

Strategist Marketing Guide





COMMUNICATION MANDATORY GUIDELINES

Before proceeding with reading this document please check [our Communication mandatory guidelines](#).



Find a Purpose



The primary goal of this guide is to give you a rough idea, perhaps an outline even, on how to turn your crypto trading skills into engaging, user-friendly content which brings you new copiers and essentially a community of followers.

Stats speak the loudest - there's no better way to promote your Crypto Strategy than outperforming top assets, such as BTC and ETH, on a consistent basis. Your performance is your foundation, and with it, you prove your crypto knowledge and understanding of the market. Our data says that users copy strategies with the best charts. That's the top reason a Strategy gets copied. But you have to get people to know about it so that they can copy it.

What if you already have a good performance but still lack copiers?

Here is where marketing comes in handy. We could go on about what it is, but it essentially boils down to the following:

→ **Make a good product**

→ **Point out benefits to the right people**

If you are already outperforming Bitcoin over a longer period of time, it means you have the right product users will buy. The only thing missing is listing its benefits and showing them to the right people.

Do your research and share the knowledge learned

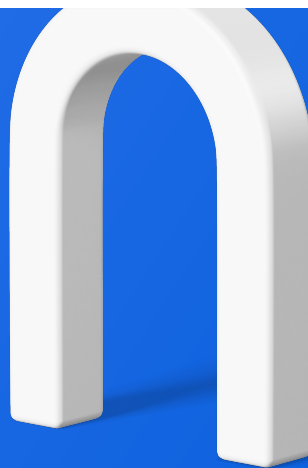


Every above-average Strategist on ICONOMI will tell you that there is a long path between random rebalances that sometimes outperform Bitcoin and doing so on a consistent basis.

Out of 4000 Strategies on ICONOMI, only a handful actually do so over a longer period of time, some of which bring mind blowing returns. Through this, your know-how is the main driver of your Strategy, thus its performance.

Your know-how is your most powerful weapon and one of the main reasons why copiers get on board. Performance aside, you have the ability to directly engage with your audience by posting your observations, questions, criticism, analytics etc. Take a few notes while doing research for the next rebalance, and post your observations and analysis. When that's done, go to your favourite social media and post about why you made these choices and the stats behind them. It might sound counterintuitive; "Why would I give out the info for free?" This might be true in certain situations or markets, but the crypto world moves so fast that others have little opportunity to follow what you have learned since you already made your position. Additionally, these findings directly show your copiers that you're a person who invests a lot of time, energy, and passion into your research and that you have an in-depth understanding of the market. This combined will show users that you are trustworthy. All they now need to do is copy your Strategy so they get the analytics together with the well timed rebalances.

Build trust and stand out



Crypto users are mainly looking for two things when making their investments:



What will make them the most money?



What's the most trustworthy?

We've talked about both points already. Your graph is what gives users both the potential of making more money than they would trading alone together with the security of your track record. Additional trust comes from your posts and messages, shedding light on your trades. People like to know what's going on, especially with their money. Users tend to be more inclined to join a proactive Strategist.

We can also see many Strategies which are based on an asset or type of assets, such as Cosmos or DeFi. There, a story can emerge - your story - one of following a specific trend or predicting what might happen. The possibilities are endless, and you can spin your story the way you want to, as long as you have the knowledge and track record to back it up.

Keep your copiers in the loop

Try to communicate your rebalances, be it small changes or a complete overhaul - your copiers will love to be in the loop. Explain why you made the changes and how it affects the performance of your Strategy. This is very important, as each time you execute a rebalance, your copiers get a push notification on their phones and will flock to your Strategy to see what's going on. The rebalance might still be active, or your performance may not be positive, so it's crucial you have a post waiting for them. To add to that, the post notification may spark a conversation if they're with a friend about you and your Strategy, which could lead to you getting a new copier.

Copiers will be there with you even if the markets turn sour, but they may start losing hope if there's no word from you. Even if your Crypto Strategy performance receives a blow, if you successfully manage that damage via posts, copiers will stay.

