

MARKETING PROPOSAL CAMLY TRADING

1st November, 2023

CLICK DIGITAL
Digital Marketing Solution





AGENDA

1. Introducing Click Digital & Crypto Marketing Services

2. Current Situation

3. Current Problem

4. Solutions

- 4.1. Telegram Ad
- 4.2. Google Ad
- 4.3. Bulding Social Pages / New Content
- 4.4. Influencer Channels
- 4.5. Comment / Seeding
- 4.6. Give-away Events

5. KPIs

1. INTRODUCING CLICK DIGITAL'S CRYPTO MARKETING SERVICES



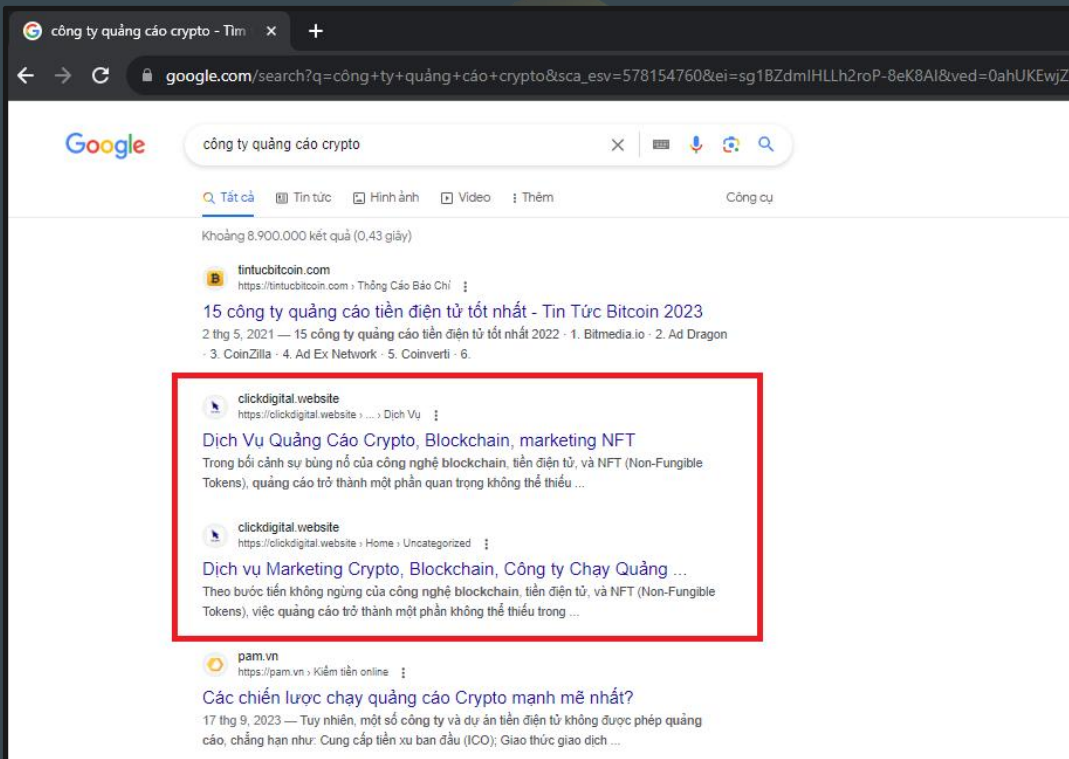
1. INTRODUCING CLICK DIGITAL'S CRYPTO MARKETING SERVICES



Click Digital is a **leading Crypto Advertising company** in Vietnam, with strong online marketing capabilities and in-depth expertise in the Crypto field.

We are dedicated to **fulfilling our customers' requirements** by conveying information about their crypto projects to potential investors.

1. INTRODUCING CLICK DIGITAL'S CRYPTO MARKETING SERVICES



Click Digital **is ranked at the top of keywords on Google Search** related to crypto marketing (organic positions). This demonstrates our marketing and SEO capabilities, and it also indicates that **Google highly values Click Digital's expertise in the Crypto field.**

List of keywords on 1st page of Google Search Engine:

- công ty quảng cáo crypto
- dịch vụ marketing crypto
- dịch vụ quảng cáo crypto
- dịch vụ quảng cáo NFT
- quảng cáo crypto...

