



Marketing Strategy for Bartering Platform

PROJECT DETAILS

 Digital Strategy, Other Digital Marketing

 Nov. 2022 - Dec. 2022

 Less than \$10,000

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“They created a mindful, detailed strategy.”

PROJECT SUMMARY

Bitcoin Marketing Team created a marketing strategy for an online bartering platform. They delivered a 25–30 page document outlining the client’s marketing phases, target customers, user personas, and KPIs.

PROJECT FEEDBACK

Bitcoin Marketing Team developed a robust marketing strategy with clear instructions for the client’s team. They also created a valuable database that helped the client make key projections. They were a committed, hands-on partner who communicated via WhatsApp and provided one-on-one support.



The Client

Introduce your business and what you do there.

I'm the founder and CEO of Barterchain, an online platform and app for people to barter their skills and services.



Carla Rosenkranz
Founder & CEO, Barterchain



Ireland

The Challenge

What challenge were you trying to address with Bitcoin Marketing Team?

We needed to build a marketing strategy to support our pre-seed investment phase and help us build a presence on Google.

CLIENT RATING

4.5

Overall Score

Quality: 4.5



Schedule: 4.5



Cost: 5.0



Would Refer: 4.5





The Approach

What was the scope of their involvement?

Bitcoin Marketing Team provided us with a 25–30 page document strategizing our marketing initiatives for the foreseeable future. The marketing strategy consists of three phases: preparation, deployment, soft launch, and active launch. The phases include details about our target customers, user personas, tracking and attribution requirements, and KPIs.

The strategy also outlines how frequently we should publish blogs and other forms of content. It also lists the tasks we need to complete to carry out the marketing strategy. They also included instructions for my development team to set up our analytics.

Additionally, they created an Excel database with information about different countries and their likelihood of adopting a bartering system. The spreadsheet rates countries based on their unemployment, self-employment, inflation, mobile usage, internet usage, and cryptocurrency usage rates. Bitcoin Marketing Team also taught me how to use the tool.

What is the team composition?

I worked with Jamie (Managing Director) and Shweta (Sales & Marketing Executive).

How did you come to work with Bitcoin Marketing Team?

I found them through a local enterprise body that partners with Bitcoin Marketing Team. I was assigned to them through a mentorship program, so I met with Jamie for a couple of sessions. I learned a lot from the sessions, so I decided to continue the partnership for our marketing strategy.

How much have you invested with them?

We invested about €3,000 (approximately \$3,000 USD).





Bitcoin Marketing Team

What is the status of this engagement?

We worked together from November–December 2022. They delivered the final marketing strategy in three weeks.

The Outcome

What evidence can you share that demonstrates the impact of the engagement?

We haven't executed the plan yet, but our app is set to go to market and launch on the Google Play Store next week. They tailored the marketing plan for the beginning of the launch, so we haven't set any metrics or KPIs yet.

However, I've been impressed with the quality of the document they delivered. They created a mindful, detailed strategy that considers the fact that we don't have a marketing team. It's very professional and personalized to our specific stage, which we appreciate. We didn't have a clue about marketing when we started working with them, so we're using the strategy document as a bible; it's a very clever, valuable resource.

Furthermore, their database has helped us determine which regions to target when we expand and the languages we need to use. It's a very useful tool that makes it easy to filter and visualize data.

How did Bitcoin Marketing Team perform from a project management standpoint?

Bitcoin Marketing Team met deadlines and communicated effectively. Even after they delivered the project, I felt comfortable continuing to ask questions as things came up. They were a very hands-on, helpful partner. We used WhatsApp to communicate and Google Workspace to manage the project and share feedback. Jamie and I met for one-on-one calls throughout the engagement.

What did you find most impressive about them?





Bitcoin Marketing Team

I was impressed with the one-on-one support they provided. Our calls provided a space to bounce ideas off one another, and I learned a lot.

Are there any areas they could improve?

There was some repetition in the document, but that's all.

Do you have any advice for potential customers?

If you involve yourself in the process, you'll get the most out of the partnership with Bitcoin Marketing Team.

