




Marketing for Crypto-Backed Lending Company

PROJECT DETAILS

 Advertising, Digital Strategy, Other Digital Marketing

 Apr. 2017 - May. 2022

 \$200,000 to \$999,999

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PROJECT SUMMARY

Bitcoin Marketing Team is the dedicated marketing team for a crypto-backed lending company. The team was tasked with finding the client's niche and building a substantial email list.

PROJECT FEEDBACK


Organization has been difficult, but Bitcoin Marketing Team has done well so far. The team has been able to raise a substantial amount of capital with their collaboration. They also have commendable marketing knowledge and how to apply it.





The Client

Please describe your company and your position there.

We are crypto backed lending company that provides fiat and stablecoin loans to consumers and business that want to hold their crypto as collateral for the loan.

 Head of Marketing, SALT Lending

 Financial services

 Denver, Colorado

The Challenge

For what projects/services did your company hire Bitcoin Marketing Team, and what were your goals?

In the beginning we had no awareness and didn't know where to find our audience in our niche. Over the years the Bitcoin Marketing Team has been able to provide SALT with clear direction and some very impactful marketing channels to experiment with. We have been able to build a substantial email list and implement many changes to our funnels to convert more leads.

CLIENT RATING

4.5

Overall Score

Quality: 4.0

Schedule: 4.5

Cost: 5.0

Would Refer: 4.0





Bitcoin Marketing Team

The Approach

How did you select this vendor and what were the deciding factors?

They had experience with crypto and marketing. In 2017 there were not many marketing firms that were focused on those two things. As we were a new team, we needed help getting our marketing efforts going. The team had great experience in growing various marketing channels. They were essentially our in house marketing team for almost the entire first year of business.

Describe the scope of work in detail, including the project steps, key deliverables, and marketing tools used.

As mentioned above, we knew we needed help launching our business to the world and they had expertise in the subject and tactics required to do that. In the beginning they helped us shape the messaging and channels we needed to market within for a higher probability of success. We started with developing a marketing strategy and then moved to executing that strategy with them and by hiring internal employees as we grew. They made key recommendations for hires we should make and the strategic marketing direction we should go in.

How many resources from the vendor's team worked with you, and what were their positions?

Anywhere from 2-5 different team members worked with us over the years. Strategist, PPC manager, social media managers, SEO specialist, wordpress developer, and content writer.

The Outcome

Can you share any measurable outcomes of the project or general feedback about the deliverables?

Through the first year, we were able to raise a substantial amount of capital through their efforts. We were one of the largest at the





Bitcoin Marketing Team

time. They were also a key foundation in our efforts to strategically grow from 2017 to 2022.

How effective was the workflow between your team and theirs?

We had bi-weekly meetings with their team. Pre-covid the team fly out to our office once a quarter for in person meetings. We also communicated in Slack almost daily.

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

We admire the width of their marketing knowledge and how to apply it to different business types. Jamie is especially well seasoned professional marketer.

Are there any areas for improvement or something they could have done differently?

Organization is very difficult to do well. Given we had multiple projects going at once I would like to see a better project management process in the future.