1. INTRODUCING CLICK DIGITAL'S CRYPTO MARKETING SERVICES



Indeed, Click Digital has about **1,000 in-depth academic articles** in the Crypto and marketing field. This can serve as evidence of Click Digital's expertise in the crypto advertising domain.

1. INTRODUCING CLICK DIGITAL'S CRYPTO MARKETING SERVICES



In addition to our professional skills, Click Digital also places a strong emphasis on providing customers with a **positive experience** and a **positive source of energy**, meeting all customer needs.



2. CURRENT SITUATION OF



Coinly
TRADING



2. CURRENT SITUATION



Camly Coin is a **Cryptocurrency of Happiness and Prosperity**. It is a utility coin created on Binance Smart Chain in 2022.

2. CURRENT SITUATION



Mrs. Cam Ly Duong, the founder of CamLy Group, is a prominent figure in the business ecosystem specializing in consulting and investments.

Camly Trading and Camly Coin are integral components of this ecosystem, contributing to the **Prosperity** of both investors and the community.

2. CURRENT SITUATION



Currently, Camly Trading has plans to list Camly Coin on CEXs. Camly Coin aims to promote this information and **expand its reach to a larger number of investors.**



3. CURRENT PROBLEM



3. CURRENT PROBLEM



Camly Coin has **not** yet run **advertisements** about listing on CEXs to reach potential investors.

3. CURRENT PROBLEM

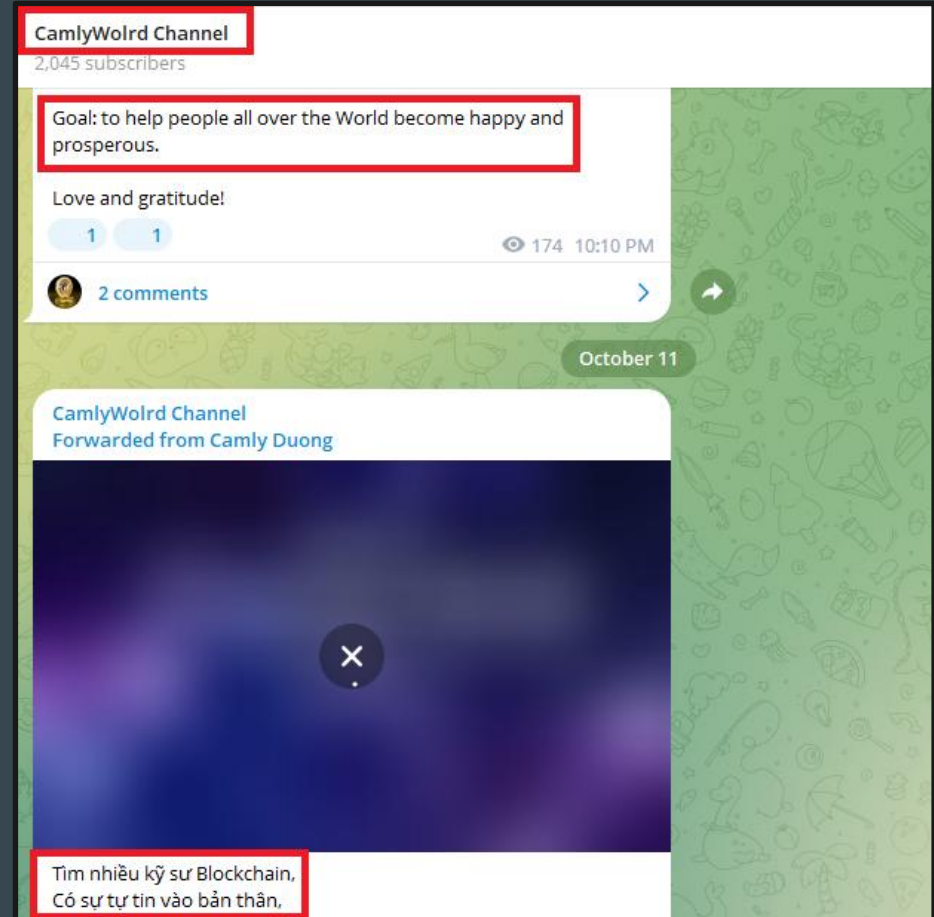


At present, Camly Coin's Facebook page has limited content, with the most recent post receiving **only 3 likes and 0 comments** 😞.

