

# Guide to our **WEB3/CRYPTO** services

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We have prepared a presentation for you that comprehensively describes each of our services.

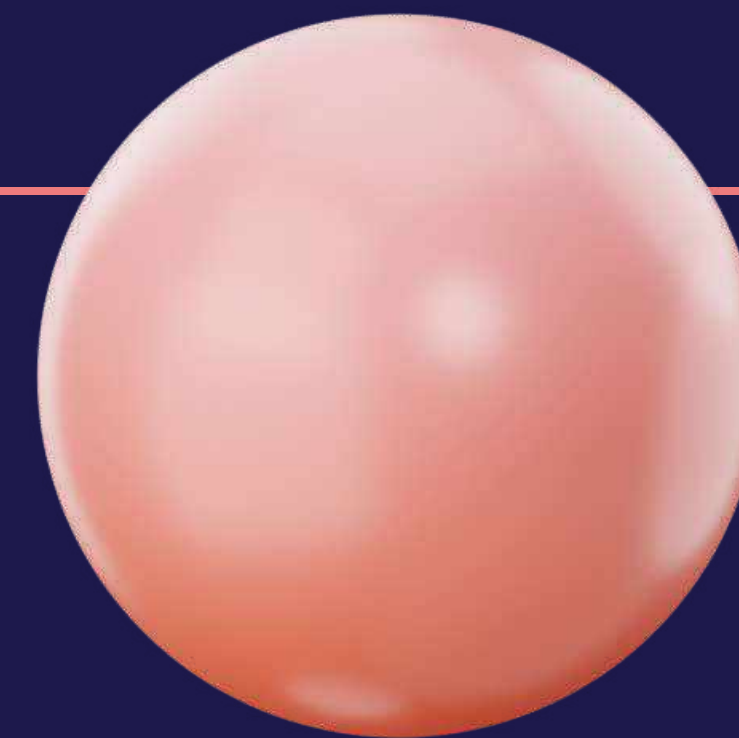
### **Find out:**

- What types of problems do we solve?
- What exactly is the ordered service - the activities it includes.
- What are the benefits your brand will gain?

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**Enjoy your reading!**

The We Make It Team



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# METAVVERSE CREATION



## SERVICE DESCRIPTION:

Creating a metaverse is a comprehensive service of designing, coding, and configuring a digital space that will be part of your project or a separate product if, for example, you are designing a game. We will take care of all NFT implementations. We can also create a marketplace where users exchange their NFTs for tokens. We will design the users' avatars and the items they will use. Creating the metaverse is an end-to-end service, meaning you can delegate the entire process to us – from zero to a fully functioning metaverse.

## PROBLEMS THAT WE SOLVE:

- You would like to launch a metaverse as part of your project but don't have the knowledge of how to do it.
- You don't know how to reach out to the cryptocurrency community and invite them into your metaverse.
- You don't know how to create and implement an NFT for your metaverse.
- You don't know how to create a marketplace for NFT trading.

## BENEFITS FOR YOUR BRAND:

- You receive a ready-made metaverse for your blockchain project.
- You don't have to worry about finding developers and promotion – we take care of the entire end-to-end project.
- You will gain a community of people interested in crypto.
- You will be able to promote your products and services in the metaverse.
- You'll get ahead of the competition by moving your business to Web3.

# ADVERTISING IN THE METAVERSE



## SERVICE DESCRIPTION:

We embed banner ads in the metaverse, such as The Sandbox, Decentraland, or Cryptovoxels. That is an innovative and effective way to reach the cryptocurrency community with your product or service, demonstrating a modern approach to marketing a project. The banner ads are designed and customized by a graphic designer. In the metaverse, they are placed on elements of the environment. It works the same way as in the centralized world. They are positioned where there is a lot of traffic.

## PROBLEMS WE SOLVE:

- You don't know how to embed advertising in the metaverse.
- You would like to reach the crypto community through channels other than social media.
- You don't know how to prepare a display ad in the metaverse.

## BENEFITS TO YOUR BRAND:

- Innovative channel to reach the community.
- Increasing the reach potential of the project.
- Reaching out to your target market, which is the person interested in crypto.

