



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



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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
- dich vụ marketing crypto
- dịch vụ quảng cáo crypto
- dịch vụ quảng cáo NFT
- quảng cáo crypto...

1. INTRODUCING CLICK DIGITAL'S CRYPTO MARKETING SERVICES

QBA

News (8) Recruitment (1) Sale (2)

Tips (2) SEO (8) News (1)

Tik Tok (9) Tips (16)

Website Analytics (1)

Kinh nghiệm quản lý (1) Kinh Tế (3)



Clickdigital.website/category/vietnam/blockchain/



Decentralized Storage (dStorage): Lưu trữ Dữ liệu Phi tập trung, tăng bảo mật thông tin Leave a Comment / Blockchain - Kiện Thức Crysto / BV Vietnam Pham

Trong thời đại hiện nay, tính bảo mặt của dữ liệu là vó cùng quan trọng. Vậy nên, việc đi tìm một nơi lưu trừ dữ liệu không phụ thuộc vào bên thứ ba là điều cần thiệt. Bài việt dưới đây của Click Digital sẽ tháo luận về Đecentralized Storage Lưu trừ Dữ liệu ...

Read More »



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

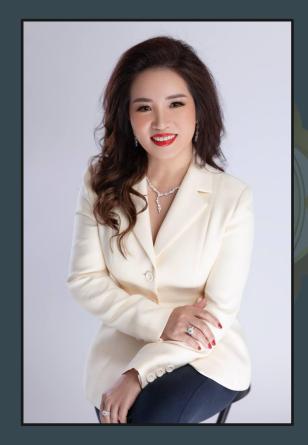




Camly Coin is a **Cryptocurrency** of Happiness and Prosperity. It is a utility coin created on Binance Smart Chain in 2022.

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



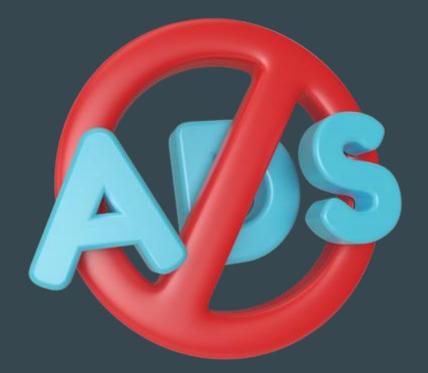
Currently, Camly Trading has plans to list Camly Coin on CEXs. Camly Coin aims to promote this information and **expand its reach to a larger number of investors**.











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

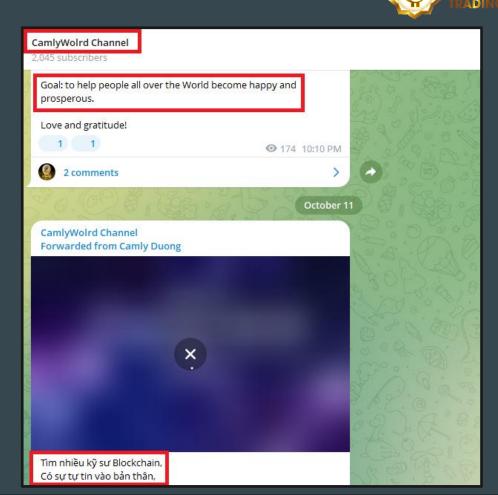




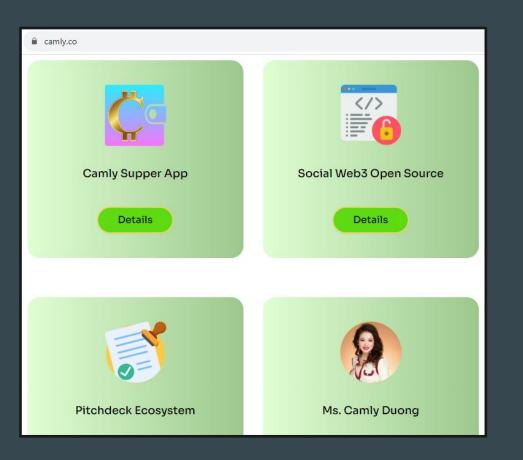
At present, Camly Coin's Facebook page has limited content, with the most recent post receiving only 3 likes and 0 comments 😒.

