MARILYN PR PROPOSAL 2024

MARILYN PR IS A COMPREHENSIVE BLOCKCHAIN INCUBATOR THAT FOCUSES ON MARKETING, ADVISORY SUPPORT, & BRAND BUILDING

FOR EARLY-STAGE BLOCKCHAIN PROJECTS

The company was founded in 2021 in Dubai, and since then we have assisted over 25 clients early on ensuring their success.

Marilyn PR has a core team of 40 people spread worldwide, each handpicked to deliver the best results within their expertise. As we operate within 16 different regions, we are able to integrate into anywhere within the globe locally. We manage early-stage brands and provide them with the necessary marketing strategies and connections to thrive.

OUR VISION
WE BELIEVE IN WEB3 FOUNDERS AND SHARE THEIR MOTIVES TO TAKE BLOCKCHAIN TO THE NEXT LEVEL

Thus, every area of support that Marilyn PR provides aims to accelerate the adoption of Web3 by businesses, institutions, or government. With a versatile team and comprehensive skills, our goal is to kickstart your team's ability to enter the market with their products.

Our team of experts will work with you to develop a comprehensive blockchain marketing strategy tailored to your specific needs. We will analyze your target audience, competitors, and industry trends to create a plan that will maximize your ROI.

WE ASPIRE TO PROVIDE
THE NECESSARY TOOLS
FOR BLOCKCHAIN TO REACH

1B
USERS

ROUTE TO SUCCESS

Marilyn PR's team offers comprehensive blockchain marketing solutions so you can focus on your core business activities while we manage your marketing in its entirety. Building your narrative, strategizing your marketing plan, and executing are our three pillars to success.

Crypto marketing has been rapidly changing over the years, with the crypto community becoming more educated, and as Marilyn PR, we were the pioneers of interacting with the community through genuine messaging and launching unique awareness campaigns. We have built three main pillars to our service structure, ensuring that our campaign has every needed aspect covered.

01   **BUILDING THE NARRATIVE**

02   **ANALYZING THE AUDIENCE & PLANNING THE CAMPAIGN**

03   **EXECUTION**

ROUTE TO SUCCESS

1ST PILLAR:
BUILDING
THE NARRATIVE

We aim to equip blockchain for 1 billion users and support Web3 founders in advancing technology. Marilyn PR accelerates Web3 adoption across businesses, institutions, and governments. Our team specializes in launching products with tailored blockchain marketing strategies that analyze your audience, competitors, and trends to maximize ROI.

2ND PILLAR:
AUDIENCE ANALYSIS &
CAMPAIGN PLANNING

Blockchain marketing is often pricier than traditional digital marketing, yet many companies skip audience analysis, leading to overspending. After crafting your narrative, we'll identify your target audience and the best platforms to reach them. We'll then create a detailed plan with deadlines and key performance indicators to ensure steady growth and focus on the most effective strategies over time.

3RD PILLAR:
EXECUTION

At this stage, we need your active involvement to outline effective weekly strategies through calls and trackable sheets. Our team will share community feedback to help shape the narrative, while a dedicated representative for each service will assist with any questions you have.

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SOCIAL MEDIA MANAGEMENT

COMMUNITY BUILDING.
ENGLISH AND LOCAL LANGUAGES COMMUNITY MANAGEMENT

01 Moderating the group 24/7. There will be a backup moderator for the main managers' off days

02 Specialized bots not only prevent spam and scam messages but also collect data to measure marketing effectiveness.

03 Community engagement events such as pop quizzes, polls, and contests to boost activity. Preparing event details, and carrying out monthly events.

04 Updates from your Twitter and Medium posts and news in the group. Keeping pinned posts up-to-date with the most recent releases.

05 A group with our community managers and other team members for direct interaction via Telegram.

06 Our moderators will answer all of the questions to provide guidance and support to the community as well as keep it updated.

07 A community management guideline.

08 Collecting and reporting frequently asked questions.

09 Understanding the narratives and the communication tone of the project's brand. Guerilla marketing campaigns on various popular local communities and forums.

SUPPORTED COMMUNITIES:

SUPPORTED LANGUAGES:

08

COMMUNITY BUILDING.
NIBIRU CHAIN

CASE STUDY

25K+
Non-English community members gained, spread across 9 local groups.