# FUNDRAISING (ICO)



## SERVICE DESCRIPTION:

We handle end-to-end fundraising for blockchain projects. We help raise funding for multi-million dollar investments from the following:

- technical side (selection of blockchain, creation of token, programming of smart contract ICO),
- marketing side (promoting the project, gaining a community, educating about the investment through articles),
- business side (setting up the tokenomics),
- organizational (competitions, airdrops, organizing AMAs, helping to establish the roadmap).



## THE PROBLEMS WE SOLVE:

- You want to raise funds for your project.
- You don't know what to convince investors with.
- You lack experience in working with ICO platforms.
- You don't understand the technical or legal side of blockchain crowdfunding.

## BENEFITS TO YOUR BRAND:

- Fundraising requires multiple experts from different subjects, and we deliver their work within one agency.
- Our goal is to bring you closer to your funding target.
- You will find out how much money you need to run your project long-term and increase the chances of a stable token price.
- You will build a loyal community around your project.

# PROJECT'S MODERATION



## SERVICE DESCRIPTION:

Leading the communication of a crypto project means building an engaged community on platforms and messengers popular with this audience segment. By understanding the characteristics of these communication channels, we can achieve the roadmap goals by engaging the community. The language we will use will be English.

## THE PROBLEMS WE SOLVE:

- Comments on your social media go unanswered.
- No one manages and moderates content on messenger platforms, e.g., Telegram or Discord.
- You do not understand the characteristics of platforms popular among the crypto community (e.g., Reddit).

## BENEFITS FOR YOUR BRAND:

- You will build a professional image of your project on social media.
- We will help you to deal effectively with hate and negative opinions online.
- You will gain a loyal and engaged community.
- You will consistently meet the goals in the roadmap.

# AIRDROP



## SERVICE DESCRIPTION:

Airdrop is a way of giving away free tokens of a particular project, typically in exchange for doing certain tasks. It's a very popular method that will help you gain community interest. Those users who acquire your project tokens follow the development of the project.

We will help you conduct professional token airdrops. We will organize them from the technical side (creating SweepWidget, gleam.io) and from the organizational side (coming up with tasks and regulations and creating specific goals to be achieved through airdrop).

## PROBLEMS WE SOLVE:

- You lack the technical knowledge to organize an airdrop of your tokens.
- You are not familiar with the tools used to distribute tokens.
- You don't know how often and what size airdrops should be organized.

## BENEFITS FOR YOUR BRAND:

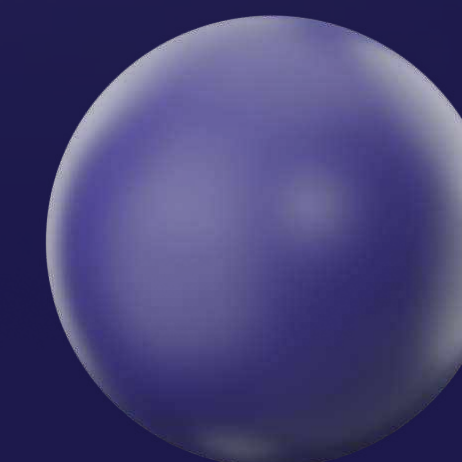
- We can eliminate bots by ensuring that only real users will participate in the airdrop.
- You will expand your community and increase its involvement.
- You will know how often and how many tokens to distribute to do it effectively.
- We will set the rules and regulations for the airdrop.

# MEDIA



## SERVICE DESCRIPTION:

We prepare professional native, blog and sponsored articles that explain how your project works from the investment and technology side. Thanks to our cooperation with many portals with very high reach, we can reach audiences with specified interests. We cooperate with websites such as:



## PROBLEMS WE SOLVE:

- Your project does not appear on popular crypto websites.
- You lack interesting articles explaining the essence of your project.
- There is little media coverage of your project.

## BENEFITS TO YOUR BRAND:

- Reaching out to a community interested in the crypto industry.
- A wide audience will learn what milestones you have achieved.
- You will interest the market in your product or service, which will be reflected in your reach.



# DIGITAL PR & OUTREACH



## SERVICE DESCRIPTION:

Digital PR & outreach is a collection of diverse activities including many elements such as writing articles about the project, building and running social media of the people managing the project, networking, conducting interviews, and AMAs (Ask Me Anything) – where you answer questions from the community. We will build your company's brand awareness and ensure its online reputation.