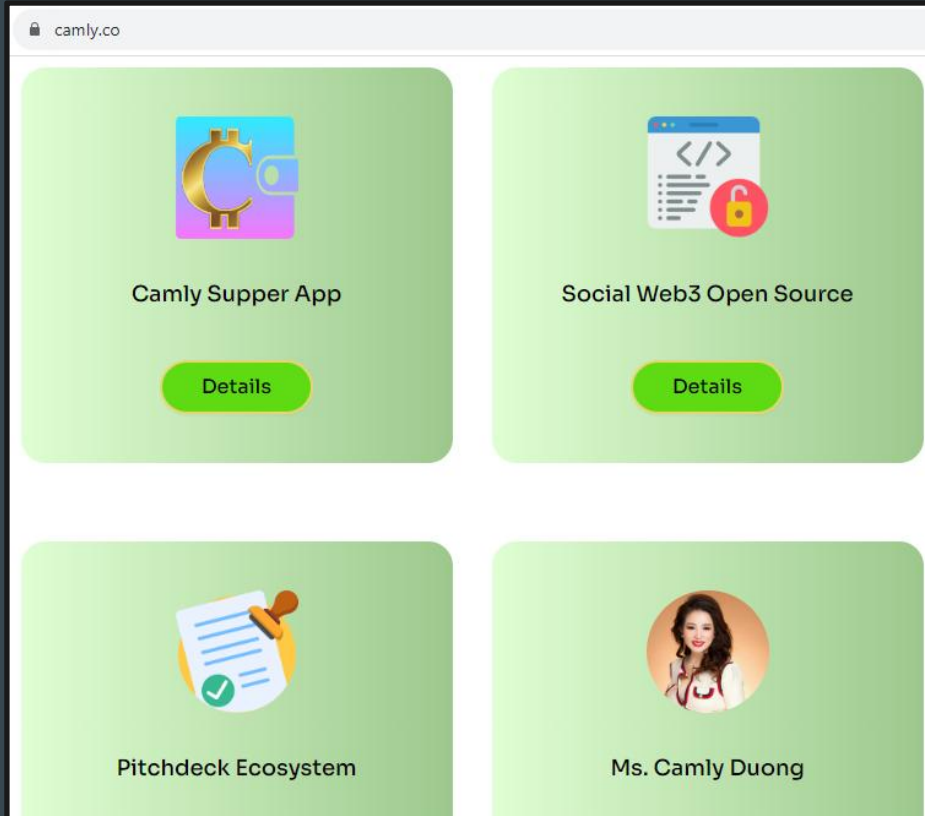
3. CURRENT PROBLEM

Telegram Channels of Camly Coin **switch between Vietnamese and English content** 😞, making it challenging to focus on the right target audience and attract foreign investors.

There are also a few **spelling errors**.