100K+
English Community members gained

10K+
Organic conversations created on Reddit, Telegram, Twitter, Altcointalks and Bitcointalk via guerilla marketing

2K+
Conversations done in each language within local forums via local guerilla marketing

100+
Meme contests, quizzes, and puzzles organized

10K+
Questions and enquiries have been answered

COMMUNITY BUILDING.
WORLD OF MOUTH (GUERILLA) MARKETING

Highly creative word-of-mouth marketing campaigns raise brand awareness among large audiences but rely on personal, unconventional, and especially involuntary, interactions. Often a play on the element of surprise, guerilla marketing efforts catch consumers unexpectedly in the course of their daily routine.

Marilyn PR prepares detailed reports that include the regions and links of the thread/posts, information about which social media platform is used, as well as the count of views for the posts. With this report, you can keep track of every guerilla marketing activity related to your project.

The experienced Marilyn PR guerilla marketing team keeps track of the market and the conversations around the project. Our team joins in the discussions on social media when needed. This way we can create a natural conversation flow about the project and keep the followers informed. Our team identifies and uses any opportunity to increase engagement.

COMMUNITY BUILDING.
WORLD OF MOUTH (GUERILLA) MARKETING

SOCIAL MEDIA HYPERGROWTH

Hypergrowth of social media accounts through guerilla marketing. We will provide engagement on every post on the project's Twitter account: likes, retweets, and comments will come from organic Twitter accounts.

COMMUNITY HYPERGROWTH

Hypergrowth of all communities through guerilla marketing. Word of mouth (Guerilla) posts on Reddit, Telegram communities, and other crypto forums.

FORUM THREADS MANAGEMENT

Systematically establishing and managing dedicated threads on various cryptocurrency forums, aimed at promoting engagement within the community. Includes executing targeted guerilla marketing activities designed to attract new participants to these threads.

GUERILLA MARKETING.
ZOTH.IO

CASE STUDY

80+

Telegram and Twitter Alpha groups, competitor accounts, and industry-related accounts targeted

3K+

Organic conversations created on Reddit, Telegram, Twitter, Altcointalks and Bitcointalk via guerilla marketing

2K+

Conversations done in each language within local forums via local guerilla marketing

COMMUNITY BUILDING.
SERVICE PRICING TABLE

SERVICES	EN/LOCAL COMMUNITY MANAGEMENT LANGUAGE SUPPORT		EN/LOCAL GUERILLA MARKETING POSTS COUNT		MONTHLY PRICES
Single Local Service	✕	1 Language	✕	50	$ 1,000
Single Global Starter Service	✓	✕	400	✕	$ 2,000
Single Global Advanced Service	✓	✕	1000	✕	$ 3,000
Global & Local Starter Package	✓	3 Languages	400	100	$ 5,000
Global & Local Starter Package 2	✓	3 Languages	1000	150	$ 6,000
Global & Local Advanced Package	✓	6 Languages	400	200	$ 7,500
Global & Local Advanced Package 2	✓	6 Languages	1000	250	$ 8,500
Global & Local Ultimate Package	✓	10 Languages	400	300	$ 12,000
Global & Local Ultimate Package 2	✓	10 Languages	1000	350	$ 12,000

Note: Adding 1 more local language to the chosen package costs $1,000 per month.

GROWTH HACKING.
CHALLENGE YOUR COMPETITORS IN ENGAGEMENT

Community is the driving force in Web3. While competitors have large followings, we can leverage tools to compete in size and engagement. A strong community offers recurring revenue and acts as a key supporter.

Engaging this community is vital for the protocol's growth. To connect with the innovative Web3 space, we will use targeted engagement tools for user acquisition.

PACKAGE 1	PACKAGE 2	PACKAGE 3	PACKAGE 4
Growth-hacking to 100K X followers	Growth-hacking to 100K X followers, 20K Telegram, and 20K Discord	X engagement for one month on all posts	Campaign set-up fee (Galxe.com, QuestN.com, taskon.xyz)
$ 4,000	$ 5,000	$ 1,500	$ 2,500

GROWTH-HACKING.
BLACKFORT NETWORK

50K+

Web3 campaign participants achieved on Galxe, QuestN, Zealy.io, and TaskOn

15K

On average on each platform.