## THE PROBLEMS WE SOLVE:

- Your image may be inconsistent with the focus of your business.
- Your brand does not yet have an established, reputable position.
- It is difficult for your project to be noticed in a competitive environment.
- You don't know what tools to use to build an image that helps you achieve your goals.
- You're having trouble building confidence to invest in your project.

## BENEFITS TO YOUR BRAND:

- Building project credibility.
- Lower levels of negative feedback through appropriate branding efforts.
- There is a greater chance of achieving collection goals and maintaining token value.

# TECHNICAL WRITING



## SERVICE DESCRIPTION:

Technical writing is educating an audience about the technological side of a product or service in a way that doesn't require them to know IT terms. A technical writer translates lines of code or complex concepts into language that anyone can understand. It's also writing project documentation – including API documentation (describing the code), which is the foundation for raising awareness among potential investors in the technology industry.

## THE PROBLEMS WE SOLVE:

- Investors have little knowledge of the technological side of your project.
- Key documentation such (as a whitepaper, lightpaper, or pitch deck) is missing.
- Current documentation is lacking in essential elements, which makes it unreliable.
- The documentation is written in complicated language, making it incomprehensible to potential investors.
- You have trouble translating the code behind the technology into language that non-IT professionals can understand.

## BENEFITS TO YOUR BRAND:

- Higher level of project credibility.
- Greater interest from investors who read the technical documentation through DYOR (Do Your Own Research).
- Documentation is written in a language that investors can understand.
- Education about the product or service to the market.
- Receiving the highest quality technical content in the most demanding industries.
- Increasing the project's reach by reaching an audience interested in technical content.

# CONSULTATION WITH TOKENOMICS EXPERT



## SERVICE DESCRIPTION:

We offer consultation with an experienced tokenomics expert who identifies problems related to elements such as tokenomics establishment, listing, the technical side of token creation, organization of token transfer, giveaway, and maintenance of token value over time. The specialist will prepare solutions to the issues and make sure you know exactly what steps to take one by one to make your tokenomics work effectively. In addition, you will learn how to create and list NFT collections.

## PROBLEMS WE SOLVE:

- You don't know how to effectively distribute the funds you raise through an ICO.
- You don't know where and when to list your token.
- You wonder how much the supply should be.
- You don't know the technical side of token creation.
- You don't know how to maintain the value of a token over time.
- You have no idea about NFT collections for your project.

## BENEFITS TO YOUR BRAND:

- You will prevent costly mistakes.
- You will receive ready-made effective tokenomics.
- You will learn how to manage tokenomics.
- You will increase the chances of keeping the token value over time.
- You will know how, where, and when to perform the listing.
- You will release the project's NFT collection and increase the probability of generating interest in them.

