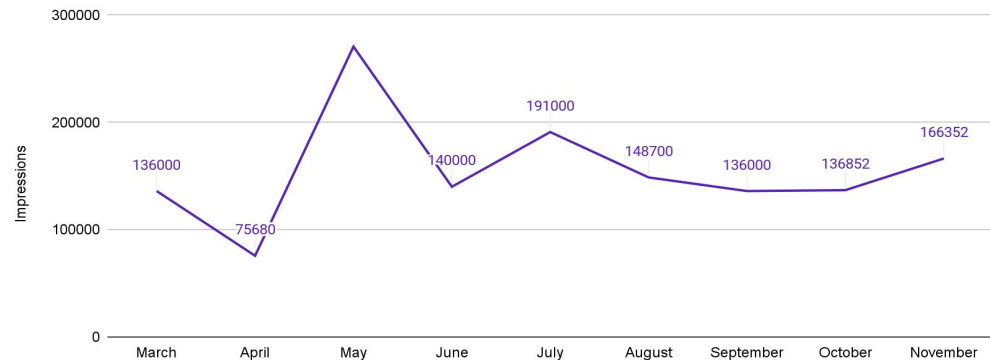
Followers



Engagement Rate



Impressions





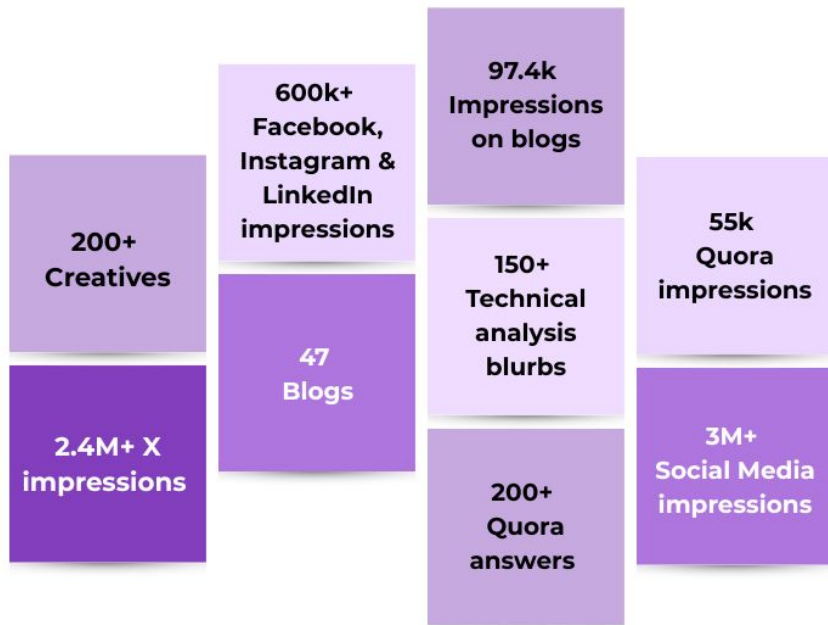
"yMedia is working with us like an extended team. It feels natural and convenient to communicate and plan things with them."

- Giottus

A Top-Tier Crypto Trading Platform Trusted Nationwide.

We scaled their **social presence from ~8K to 60K+** followers across Facebook, Instagram, Twitter, and LinkedIn — powered by a well-rounded content strategy including:

- Social Media Marketing
- SEO Blogs
- Quora Marketing
- Newsletters & Blurbs





"With yMedia, we've been quickly able to scale our content needs with quality content"

- CoinSwitch

CoinSwitch is the Sequoia Capital-backed, largest cryptocurrency exchange aggregator in the world, processing over \$1 million in transactions daily. The following efforts were executed from July 2018.

**330 Articles
delivered**

**44%
increase in
search traffic**

**Wikipedia-
style content**

**Higher rank
on keywords**



"We feel yMedia has the right bunch of talent who are enthusiastic about producing meaningful content...and have been a major factor in our digital growth curve."

- Unocoin

Unocoin is India's First Cryptocurrency Exchange. With 2M+ users and ₹3,000+ Cr in transactions, Unocoin is a pioneer in India's crypto space. Managing the Unocoin blog since Aug 2017, we helped build a trusted industry presence.

**Top Writer
on Medium
in 4 months**

**Increased
engagement**

**900%
increase in
follower base**

**100+
submissions**



"yMedia made our blog writing process easy. You just give them the idea, and they will bring it to reality. We at Material Bitcoin recommend yMedia."

- Material Bitcoin



"Great crypto content."

- WazirX



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

- Shardeum





"Ongoing SM for brand enhancement is progressing well. Quality and depth is being seen now."

- Foundership

A global accelerator VC specializing in Web3, AI, and emerging tech, driving growth for early-stage startups.

We supported Foundership with:

- Social Media Marketing
- Cohort Marketing to amplify internal initiatives

10x
X impressions
in 3 months

8x
Engagement
in 3 months



"Their ability to deliver quality content consistently was truly impressive. I'd highly recommend yMedia for anyone looking for a reliable and professional content partner."

- Estate Protocol

Tokenizing real estate to enable global, blockchain-based fractional ownership, making property investment more accessible than ever.

We supported them through:

- Blogs
- Social Media Marketing

258.1%
Increase in
impressions

366.7%
Increase in
engagement



Fusible is a next-gen platform enabling NFT artists to liquefy assets & create pools via its Price Discovery Protocol. Our Impact:

**Launched
Fusible
Mainnet**

**Awareness
Campaign
For \$FUSII**

**35000+
Social media
followers in
1 month**

**4+
Content
formats**



The world's first decentralized derivatives trading platform, governed by a global, open, and decentralized organization. Our Impact:

**Launched
ShieldEx for
Mainnet Beta**

**Web3
Community
building**

**41,840+
Organic X
followers in 2
months**

**4+
Content
formats**



"The yMedia team understood our brand really well and were able to execute our brand strategy. It's been a pleasure working with the team."

- Encryptus

A secure OTC trading platform offering seamless crypto on-ramp & off-ramp services since 2020. We built a Strong Digital Presence for them. Our Impact:

**0 to 6000+
Organic
followers on X**

**250k+
Monthly
Impressions**

YMedia PR Activities

List of Clients

We've executed PR campaigns for over **15 clients** across **100+ partners**.
Generating a cumulative **20m+ impressions**.

[Full Case Study here](#)



KOMET

LBANK



YMedia PR Activities

Over 200+ Partners



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.