

ALPHA ICO

SERVICES DECK

Dated September 2018

ALPHA BET

Introduction

Reviewed, Listed and Ranked as one of the Top 20 ICO Marketing Agencies by GoodFirms.

Advising, Strategizing, and Executing customized Marketing, Advertising & PR initiatives that are geared to suit the particular objectives of our clients. Bridging the gaps to help your ICO/ITO stand out of the crowd. There's no one-size-fits-all approach for the booming ICO market, and no one knows that better than us, and our customizable process towards each project proves just that.

Over the years, Alpha Bet, and its team, have taken chances, experimented, and worked towards fine-tuning processes and requirements according to clients' needs, according to geographies, according to timelines and according to budgets. There's no task too small, and there's definitely no requirement too large. As good marketers do, we've pinpointed gaps in the market, according to industry, and targeted those markets for our own growth. When we say nothing's impossible, we actually mean it.

They say you should be the one to define your brand before someone else defines it for you. When we decided one day that there's so much more we could provide brands and companies looking for branding and marketing know-how, we created Alpha Bet. When we saw a gap in the targeting of individuals and a severe lack of personal branding capabilities, we created SaundCheck, an arm of the business to help with just that. Over the course of just a year, we've worked with musicians, actors, models, and solopreneurs. With the takeover of e-commerce, we saw too many businesses struggling to beat the herd, and we focused an arm of business towards a Start-Up Accelerator. And now, with the blockchain revolution and the shortfall of smart, good marketing talent, we've created Alpha ICO to fill that gap. It's how we work, and that's the drive we bring to your business.

Executive Summary

Before we begin, it's important to outline the basic need for a Marketing Plan. All the information below will need to be drawn up in conjunction with the client for a robust understanding of the overall business environment. This information will plough back in to the Marketing Activities and Scope of Work captured in the table that follows.

Historical Background - where the business /idea generated
Marketing Goals and Objectives - Sales, Profit, Pricing, and Product objectives
Market Analysis - to assess whether your industry is growing, maturing or declining
Environmental Analysis - Global Business Environment (including political and legal and demographics)
Environment Analysis - Local Business Environment
Suppliers, Social/Cultural, Competition
Consumer Analysis
SWOT Analysis
Marketing Focus - Product or Service, Location, Promotion and Price
Financial Information



HOW WE COMPARTMENTALIZE

The Alpha Bet Way



Branding

- Logo Design
- Brand Guidelines
- Website Design & Development
- Whitepaper Design & Publishing
- Investor Presentation
- Brand Collateral Design (Print-Ready)
- Marketing Media Creation

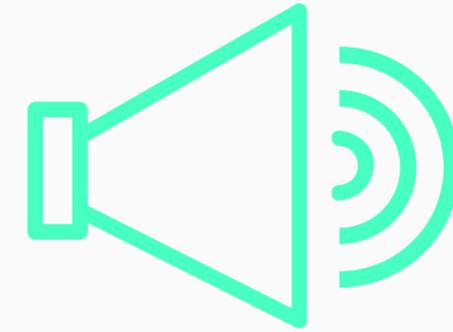
\$32,500



Inbound

- Social Media Marketing
- Content Marketing
- Email Marketing
- Community Development
- Online Reputation Management
- Bounty Management
- Communications

\$20,000/Month



Outbound

- Press Relations
- Display Advertising
- Premium Listings
- Events Presence
- Influencer Marketing
- PPC and CPM Advertising
- Investor Outreach and Promotion