# ADVERTISING BANNERS



## SERVICE DESCRIPTION:

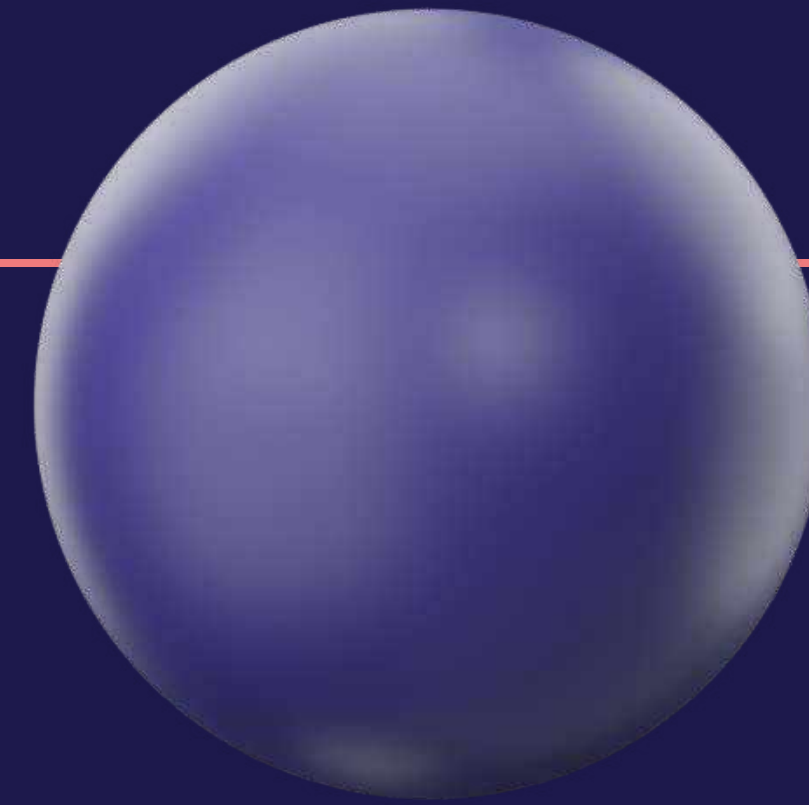
We establish cooperation with advertisers who provide their space on websites with hundreds of thousands of visitors. We prepare advertising creation and a list of advertisers with prices. We can work on sites such as Etherscan Ads, Bscscan Ads, Twitter Ads, Facebook/Instagram Ads, Quora Crypto Ads, Reddit Crypto Ads, LinkedIn Crypto Ads, 4CHAN, Crypto Ads Dappradar, Dextools Ads, Coinpaprika, Adshares, Coinzilla, A-ads, and many others. We also provide advertising with influencers.

## PROBLEMS WE SOLVE:

- Low project visibility.
- A small community with low reach.
- Fear of not reaching the ICO soft cap.

## BENEFITS FOR YOUR BRAND:

- You will increase the visibility of your project.
- You will get new followers on social media by redirecting them from advertisers' pages.
- You will improve the performance of the ICO due to the increased number of investors.



# NFT

## SERVICE DESCRIPTION:

We will prepare NFT collections from the conceptual, technical, and graphic aspects, and advise on how to distribute the collection effectively, where to list it, and also what utility it should have to be consistent with the design. We will take care of the giveaway of free NFTs and organize contests where you can win tokens.

## PROBLEMS WE SOLVE:

- You don't know what blockchain, how, and in what quantity of NFT tokens to create.
- You wonder what utility they should have.
- You don't know how to promote your collection.
- You lack interesting graphics for your already existing NFT collection.

## BENEFITS FOR YOUR BRAND:

- Receiving an NFT collection prepared from the technical and visual side.
- Promotion of the collection among the cryptocurrency community.
- Effective sales and distribution of NFTs.

# EMAIL MARKETING



## SERVICE DESCRIPTION:

Email marketing is a set of activities aimed at generating a mailing base, automating the sending of messages, and achieving certain goals, such as informing about the news. Our experts will configure the right tools for your project so that you can easily reach thousands of people. Our copywriters and graphic designers can make a newsletter for you that will help you build a loyal community of people who are interested in your project.

## PROBLEMS WE SOLVE:

- Low conversion rates mean that you are not achieving the goals you have set for your project.
- Your project has low popularity.
- You do not have an email address database.
- You do not have mailing automation.
- You lack newsletter sign-ups on your website.

## BENEFITS TO YOUR BRAND:

- You will build a base of contacts who can be informed of news about your project.
- Your community will be kept up to date with your activities.
- With this method, you will gain a whole new opportunity to influence your audience through, for example, contests, product sales, and invitations to visit the landing page.

# LIVE STREAMS



## SERVICE DESCRIPTION:

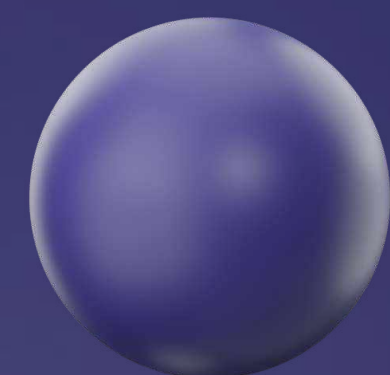
Broadcasts include live streams, interviews, webinars, and AMAs in carefully prepared events, during which, we can ask specific questions, and the project authors provide information about running the project.

## PROBLEMS WE SOLVE:

- Your community is not informed about project news and prospects.
- The company is not engaging in constructive dialogue with investors.
- The project appears to be less transparent because its authors are not visible on social media.