3. CURRENT PROBLEM

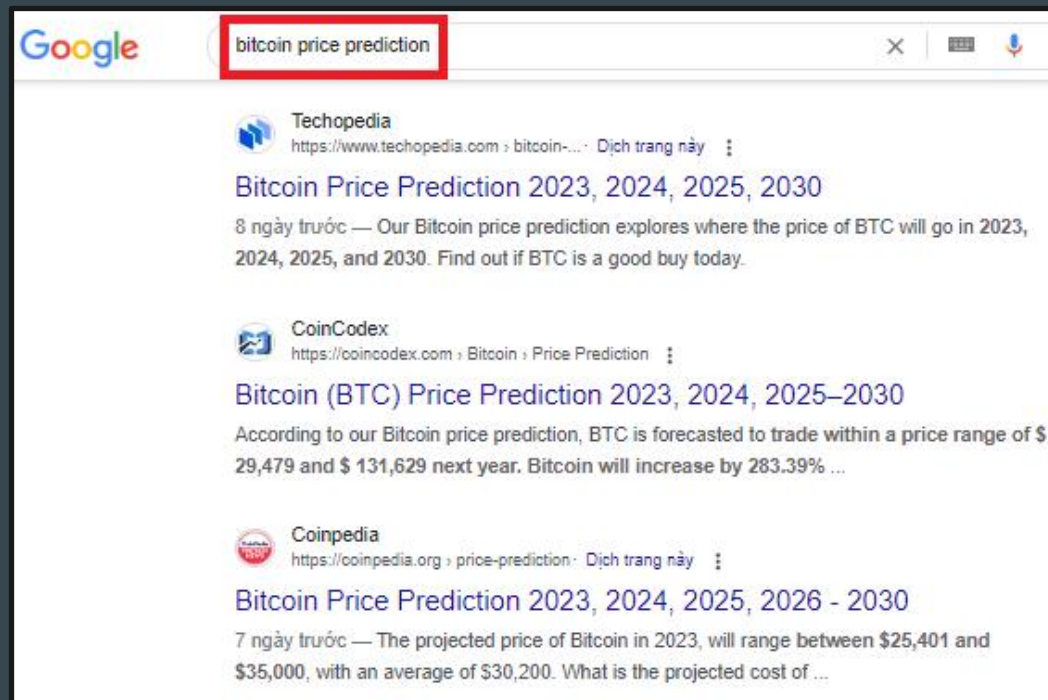


The website completely **lacks a blog section** 😞 for updating news, events, and knowledge for the community and investors.

3. CURRENT PROBLEM



Information about Camly Coin has **not appeared** on many other websites and channels, including coin valuation websites.



3. CURRENT PROBLEM



There are **negative comments** that impact the Camly Coin brand, for example, negative comments directly on Camly Coin's official **Twitter** page (as shown in the image).

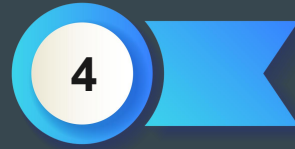
3. CURRENT PROBLEM



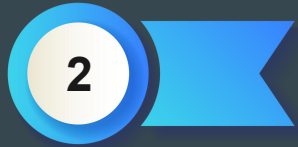
In summary, there are problems about:



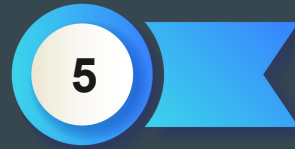
No Advertisement



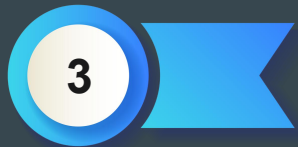
Lack of Content



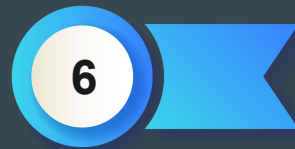
Low Post Engagement



Lack of Collaboration
with other Channels



Unclear Target Audience



Negative Comments

4. SOLUTIONS



4. SOLUTIONS

4.1. Telegram Ad



Camly Trading should **run advertisements** to reach a broader customer base and increase **impressions**.

4. SOLUTIONS

4.1. Telegram Ad



Telegram is a popular social network for **Crypto investors**. The Crypto investment community on Telegram is even **more active** than on Facebook. Telegram is an essential channel.

Telegram has the **Telegram Ad Platform**, and we should not overlook this opportunity.

4. SOLUTIONS



4.2. Google Ad



Google Ad helps bring the Camly Trading website to the right target audience.

Google Ad offers advertising platforms such as the Search Network, Display Network, and YouTube Ad.

4. SOLUTIONS

4.2. Google Ad



Google Search Network helps deliver information about the Camly Coin website to the **right audience** when they search for **related keywords**.

Showing up on the search engine more frequently **enhances brand visibility** and **attracts more impressions**.

4. SOLUTIONS

4.2. Google Ad

Google Display Network helps display the **Camly Coin images** on websites within the Google Network.

This approach enhances **Camly Coin's** brand image.