100K+

Followers on Twitter

25K+

Telegram community size

30K+

On Discord community

2M+

Impressions on Social Media accounts

INFLUENCER & KOL (KEY OPINION LEADER) MARKETING

KOL marketing campaigns multiply the impact of a community's outreach, credibility, and sales to advocate a project to the crypto community, resulting in increased awareness, improved perception, and immediate activity.

Mowing forward with the influencers that are suitable for your narrative and target audience is extremely important, and we take care of this task for you.

The experienced Marilyn PR marketing team creates a mixed KOL list that will perfectly meet the needs of your project. The members of the list are chosen based on the budget. Timing restrictions and total post numbers are determined by the marketing team. We will provide you with the best KOLs within the budget. We are working with KOLs focused on different sides of crypto.

DEFI   NFT   IDOS & PRESALES   NEWS   TRADING
PRICE ANALYTICS   ALERT   PROJECT HIGHLIGHTS
GENERAL   MEME   NEW PROJECT   GEM DISCOVERY

INFLUENCER & KOL (KEY OPINION LEADER) MARKETING

OUR KOL MARKETING SERVICES INCLUDE:

01   An expanding KOL network consisting of both Top-tierand Low-tier KOLs. This diversity creates an exclusive network that can reach every follower in the market;

02   The demographic analysis of the KOLs' subscribers;

03   Twitter analytics (and other tools), analysis of every KOL;

04   The network consists of both local and global KOLs. (Ex: Turkish, Japanese, Korean, and local KOLs);

05   Management of content that is created by KOLs. Share all content with KOLs in Telegram groups to enable them to create content and retweets;

06   Identify and understand what their community wants to hear about or what they want to post about;

07   Tracking KOLs posting schedules. Onboarding local and global influencers, as well as managing existing KOLs.

INFLUENCER MARKETING.
SUPRAORACLES

100+

Influencers onboarded via allocation

20+

Tier-1 Youtuber KOLs reaching
over 900K crypto followers

80

Micro-influencers and Twitter KOLs
onboarded within English, Turkish,
Spanish, Russian, and Korean regions

CONTENT CREATION & COPYWRITING

Copywriting is an essential part of spreading your project's message and engaging with your community. Constant high-quality updates on your blog build not only trust but an image of transparency too.

We have a team of talented copywriters who specialize in blockchain and crypto content. Each writer is skilled at adapting technical and complicated information to be understood by all audiences.

01   Strategizing, planning, preparing, scheduling, publishing;

02   Weekly Medium content creation (regular updates, primary business announcements, etc.);

03   Creating related images for every Medium article to increase engagement;

04   Creating Twitter posts according to the project roadmap, team/project news, plans, major and minor activities, technical and business updates, platform updates, etc.;

05   Developing and managing the content calendar for laying out weekly narratives. Creating guerilla marketing context;

06   Creating guidelines content for KOLs;

07   Writing PR material for local PRoutlets.

The content creation process also includes making visual images for Mediumand Twitter posts. Creation of channel bannersfor Twitter and Medium can be provided if needed as well.

SOCIAL MEDIA MANAGEMENT

Our team of social media managers will provide the complete social media management support to create, plan, manage, and report.

We will post the most creative Telegram ANN (Telegram announcements channel) and Twitter content for your project with regular updates, primary business announcements, etc.

SUPPORTED SOCIAL MEDIA PLATFROMS:
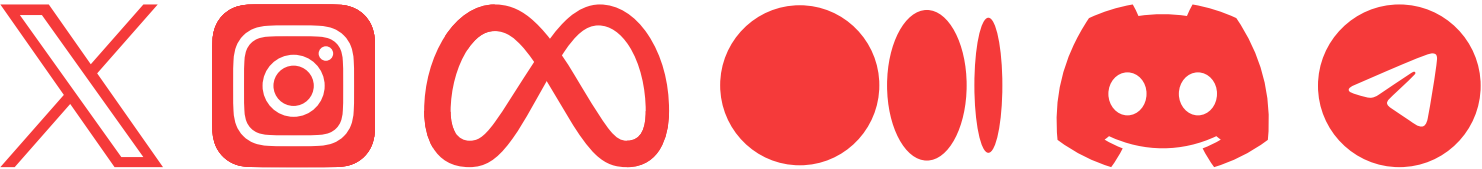
SOCIAL MEDIA MANAGEMENT

01   Setting up social media accounts and designing banners.

02   Strategizing the culture and core values of the project to reach the right approach. Creating related hashtags for the project.