## BENEFITS FOR YOUR BRAND:

- You will build a professional and transparent image.
- You have the opportunity to keep your community informed about the project's progress.
- You will achieve better collection results if you build trust in your project.



# PERSONALIZED MARKETING STRATEGY FOR CRYPTO



## SERVICE DESCRIPTION:

A marketing strategy is a foundation for all marketing activities. We will prepare for you a document containing elements such as:

## MARKETING ANALYSIS:

- BUSINESS CONTEXT OVERVIEW – this section is a prelude to further analysis.
- PESTEL – analysis of the key factors affecting the business.
- COMPETITION ANALYSIS – a list of entities in the brand's competitive environment and an analysis of their social media activities.

## PROJECT ANALYSIS:

- SWOT ANALYSIS – presents the company's strengths and weaknesses, as well as opportunities and threats, along with a matrix of relationships and recommendations for a specific strategy.
- TONE OF VOICE – is the brand identity describing the tone and characteristics of communication.

- CUSTOMER SEGMENTATION – this is an analysis that focuses on dividing the market into smaller groups called segments. It outlines their specific needs, preferences, demographic criteria, etc., and enables companies to tailor their activities to the needs of different audiences.
- BUSINESS MODEL CANVAS – is a business model developed together with the client.
- RECOMMENDATIONS – advice on how to make operations more effective and consistently meet goals.

## TACTICS:

- SALES LEAD – is the established path for effective customer acquisition.
- STRATEGIC ASSUMPTIONS – is a determination of the long-term results to be achieved by the implementation of activities.
- OBJECTIVES – defines measurable results determined by the SMART method.

# PERSONALIZED MARKETING STRATEGY FOR CRYPTO



## THE PROBLEMS WE SOLVE:

- You do not have clearly defined company goals and a clear understanding of how to achieve them.
- You rely on incomplete information through a lack of proper market analytics.
- You make the wrong organizational decisions and waste your budget by taking imprecise actions.
- You rely on your own knowledge or the knowledge of people who aren't experts in your field.
- You don't know what blockchain to embed in your project.

## BENEFITS FOR YOUR BRAND:

- Through the analysis, you will get to know the market and make employees aware of the project.
- You will receive an action plan, which you can use yourself or pass on to other entities performing specific tasks for you.
- You will receive a description of the quickest way to increase sales of your products or services.
- The most effective solutions will be achieved through the collective knowledge of experts from many marketing fields.
- An effectively running project on a blockchain selected for your product or service.

# MARKETING PLAN

## SERVICE DESCRIPTION:

The marketing plan includes detailed activities that contribute to achieving the marketing strategy's goals. It consists of such elements as:

**SOCIAL MEDIA PLAN** – we define channels, formats (e.g., short video, post, animated post, poll, etc.), communication methods, and the frequency of adding content. Communication is prepared in the context of promoting the brand and what we will communicate to the audience.

**ADVERTISING PLAN** – we plan an advertising campaign, such as a Google Trends analysis, a campaign schedule, a budget, a definition of personas (campaign audience), and a Facebook audience.

## THE PROBLEMS WE SOLVE:

- You do not have a strategy for managing social media.
- You have a limited understanding of the characteristics of each media channel.
- Although you consistently run social media, you do not see results in the form of increased reach.
- Your advertising costs are not translating into sales (low conversion).

## BENEFITS FOR YOUR BRAND:

- You will know what, where, and when to post on social media to increase reach.
- To achieve your conversion goals, you will learn what conditions an effective ad campaign should meet.

# BRANDING

## SERVICE DESCRIPTION:

Project branding consists of such elements as:

**LOGO DESIGN** – after an interview with the client, we make three proposals, and one of them is chosen for further development. We submit it in color, achromatic version, in the form of a raster file (a grid of colored pixels) and a vector file (a grid of points that can be freely scaled). We also include colors and fonts.

**KEY VISUAL** – we make a graphic theme that will appear in all advertising materials and brand communication media. We prepare templates for social media graphics and three preliminary concepts, including a representation of the color scheme, fonts, and graphic elements. After the client selects the right concept, we prepare nine graphic templates. The files are editable in Figma (.fig) and Illustrator (.ai), and .pdf and .png formats.