4. SOLUTIONS

4.2. Google Ad



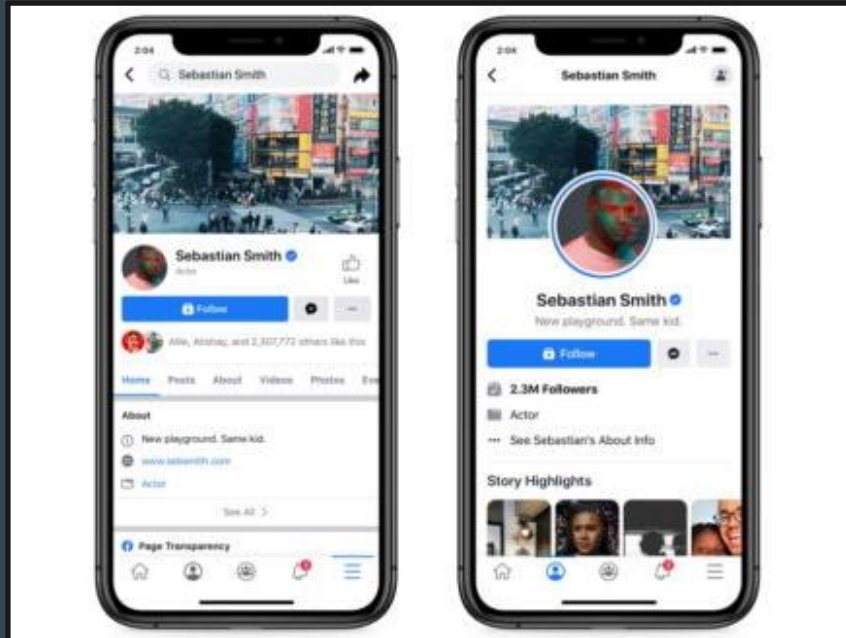
YouTube Ad will support video advertising for Camly Coin within the community.

Video ads will provide the community with a **visual perspective**, while also **conveying more information** than images alone.

4. SOLUTIONS



4.3. Bulding Social Pages / New Content



Building new social pages to increase coverage, promote brand awareness, and **enhance trust** among investors.

4. SOLUTIONS



4.3. Bulding Social Pages / New Content



These pages will have a variety of new **content**.

One of the contents is to provide knowledge about **Crypto and Blockchain**, so that investors can see the benefits and **growth potential of Camly Coin**.

4. SOLUTIONS



4.3. Bulding Social Pages / New Content

Another type of content is content that conveys **positive energy** to the community, addressing **Gratitude, Happiness, Prosperity, and Joy** in owning Camly Coin.



4. SOLUTIONS



4.4. Influencer Channels



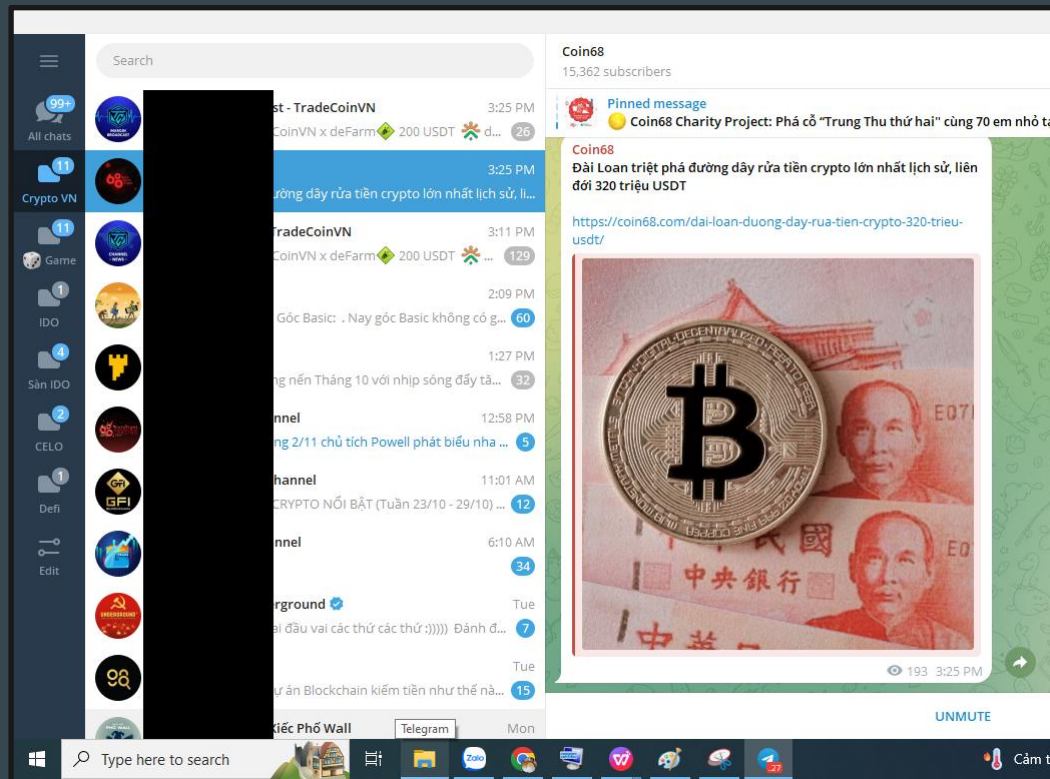
Connecting with current Crypto Influencers will help promote information about Camly Coin **more quickly.**