Budget Dependent

Key Elements

Looking for an edge over the competition

Content Publishing on Minds

Community Development on Cryptonomy

Regional & Language-Specific Press

Region-Specific Advertising

Persona Development

Outreach & Community staff Coaching and Development

High-Impact Region Focus

Event Representation Support

Event Speaker Support

Agency Pricing/Discounts Transference

Investment Focus

Strategy Development

Phase-Wise Execution

Trackable Metrics

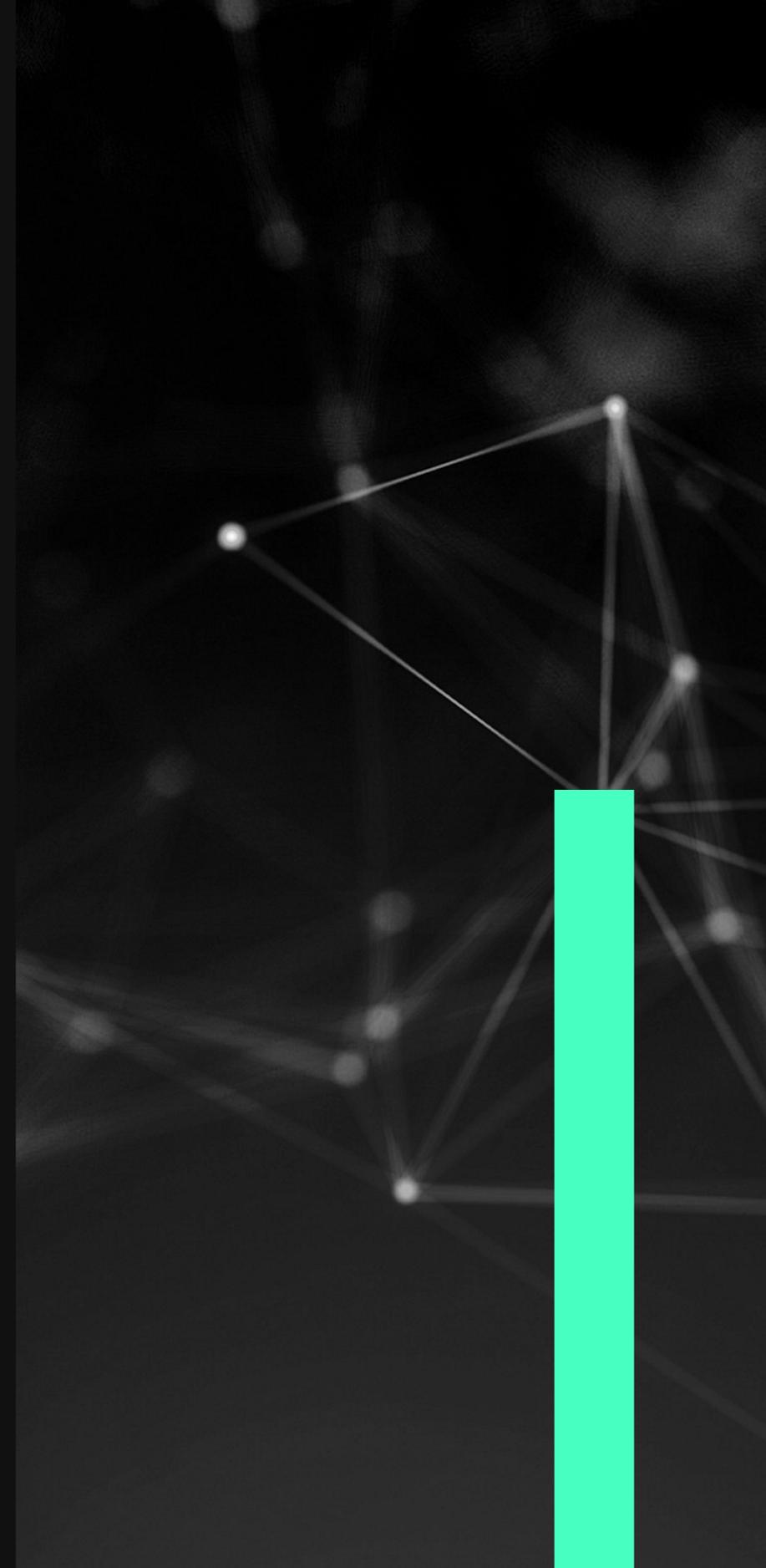
Report Publishing

Major Developments

Our learnings over time

As Inbound Specialists and a HubSpot certified agency, we follow the theory that smart marketing is far more effective than expensive advertising. Within the ICO space, however, there is no choice but to follow a healthy mix of both methodologies. That said, over time we have realized how to differentiate between important, high-impact activities that can be monitored and those that can provide a tangible ROI, while simultaneously trimming the fluff around expensive, often unnecessary burn of funds. We realize that every business is unique, and therefore the objectives from their ICO need to be tackled with tact and effective strategy, and not just a blanket list of activities.

From mid-2018, we have noticed a stark difference in performance, owing specifically to a lack of strategy. During this time, while multiple ICOs either deferred or failed their raise, Alpha Bet found it easy to shift gear to more cost-effective, smart, high-impact activities, not only saving projects money, but also being able to position them for success in their ICO.