**BASIC BRAND BOOK** – is a standardization, description of elements, and examples of logo use. Fonts, colors, safe areas, and minimum sizes of elements are included in it, as well as allowed and not allowed uses of the logo.

**EXTENDED BRAND BOOK** – (created based on key visual and logo design) contains all the basic elements of the basic brand book, plus the use of fonts, colors, and graphic elements in brand identification, concept, recommendations, as well as examples of use.

**BUSINESS CARDS** – we prepare business card designs in two layout proposals. They are double-sided.

# BRANDING

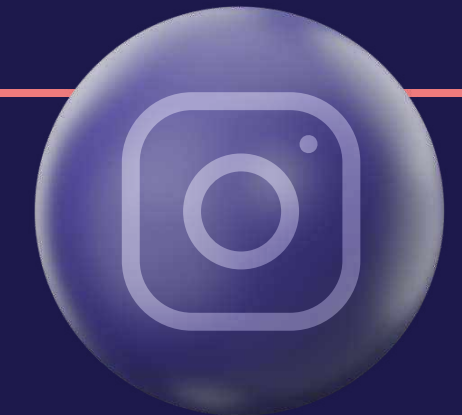
## PROBLEMS WE SOLVE:

- You have a poorly executed or missing visual identity for your brand. That leads to the product not being memorable for potential customers.
- You lack graphic components for digital and physical brand communication media.
- You lack standardization or consistency of visual identity components.

## BENEFITS FOR YOUR BRAND:

- A prepared visual identity allows you to work within its framework indefinitely.
- We will create the most professional and precise graphic representation of your brand.
- Brand recognition will be significantly increased.
- Thanks to our actions, the brand will appear in the audience's consciousness through associations.
- You will learn how to use your logo to fully exercise the right to your intellectual property.

# SOCIAL MEDIA MANAGEMENT



## SERVICE DESCRIPTION:

Running social media consists of elements such as:

**POSTS** – creation and posting on platforms like Twitter, Facebook, Instagram, LinkedIn, TikTok, YouTube, and Pinterest. An experienced social media specialist works closely with a graphic designer and copywriter to prepare posts that will allow you to improve your page's reach and reach a larger audience. The service may include setting up a profile on the chosen medium and managing it, i.e., responding to comments, handling inquiries, etc.

**MODERATION** can take place on platforms such as Facebook, Instagram, Twitter, TikTok, LinkedIn, YouTube, Discord, Telegram, and Reddit. An experienced moderator takes care of answering messages regularly and acts as support.



## THE PROBLEMS WE SOLVE:

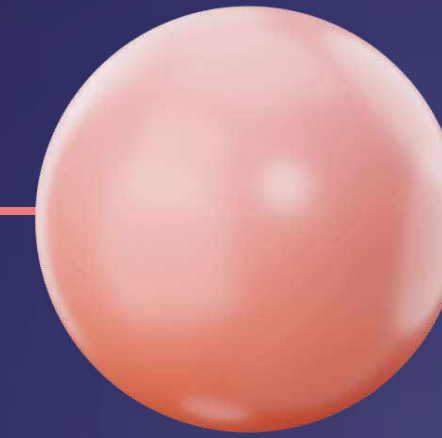
- Your brand's recognition is poor.
- Your business doesn't have a sales funnel, or it's not built properly.
- There is a low number of followers.
- Your profile does not have comments or reactions under posts.
- You are not fully aware of the characteristics of a particular medium.
- You have a low reach on the post because you do not add the correct hashtags.
- You are not sure which social media is best to use to promote a blockchain project.



## BENEFITS TO YOUR BRAND:

- Social media is your business card; if properly conducted, it will directly influence sales of products or services.
- You will improve recognition.
- We will achieve organic reach through interesting posts and gain loyal followers.
- You will take advantage of online trends and increase brand popularity.
- You will use the potential of social media to promote a crypto project.

# BUZZ MARKETING



## SERVICE DESCRIPTION:

**BUZZ MARKETING** - is a service that involves posting, commenting, and interacting with users of a particular platform. An experienced buzz marketer can positively influence a brand's PR, resolve an image conflict, or educate other users about a product or service. He or she can operate on any platform, most often on Facebook, Twitter, and thematic forums. Engaging accounts other than your own is important in building what is known as "social proof," the phenomenon of building positive collective beliefs about your project through natural discussion in the comments.

