

1. **Create 2 Tweets** on the space below that will serve as Promoted Ads for a Dcypher Social media campaign on Twitter. The tweets should involve a message and an image (you don't need to create one, just find something on the Internet that goes with your message).

Become a “PRO” when it comes to Cryptocurrency Market with our easy to use trading app that comes with AI system that identifies ahead of the crowd what stocks to trade and when. #crypto #bnb #cryptocurrency #bitcoin



Never left behind the Market Trends with our Dcypher Social Community that Trade with Friends and meet new friends in real time. #crypto #bnb #cryptocurrency #bitcoin



2. **Create 2 Reddit Posts** on the space below that will serve as Promoted Ads for a Dcypher Social media campaign on Reddit. The posts may involve a message and an image or even better - a Meme!

Controversial Question of Trading Apps - (If not certified)

Anyone can advice a good trading app? That can easily be learned and complexity is not that hard for a newbie like me? Currently I'm now trying [Dcypher](#) as my friend suggested and it looks easy to me. Will give you updates for the next 1 month...



Tired of a bunch of trading apps that are so complex and with less assistance? Dcypher is the answer with our trading app that is easy to learn that comes with AI system that identifies ahead of time what stocks to buy, sell or trade. - **(If certified with ad policy).**



3. **Propose at least 5 Keywords** below for Dcypher App you would implement as SEO strategy for a US market audience.

Hint: Don't just randomly put keywords. Do an SEO keyword search for the optimum keywords to use.

Cryptocurrency - with 300,000 average monthly search and medium competition last month (April)

digital currency - with 3000 average monthly search and medium competition last month (April)

best trading app - with 8000 average monthly search and high competition last month (April)
Only gamble keyword just to hop in the wave.

Crypto - 135,000 average monthly search and medium competition last month (April)

cryptocurrency prices - 201,000 average monthly search and medium competition last month (April)

4. **Propose 3 Growth Hacking Campaigns** (not mentioned above) you will perform to bring in New Users to Dcypher. Feel free to be creative and unconventional.

For each campaign, provide details about:

- The growth hacking technique / activity employed
- How you will execute / perform it
- How many New Users you believe the campaign will bring in 3 months

1. Content Marketing

- Backlink checker for competitors backlink
- Submit to any news, press releases, article submission with high Domain Inlink Rank / Create a landing page on where they can start or sign-up.

- If we submit 650 articles the possibility is 1000 new users per month after the 3 months campaign but Of Course we need to set it realistically specially with organic ones like article submission as it will take 6 months with the results.
2. Google Ads and Facebook Ads - (If certified in ads policy) -
- Campaigns per country strategy
 - Each country has their own language per landing page
 - 1000 and more for the recurring months for google ads and 1500 more for the recurring months for facebook ads
3. Media Buying
- Design a Media Buying Strategy
 - Identify Target Audience, and Decide How to Reach It, Choose Media Outlets, and Negotiate the Price, Ensure Media Delivery with launching specially with UTM's to track online.
 - First month will be the peak of its New Users and eventually depreciate for the next month - target users will be 20,000 depends on the geographical campaigns