While no two projects are the same

Alpha Bet can differentiate,
IN REAL TIME,
between what you think you WANT,
and what your business NEEDS

MOVING ON TO PRICING

Tentative, and dependent on budgets available

THE QUEEN

**All Branding
and
Inbound Marketing**

Enough to hold an ICO,
but may lack in visibility over time

\$65,000

THE KING

**All Inbound
and
Basic Outbound**

Well enough to hold an ICO,
but may lack hype and impact

\$175,000

THE ACE

**Everything one can
do to be
a success story**

From powerful branding to high-impact
advertising and presence

\$350,000

Subject to change. Fiat payments are subject to local taxes. We do not accept tokens.

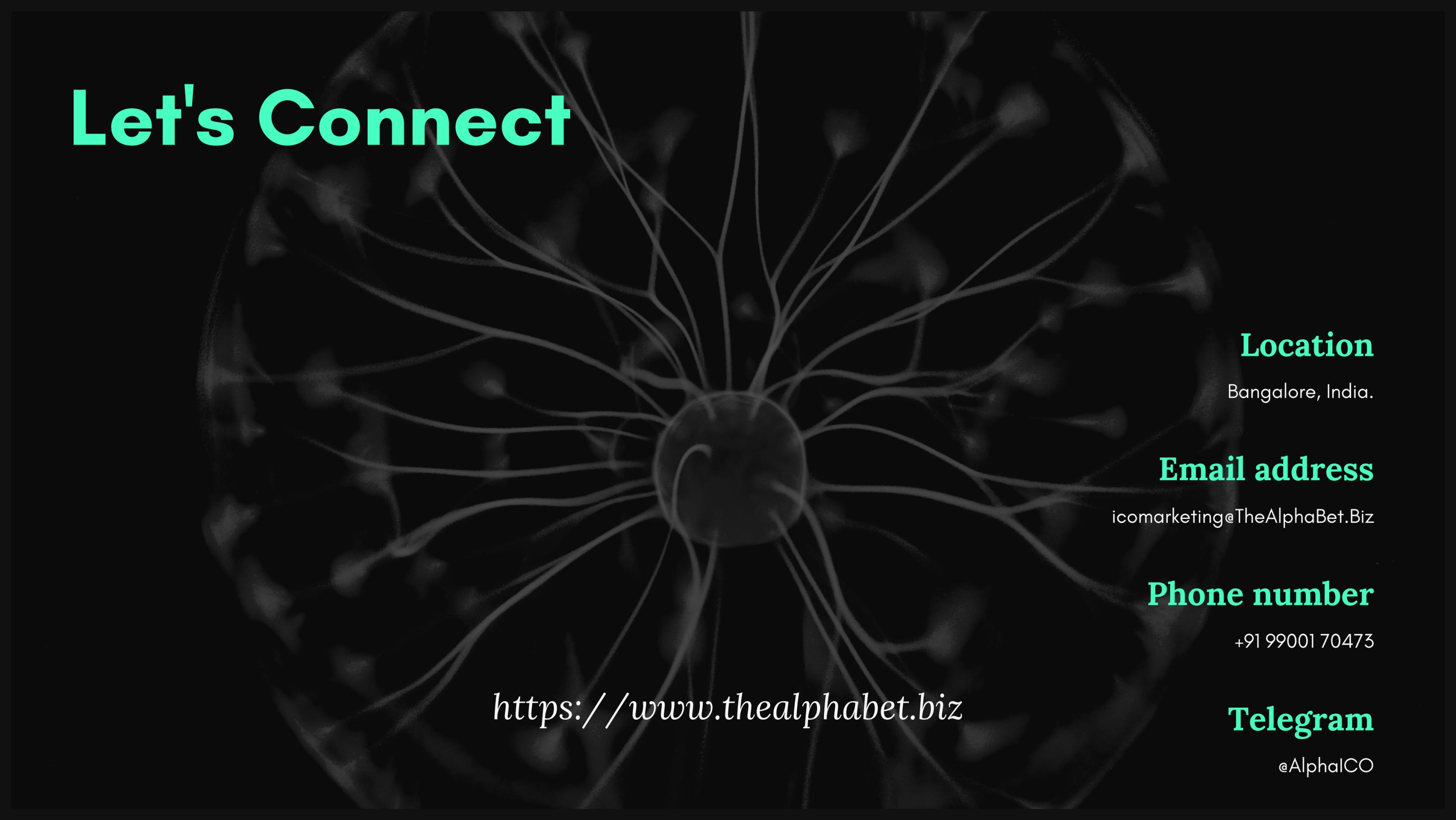
A GLIMPSE INTO THE COMPANY WE KEEP

Clients, Partners and Agency Contacts

**WORLD
BLOCKCHAIN SUMMIT**



Let's Connect



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