4. SOLUTIONS

4.4. Influencer Channels



The most popular Influencer Channels are on **Telegram** for investors in Vietnam...



4. SOLUTIONS

4.4. Influencer Channels



- HIGH BUDGET \$80,000 shill post / \$40,000 RT				114 influencers total	
		TOTAL TWITTER FOLLOWERS	19,272,445	CLIENT PRICE	
		TOTAL PRICE FOR SHILL TWEET ALL ACCOUNTS	83,620	80,000	
		TOTAL PRICE FOR RETWEET ALL ACCOUNTS	48,740	40,000	
		PACKAGE DEAL 2 TWEETS 1 RETWEET COMBO	153,120	130,000	
ORDER #	INFLUENCER	TWITTER			2 tweets 1 rt
#	name	account link	followers	shill tweet	retweet
1	DAPP	https://twitter.com/	102000		
2	THE CR	https://twitter.com/	111397		
3	PROFESSOR	https://twitter.com/	80665		
4	ZACH I	https://twitter.com/	859965		
5	CRYPTO	https://twitter.com/	89691		
6	STEVE	https://twitter.com/	25925		
7	ALTCOD	https://twitter.com/	86100		
8	NIKITA	https://twitter.com/	71324		
9	CRYPTO	https://twitter.com/	33000		
10	TONY M	https://twitter.com/	25807		
11	Z	https://twitter.com/	544495		
12	SBA	https://twitter.com/	26800		
13	CRYPTO	https://twitter.com/	12300		
14	ALF	https://twitter.com/	53300		
15	ALPHA I	https://twitter.com/	155600		
16	MAJEST	https://twitter.com/	56900		
17	MO	https://twitter.com/	54800		
18	THE ELI	https://twitter.com/	80700		
19	Linds	https://twitter.com/	8272008		
20	Dominique	https://twitter.com/	26700		
21	CRYPTO	https://twitter.com/	293600		
22	SHIB	https://twitter.com/	212400		
23	SENATOR EL	https://twitter.com/	34713		
24	CAPITAL	https://twitter.com/	34900		

... and on **Twitter** for foreign investors.



