



Digital Marketing Strategy for Crypto Exchange Platform

PROJECT DETAILS

 Conversion Optimization, Marketing Strategy, Mobile & App Marketing, Other Digital Marketing

 Jul. 2023 - Ongoing

 \$50,000 to \$199,999

“
"We're impressed with their in-depth knowledge of advertising and crypto."

PROJECT SUMMARY

Bitcoin Marketing Team provides digital marketing services for a cryptocurrency exchange platform. They've created and implemented a marketing strategy to drive user signups, conversions, and transactions.

PROJECT FEEDBACK

Thanks to Bitcoin Marketing Team's efforts, the client has noticed improvements in terms of brand awareness and conversions. The vendor gels seamlessly with the internal team, allowing for a collaborative experience. Also, their extensive knowledge and expertise have stood out.



The Client

Please describe your company and position.

I am the Head of Marketing of Easy Crypto


Describe what your company does in a single sentence.


A non custodial crypto exchange in New Zealand, Australia and South Africa

The Challenge

What specific goals or objectives did you hire Bitcoin Marketing Team to accomplish?

- Digital advertising strategy and execution

 **Steven Blackburn**
Head of Marketing, Easy Crypto

 **Financial services**

 **New Zealand**

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





Bitcoin Marketing Team

The Approach

How did you find Bitcoin Marketing Team?

Referral

Why did you select Bitcoin Marketing Team over others?

- Great culture fit
- Referred to me
- Company values aligned
- Depth of crypto knowledge and experience

How many teammates from Bitcoin Marketing Team were assigned to this project?

2-5 Employees

Describe the scope of work in detail. Please include a summary of key deliverables.

Ongoing focus on communicating Easy Crypto USPs to crypto users in our markets to drive sign up, conversions and transactions

The Outcome

What were the measurable outcomes from the project that demonstrate progress or success?

- Fixing data issues
- driving top of funnel traffic
- helping with conversions

Describe their project management. Did they deliver items on time? How did they respond to your needs?

Great support, great ideas and collaboration on the project and an awesome extension of our team





Bitcoin Marketing Team

What was your primary form of communication with Bitcoin Marketing Team?

Virtual Meeting

What did you find most impressive or unique about this company?

We're impressed with their in-depth knowledge of advertising and crypto. Experience and smart and friendly team that take our needs seriously and believe in what we're trying to achieve and how they can remove hurdles to get us there.

Are there any areas for improvement or something Bitcoin Marketing Team could have done differently?

No



sales@bitcoinmarketingteam.com

+35311111111

bitcoinmarketingteam.com