## PROBLEMS WE SOLVE:

- Negative feedback in forums or comments.
- Your brand may have an inconsistent image.
- The discussion in the comments lacks naturalness due to improper actions from other buzz marketers.

## BRAND BENEFITS:

- A natural conversation in the comments will generate interest in your brand.
- Enjoy a lack of heckling and negativity by breaking down possible objections in comments or forums.
- You can quickly resolve image issues as soon as they arise.



# COPYWRITING

## SERVICE DESCRIPTION:

**COPYWRITING** is the preparation of substantive content, texts for the website, and the creation of the story of your project through daily communication with the audience. Thanks to the results of the work of an experienced writer, your brand will enjoy continuous interest.

## THE PROBLEMS WE SOLVE:

- The recipient has difficulty understanding the product or service due to a lack of a blog that educates on the topic.
- There is a lack of technical documentation that may discourage customers.
- Articles may be written incorrectly, with too little detail, or too complex.
- The SEO incompatibility of articles may make it difficult to find them on the Internet.

## BRAND BENEFITS:

- Blog articles can make it easier for your audience to understand your product or service.
- Consistent technical documentation is the foundation of your company's success.
- Creating marketing-oriented articles will increase sales of your product or service.
- Writing according to SEO practices will make your articles easier to find on the Internet.
- We will ensure that your articles are memorable thanks to the appropriate texts and graphics we prepare.

# INFLUENCER MARKETING



## SERVICE DESCRIPTION:

**INFLUENCER MARKETING** is a service that aims to select an influencer (based on a detailed audit) and establish a partnership. Influencers will use their large number of followers to promote your product or service. By delegating influencer marketing, you can ensure that the person promoting your brand will have an authentic profile with a broad community.

## THE PROBLEMS WE SOLVE:

- Your brand has a limited social media reach.
- Your product or service has a low sales performance.
- You have trouble breaking through in highly competitive businesses.
- You lack the proper knowledge to analyze a social media influencer properly.

## BRAND BENEFITS:

- You will achieve a greater reach on social media.
- You will build a loyal community.
- You will increase sales of your product or service.
- Sustained promotion - YouTube videos are played at different times, and new people are constantly joining the channel's audience.
- Cooperation with crypto influencers (reviews, shilling, reposting).

# MARKETING CONSULTING



## SERVICE DESCRIPTION:

Marketing consultation allows you to have a personalized approach to your brand. Webinars and YouTube videos can be helpful, but the most effective time- and cost-saving solution to a problem is a private consultation. Delegate your problem to experienced professionals who will work together to find a solution for you. Find out what can work or what can be improved.

## PROBLEMS WE SOLVE:

- You've watched a webinar on a particular area of marketing and implemented solutions, but the solution still isn't working.
- You need help understanding your chosen area of marketing.
- You are losing the budget by not meeting all the conditions for a given solution to be effective.

## BRAND BENEFITS:

- You receive a personalized approach from a specialist in a specific business area.
- Solutions that you can implement yourself, or we can do it for you.
- There is no need to spend time looking for solutions that may not be suitable for your problem.



# WEBSITES



## SERVICE DESCRIPTION:

Website development at We Make It is a collaborative effort of multiple professionals who will take care of the website from the code, graphics, text, and SEO/SEM side. Quality creation is a complex process that requires knowledge and experience. Once a website is created, it is a great tool for communicating and selling products and services. We will also prepare a scalable landing page that will interest the audience with its UVP (unique value proposition).



## PROBLEMS WE SOLVE:

- The website has an unattractive design, which is not appealing to audiences.
- Your website does not show up on the first pages of search engines.
- Inadequate UX/UI is making navigation difficult.
- You have improper descriptions or graphics on the website.
- The lack of automation makes you spend more time on activities like responding to emails.

## BRAND BENEFITS:

- You will stand out from the competition.
- You'll save time by making the website work in an automated way.
- Effective UX/UI results in a better user experience on the website.
- Refinement from the development side, allowing for more efficient performance.
- You will enrich the website with professional graphics and text that inspires trust in the viewer.



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