03   Planning the daily, weekly, and monthly activities in collaboration with our entire marketing & community team for special campaigns, product rollouts, and announcements. Developing and managing social media content calendar.

04   Scheduling the posts weekly to reach the target audience at the right time before the event. Automated scheduled posts for social channels.

05   Posting on average 20-25 posts per month (including graphic for each post). We can post more for the important announcements like IDO and TGE.

06   Creating posts with images according to the project roadmap, team/project news, plans, major and minor activities, technical and business updates, platform updates, educational content, etc.

07   Reviewing, analyzing, and reporting the existing posts, analyzing the data (impressions, likes, retweets, etc.), and creating a plan according to the

08   Handling the accounts of Telegram, Twitter, Medium, and Discord as well as replying to the comments and messages from the followers to support the community. Reporting the frequently asked questions of the followers to the team.

SOCIAL MEDIA
MANAGEMENT.
HYBRID

50+

GIFs and videos created ranging
from 10 to 90 second videos

→

Custom mascot for the project

→

Daily social media posts alongside
their graphics

20M+

Impressions achieved

CONTENT CREATION.
MONTHLY PACKAGES

SERVICES	STARTER	ADVANCED	ULTIMATE
Managed Accounts Count	1	3	5
Content Creation	✓	✓	✓
Content Schedule	✓	✓	✓
Posts Count	15	50 - 70	70 - 120
Medium Articles Count	1	4	6
Visual Content Count	5	15	30
Special Events	✕	✓	✓
Creative Video Creation	✕	✕	✓
MONTHLY PRICE	$ 1,000	$ 2,000	$ 3,000

MEDIA OUTREACH
& PUBLICATIONS

MEDIA OUTREACH & PUBLICATIONS

Get featured on the home pages of leading online publications. We can publish your press release on over 85 platforms, including mainstream, crypto, and local sites.

Our team will strategize and publish crypto articles in high-traffic outlets. We'll also support Thought Leadership, Content Distribution, and Messaging Strategy to boost your press presence, promoting your project across valuable publications worldwide.

SUPPORTED MEDIA PLATFORMS:

COINTELEGRAPH The future of money

Investing.com

Forbes

BUSINESS INSIDER

Entrepreneur

Bloomberg

yahoo! finance

CoinDesk

NEWSBTC

BITCOINIST.NET
CRYPTOCURRENCY REVIEWS AND TECHNOLOGY

BITCOIN MAGAZINE

CoinMarketCap

CoinGape

TradingView

INTERNATIONAL BUSINESS TIMES

MarketWatch

THE DAILY HODL
News and Insight for the Digital Economy

TECH TIMES

CryptoDaily®

Coinspeaker

MEDIA OUTREACH STRATEGIC PLAN.
MAINSTREAM PR

PACKAGE 1	PACKAGE 2	PACKAGE 3	PACKAGE 4
Yahoo Finance	Bloomberg	Yahoo Finance	Business Insider
Yahoo Money	Yahoo Finance	Yahoo Money	Bloomberg
Yahoo News	Yahoo Money	Yahoo News	Yahoo Finance
AP News	Yahoo News	AP News	Yahoo Money
Benzinga (450+ publications)	Benzinga	Benzinga	Yahoo News
Street Insider	Street Insider	MarketWatch	Benzinga
Canadian Insider	Canadian Insider	Digital Journal (450+ publications)	Street Insider
MarketWatch	AP News	Street Insider	Canadian Insider
Digital Journal (450+ publications)	MarketWatch	Canadian Insider	AP News
Business Insider	Digital Journal (450+ publications)	Business Insider	MarketWatch
Bloomberg	Business Insider	Bloomberg	Digital Journal (450+ publications)