4. SOLUTIONS



4.5. Comment / Seeding



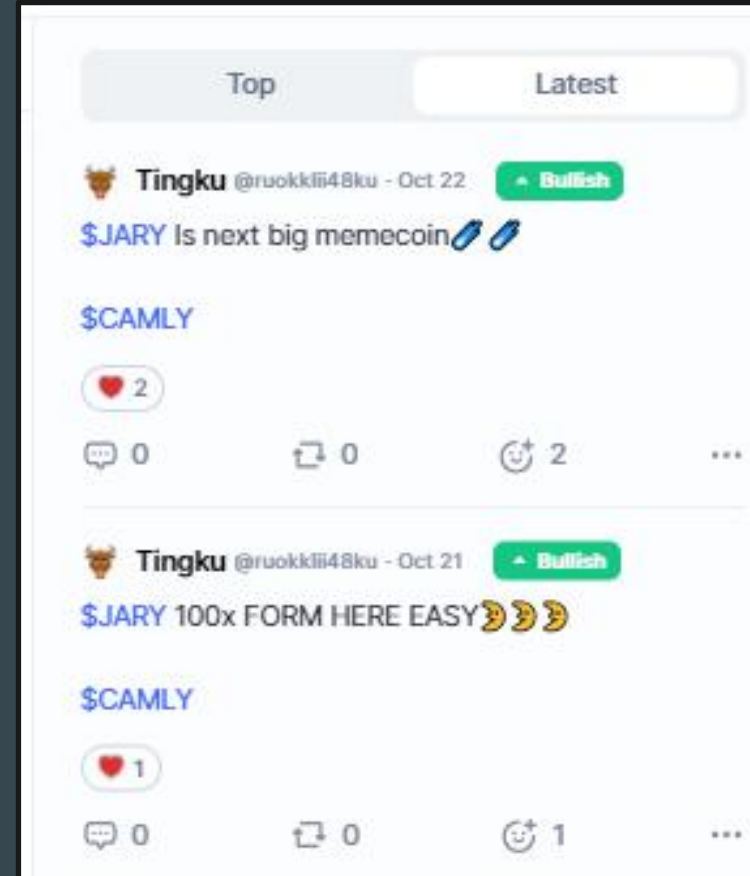
Commenting in **groups** that mention your project will help increase brand recognition among investors.

4. SOLUTIONS



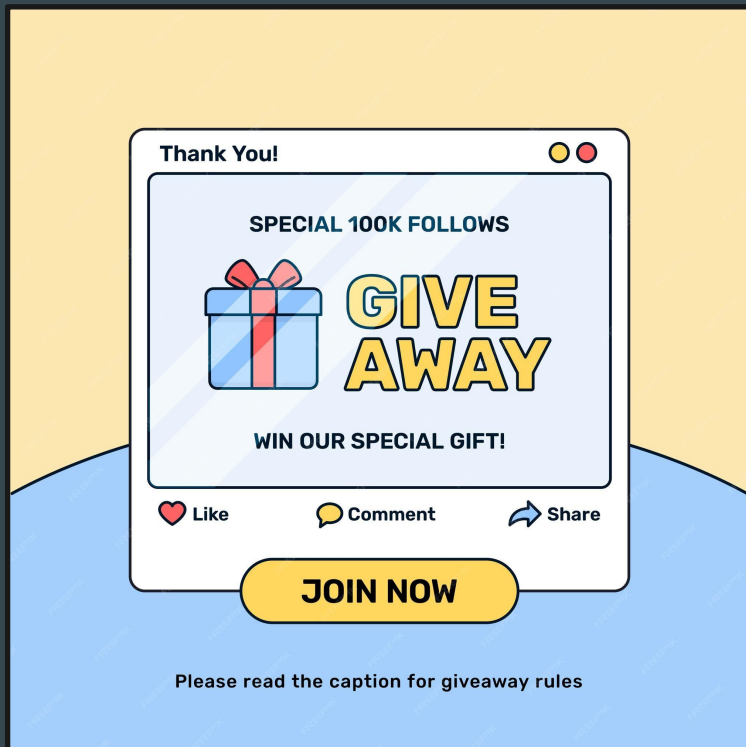
4.5. Comment / Seeding

Commenting on **Coinmarketcap website** is another way to increase Brand recognition.



4. SOLUTIONS

4.5. Give-away Events



Organizing **give-away events** on various channels will attract a significant amount of **social mentions** for your project.

5. KPIs



6. KPIs - Options 1



OPTION 1:

DESCRIPTION	KPIs	Cost per month (\$)
Telegram Ad	~6,000 - 60,000 views / impressions	
Campaign 6 months	TOTAL: ~36,000 - 360,000 views / impressions	
Google Ad		
- Google Search Network		
- Google Display Network		
- Youtube Ad	~60,000 - 180,000 impressions	
Campaign 6 months	TOTAL: ~360,000 - 1,080,000 views / impressions	
Bonus +10,000 views / impressions	Bonus: +10,000 views / impressions	
Total Google Ad Views / Impressions After Bonus	TOTAL AFTER BONUS: ~370,000 - 1,090,000 views / impressions	
The cost includes both the advertising fee paid to Google, Youtube, Telegram, and the setup service fee for the advertisement.		
Building Social Pages / New Content		
- Pages with Content about Prosperity, Gratitude, Happiness, Energy, Community	>100 posts	
- Pages with Content about Knowledge in Crypto & Blockchain Industry	>300 posts	

