

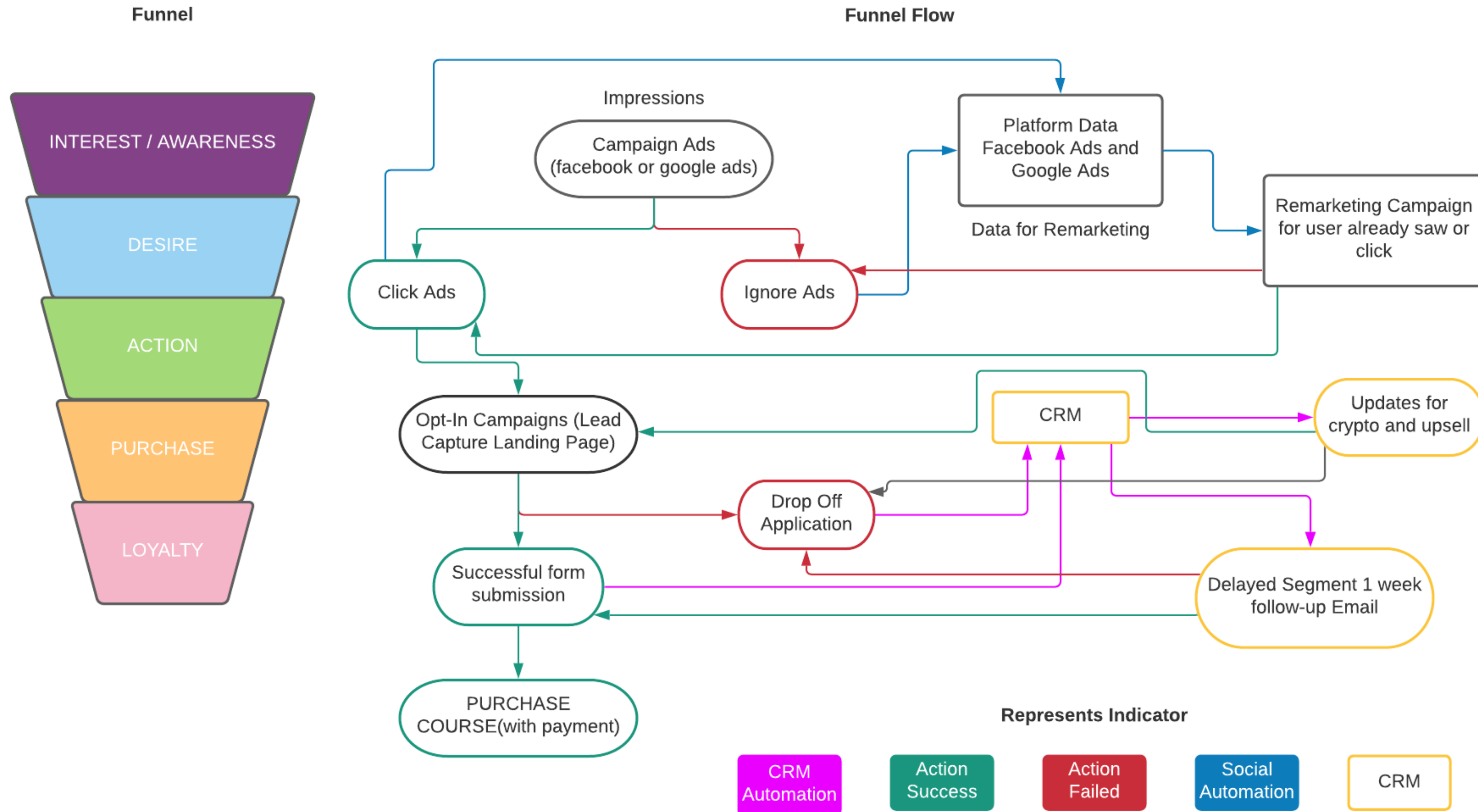
INTRODUCTION TO

COIN STEPS DIGITAL MARKETING CAMPAIGN



FUNNEL FLOWCHART

COINSTEPS CAMPAIGN FUNNEL



GOOGLE ADS CAMPAIGN

PROPOSAL

Create a text ads for landing pages and this will be forwarded to the crm forms to collect data which is stated in the funnel flowchart. Let's start with €1000 - €2000 for the 1st month, e.g. €2000 / 5 campaigns = €400 each campaign. For each geographic we will customized the language depends on the language.

- Cryptocurrency Fundamentals
- Short Selling: Sell Bitcoin Before The Fall
- Cryptocurrency Investment Course
- Cryptocurrency Wallets
- Cryptocurrency Trading Masterclass

ACTION REQUIRED

- Add a payment information via ads.google.com
- Keyword Research for niche cryptocurrency
- Test run campaign with 70% budget in 1st 2 weeks to

GOOGLE TEXT ADS SAMPLE

Ad • <https://coinsteps.net>

Cryptocurrency Online Course - Learn from the Experts

Learn Cryptocurrency Online At Your Own Pace. Start Today and Become an Expert in Days. Join Millions of Learners From Around The World Already Learning On CoinSteps Bitcoin, Litecoin, Dogcoin and more...

Sell Bitcoin Before The Fall

Don't be left behind and catch the Cryptocurrency wave - NOW!

Trading Masterclass

Master How to Use Profitable Technical Indicators & Chart Patterns to Day Trade...

Wallets Masterclass

Learn the best methods to safely purchase bitcoin..

Cryptocurrency Investment

You will learn how to invest like a PRO by learning from the Founder of Bloom Trading

Actual Ads

Ad • www.upwork.com/ ▼

Upwork™: Hire The Best - Trust Your Job To True Experts

Connect Your Business To Expert Professionals & Agencies With Specialized Talent. Post A Job Today To Access **Upwork's** Talent Pool Of Quality Professionals & Agencies. Grow Your Team Fast. 90% of Customers Rehire. Trusted by 5M+ Businesses. Secure Payments.

| | |
|--|---|
| How Does it Work? Post a job, hire, collaborate, and pay in our secure online workplace. | Hire Now Work With Someone Perfect For Your Team. |
| Browse Freelance Talent Top-Rated Freelancers Ready To Work Find Someone Perfect For Your Team | Find Agencies On Upwork Work with top rated agencies. Post a job today and get proposals. |

SOCIAL MEDIA CAMPAIGN

We already know that social media played a huge role of cryptocurrency's success over a decade.

PLANNING FOR LATER MONTHS

Advised that we need to create a news campaign with a Call to Action - e.g "Want to know more about cryptocurrency?" And with a button - "Learn More" for lead nurturing and Different call to action text ad description for Lead Capturing.

CAMPAIGN SAMPLES

Lead Nurturing



Amazon's shares forecast to rise 119.37%



60% of global population are now investing.
Learn cryptocurrency for FREE

[LEARN MORE](#)

Lead Capturing



Amazon's shares forecast to rise 119.37%



We are giving away 70% OFF Cryptocurrency
Course for As low as €199

[SIGN UP](#)

EMAIL MARKETING

For a good CRM I advise [sendinblue](#) as it has a lot of functionalities to offer when it comes to niche cryptocurrency. We are still going to build the email template once purchased.

- Email Marketing
- Email Templates Ready
- SMS Marketing
- No Daily Sending limit
- 5 Landing Pages (20€ for 5 extra landing pages)
- Unlimited Contacts Storage
- 20,000 email monthly (\$65/Month Package)
- A/B Testing