$ 1,300	$ 1,800	$ 2,400	$ 2,800

MEDIA OUTREACH STRATEGIC PLAN.
HOMEPAGE PR

MAINSTREAM:

bloomberg.com
nasdaq.com
finance.yahoo.com
marketwatch.com
benzinga.com

OTHER:

news.bitcoin.com
beincrypto.com
coinmarketcap.com
ambcrypto.com
dailyhodl.com
cryptobriefing.com
cryptoslate.com
cryptonews.com
cryptopotato.com
dailycoin.com
securities.io
coinspeaker.com
coinquora.com
securities.io
coinspeaker.com
coinquora.com
cryptodaily.co.uk
thenewscrypto.com
bravenewcoin.com
zycrypto.com
cryptoglobe.com
altwow.com
bitcoinleef.com
bitcoinik.com
thehodlernews.com
chainbits.com
chainradar.co
ukbitcoinblog.com
baffic.com

binbits.com
thebitcoinnews.com
cointext.com
blocktelegraph.io
the-blockchain.com
cryptopolitan.com
thebittimes.com
coinstrs.com
koinreport.com
morningtick.com
coinfomania.com
satoshihodler.com
wootfi.com
fintoism.com
cryptosrus.com
cryptosnewz.com
cryptonewsfarm.com
cryptoflash.org
valuewalk.com
coincodex.com
coinjournal.net
blockonomi.com
cryptela.com
thedistributed.co
blockchainreporter.net
visionary-finance.com
koinpost.com
coinworldstory.com
w.com

cryptosnewss.com
coinrivet.com
timestabloid.com
definoon.com
usethebitcoin.com
thecryptobasic.com
cryptoknowmics.com
coinchapter.com
coinguitar.com
truebitcoiner.com
cryptobanter.com
coincheckup.com
thecryptospeaker.com
coinmarketcal.com
cryptonewsland.com
nftandgamefi.com
allcryptocurrencydaily.com
blockzeit.com
bitcoininsider.org
blockspot.io
invezz.com
cryptomode.com
cointelligence.com
https://www.linkedin.com/redir/general- malware-page?url=crypto-news-flash%2ecom

PRESS RELEASE.
ME3

75+

Guaranteed Crypto Press Release publications have published the article

1,5M+

Impressions achieved

$500K+

Public sale fundraising reached with the fundraising PR article

MEDIA OUTREACH STRATEGIC PLAN.
HOMEPAGE PR MONTHLY PACKAGES

PACKAGE 1	PACKAGE 2	PACKAGE 3	PACKAGE 4
Homepage article on 8 outlets	Homepage article on 16 outlets	Homepage article on 75 outlets and 5 Mainstream outlets	Homepage article on 75 outlets, 5 Mainstream outlets, and CoinTelegraph
$ 2,000	$ 3,500	$ 10,000	$ 18,500

GETTING STARTED

Finally, we would like to propose to you what we would need to get started.

THE FULL LIST IS AS FOLLOWS:

01   Any available brand assets; images, fonts, colors, and usage definitions. Any available content guidelines;

02   The whitepaper, litepaper, and pitch deck;

03   Release/news schedules (if available);

04   Detailed roadmap of all project activities in advance; news, partnerships, messages, announcements, and anything noteworthy that can be shared. We also need to know anything that CANNOT be shared;

05   Community guidelines (if available);

06   We will start creating local groups, and announcement threads;

07   We will prepare a spreadsheet where you wouldbe able to trackour activity in real time.

GET IN TOUCH

Amplify your performance in Web3 and take your projects to the next level!

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@MARILYNPREREN

CALENDLY.COM/
MARILYNPREREN/

EMAIL

TELEGRAM

**BOOK
A MEETING**

OUR CLIENTS

KiX CORE UNILapse DTEC

Forcefi dyor Octavia ATTARIUS

EXVERSE Klink Li LIBERA ANTLER

stage SOLSTORM Koii kima

ZOTH GORPO WORLD Ringfence NIBIRU

ITHAKA Kingaru 0xScope klubcoin

IslamicCoin API3 ME3 SUPRA

WINR PYME Astroon BLACKFORT EXCHANGE NETWORK

TONBanking UNA Coin FOXIFY Blockchain Sports ECOSYSTEM

SOCIAPOL Winee3 MEME FIGHTER Liquid

SUBAVA OrangeDX