6. KPIs - Options 1



<p>- Pages with Content about Knowledge in Crypto & Blockchain Industry</p> <p>Campaign 6 months</p> <p>Bonus 100 posts about Crypto & Blockchain Industry</p> <p>Bonus: Support Comment / Seeding in Groups, Forums, Coinmarketcap,...</p> <p>Collaborating with other influencer Channels (Telegram, Youtube, Website, Page,...) for listing on CEXs (estimated cost about ~5000\$, pay only 1 time, not per month)</p> <p>(Discount -100\$ = -2,500,000 VND)</p>	<p>>300 posts</p> <p>TOTAL: >2,400 posts</p> <p>TOTAL AFTER BONUS: >2,500 posts</p> <p>~100 - 500 comments</p> <p>~5 - 15 pages with total >100,000 followers or >10,000 views for posts about Camly Coin</p> <p>(Discount -100\$ = -2,500,000 VND)</p>	
	<p>Subtotal</p> <p>Discount</p> <p>Monthly Due</p>	<p>\$</p> <p>\$</p> <p>\$</p>

The cost includes the advertising fee paid to Google, Youtube, Telegram, influencer Channels, the setup service fee for the advertisement and other items.

6. KPIs - Options 2



OPTION 2:

DESCRIPTION	KPIs	Cost per month (\$)
Telegram Ad	~9,000 - 90,000 views / impressions	
Campaign 6 months	TOTAL: ~54,000 - 540,000 views / impressions	
Google Ad		
- Google Search Network		
- Google Display Network	~80,000 - 240,000 impressions	
- Youtube Ad		
Campaign 6 months	TOTAL: ~480,000 - 1,440,000 views / impressions	
Bonus +10,000 views / impressions	Bonus: +30,000 views / impressions	
Total Google Ad Views / Impressions After Bonus	TOTAL AFTER BONUS: ~510,000 - 1,470,000 views / impressions	
The cost includes both the advertising fee paid to Google, Youtube, Telegram, and the setup service fee for the advertisement.		
Building Social Pages / New Content		
- Pages with Content about Prosperity, Gratitude, Happiness, Energy, Community	>125 posts	
- Pages with Content about Knowledge in Crypto & Blockchain Industry	>375 posts	

6. KPIs - Options 2



- Pages with Content about Knowledge in Crypto & Blockchain Industry	>375 posts	
Campaign 6 months	TOTAL: >3,000 posts	
Bonus 130 posts about Crypto & Blockchain Industry	TOTAL AFTER BONUS: >3,130 posts	
Bonus: Support Comment / Seeding in Groups, Forums, Coinmarketcap,...	~200 - 1,000 comments	
Collaborating with other Influencer Channels (Telegram, Youtube, Website, Page,...) for listing on CEXs (estimated cost about ~5000\$, pay only 1 time, not per month)	~5 - 15 pages with total >100,000 followers or >10,000 views for posts about Camly Coin	
(Discount -200\$ = -5,000,000 VND)	(Discount -200\$ = -5,000,000 VND)	
Give-away events on Facebook and Telegram. (estimated cost about ~1,500\$, the cost includes gifts / prizes, pay only 1 time, not per month)	3 - 10 give-away campaigns	
Bonus: Support upload information (about events) on Facebook, Telegram, Youtube, Twitter, Website	.	
	.	
	Subtotal	\$
	Discount	\$
	Monthly Due	\$

The cost includes the advertising fee paid to Google, Youtube, Telegram, influencer Channels, Gifts, the setup service fee for the advertisement and other items.

6. KPIs



Note:

- The cost includes the advertising fee paid to Google, Youtube, Telegram, Influencer Channels, Gifts, the setup service fee for the advertisement and other items.
- The allocation of the budget among the channels, items, or descriptions mentioned above can be adjusted to optimize the final outcome depending on the prevailing circumstances. For instance, we may choose to increase the budget for Google Ad while reducing the budget for Telegram Ad.



Thank You!