Telegram Channels of Camly Coin switch between Vietnamese and English content ③, making it challenging to focus on the right target audience and attract foreign investors.

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







The website completely lacks a blog section ③ for updating news, events, and knowledge for the community and investors.



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

Google

Techopedia

https://www.techopedia.com > bitcoin-... Dich trang này

Bitcoin Price Prediction 2023, 2024, 2025, 2030

8 ngày trước — Our Bitcoin price prediction explores where the price of BTC will go in 2023, 2024, 2025, and 2030. Find out if BTC is a good buy today.

CoinCodex

https://coincodex.com : Bitcoin : Price Prediction

Bitcoin (BTC) Price Prediction 2023, 2024, 2025-2030

According to our Bitcoin price prediction, BTC is forecasted to trade within a price range of \$ 29,479 and \$ 131,629 next year. Bitcoin will increase by 283.39% ...

Coinp

https://coinpedia.org > price-prediction · Dich trang nay

Bitcoin Price Prediction 2023, 2024, 2025, 2026 - 2030

7 ngày trước — The projected price of Bitcoin in 2023, will range between \$25,401 and \$35,000, with an average of \$30,200. What is the projected cost of ...



Post			
		nhfc1 · Oct 28	
Q	tl	\heartsuit	1/1 29
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	Cryptogr SCAM kki Q ngoan @l	Cryptographic Lord @cMr SCAM kkk ଠ 17	Cryptographic Lord @cMnhfc1 · Oct 28 SCAM kkk ク む つ ngoan @HangThiOanh · Oct 28

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).

In summary, there are problems about:







Lack of Content



Low Post Engagement



Lack of Collaboration with other Channels



Unclear Target Audience



Negative Comments

4. SOLUTIONS

Cally



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.



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.





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.



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

This approach enhances Camly Coin's brand image.



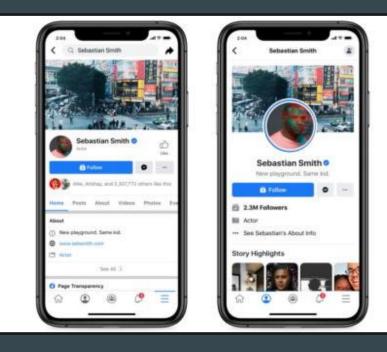


YouTube Ad will support video advertising for Camly Coin within the community.

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. SOLUTIONS4.3. Building 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. SOLUTIONS4.3. Building 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. SOLUTIONS4.4. Influencer Channels

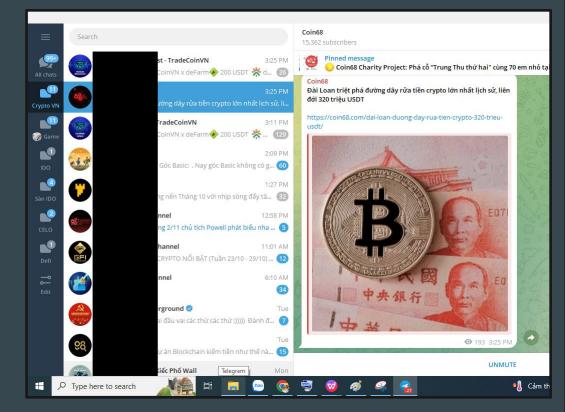




Connecting with current Crypto Influencers will help promote information about Camly Coin more quickly.

4. SOLUTIONS4.4. Influencer Channels

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





4. SOLUTIONS

4.4. Influencer Channels

· · · ·		- HIGH BUDGET	\$80.000 shil	1 post / \$	40.000 R	т	114 influen	cers total
			TOTAL TWITTER FO			. I CLIENT PRICE	114 minuen	cera cotar
			SHILL TWEET ALL	1000 000 000 000 000 000 000 000 000 00	83,620	80.000	-	
	-		FOR RETWEET ALL		48,740	40,000		
			2 TWEETS 1 RETWI		153,120	130,000		
ORDER #	INFLUENCER		TWITTER				2 tweets 1 rt	
#	name	account link		followers	shill tweet	retweet	package deal	
1	DAPP	https://twitter.com/I		102000				
2	THE CR	https://twitter.com/		111397				
3	PROFESSO	https://twitter.com		80665				
4	ZACH H	https://twitter.com/		859965				
5	CRYPT	https://twitter.com/T		89691				
6	STEVE	https://twitter.com/		25925				
7	ALTCOI	https://twitter.com/		86100				
8	NIKITA	https://twitter.co		71324				
9	CRYPTO	https://twitter.com/C		33000				
10	TONY N	https://twitter.com/to		25807				
11	Z	https://twitter.con		544495				
12	\$BA	https://twitter.co		26800				
13	CRYPTO	https://twitter.com/		12300				
14	ALE	https://twitter.cor		53300				
15	ALPHA I	https://twitter.com/		155600				
16	MAJEST	https://twitter.com/		56900				
17	MO	https://twitter.co		54800				
18	THE ELI	FM (@Th	ter	80700				
19	Lindsa	https://twitter.com		8272008				
20	Dominique	https://twitter.com/D		26700				
21	CRYPTO	https://twitter.com/		293600				
22	SHIB	https://twitter.con		212400				
23	SENATOR EL	18 https://twitter.com/		34713				
24	CAPTAI	https://twitter.com/		34900				



... and on Twitter for foreign

investors.



4. SOLUTIONS

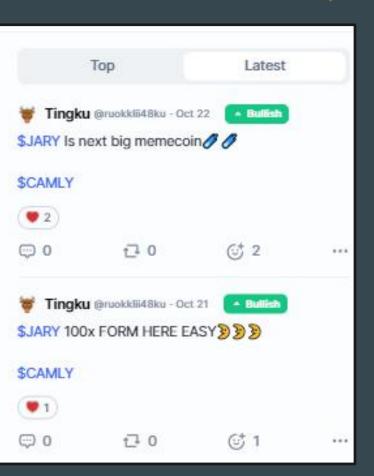
4.5. Comment / Seeding



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

4. SOLUTIONS4.5. Comment / Seeding

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





4. SOLUTIONS4.5. Give-away Events

Thank You!	
SPECIAL 100K FOLLOWS	
Comment Shar	
Please read the caption for giveaway rules	
	SPECIAL 100K FOLLOWS GIVE AWA WIN OUR SPECIAL GIFT! WIN Comment DOIN NOW

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











OPTION 1:

DESCR	IPTION	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 Aft	ter Bonus	TOTAL AFTER BONUS: ~370,000 - 1,090,000 views / impressions	
The cost includes both the advertising f and the setup service fee for the adver			
Building Social Pages / New Content			
	- Pages with Content about Prosperity, Gratitu <mark>d</mark> e, Happiness, Energy, Community	>100 posts	
	- Pages with Content about Knowledge in Crypto & Blockchain Industry	>300 posts	



		Discount Monthly Due		
		Subtotal	\$	
(Discount -100\$ = -2,500,000 VN	D)	(Discount -100\$ = -2,500,000 VND)		
Bonus: Support Comment / Seeding in Groups, Forums, Coinmarketcap, 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		
		~100 - 500 comments		
Bonus 100 posts about Crypto &	Blockchain Industry	TOTAL AFTER BONUS: >2,500 posts		
Campaign 6 months		TOTAL: >2,400 posts		
	- Pages with Content about Knowledge in Crypto & Blockchain Industry	>300 posts		

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



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 - Youtube Ad	~80,000 - 240,000 impressions	
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	



- 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	04 12		
	Subtotal	\$	
	Discount Monthly Due	s	

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.