Content marketing in crypto

Your Crypto Strategy is more than just a chart. Yes, we did say that most of our users make their decisions based on the chart, but users who refer their friends and family are much pickier. Before an existing copier decides to expand your following (well, 'copying') by bringing in others, it will require you to become constructive and loud. What we mean is, you have to make yourself heard on social media, ICONOMI posts, blogs, mailing lists, anything really that shows that you're actively operating your Strategy. Your content is your guarantee, transparency, and a hook.

Imagine going to the doctor with a sore throat and being prescribed medicine you haven't heard of before? With no explanation or reason behind it, nor how the healing process will go and any side effects. Why are we comparing crypto managing to medical treatment? The medicine prescribed may be the perfect one to heal you, but you'd be in the dark, anxious about your health and what's going to happen in the next few hours. People worry about their health, family, and of course, money. It's much less likely a copier will trust you with a larger sum of money or take the heat from a friend they referred if the market goes down until you show them your knowledge, plan, and execution.

So How Do You Start With Content Marketing?

You can simply start by using ICONOMI posts where you talk about these topics:

→ Knowledge

"I increased the weight of asset X because an update is coming within the next three weeks, and there is a chance we see growth/a drop or increased/decreased token velocity."

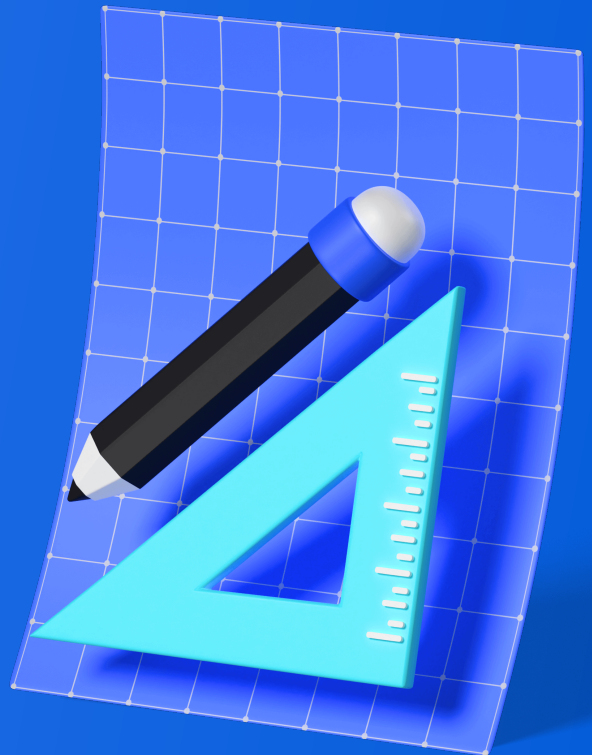
→ Plan

"I restructured the Strategy to include 20% stable coin to prepare for a potential drop, and as soon as asset X drops for Y%, we will turn that 20% stable coin profits into asset Z (buying cheap)."

→ Execution

Daily feedback for your copiers with relevant information shaped around your rebalances. Having consistently good performance is not just luck. It means you are rebalancing with a clear understanding and vision. The only thing you have to do is disclose enough information to your copiers, and everyone will be happy.

Tools at your
disposal →



Crypto Strategy posts



Keep your copiers and potential copiers on the ICONOMI platform up-to-date on your approach to the market. There is a direct correlation between successful Strategists and the content they provide to their copiers.

[Posts](#) can be synced with your Twitter account and have direct referral links to copy your strategy.

We've seen user engagement soar since implementing social trading functionalities. We conducted several interviews with successful Strategists who use posts on a daily basis, and our stats show that users do read their [posts](#). Both of those give us a clear picture that posts do help copiers get a better understanding of where the market is going, how their assets are doing and where their expectations should be set at that moment.

Posts When You're Succeeding

We often love to brag, but here, bragging might be vital to your growth. We've pointed it out before, and we'll do it again: take a good product, list its benefits, and point them out to the right market - marketing 101. When your Strategy is doing well, it's worth pointing that out. If you're getting an above-average inflow of copiers or ACS, point it out. If you're outperforming Bitcoin for a long time, point it out. Use [posts](#) to continuously point out small victories you and your copiers are achieving, generating more chatter among your copiers and building up trust.

Posts On Moves To Stable Coins

Many Strategists try to predict market corrections, and they move a certain amount of their Strategy weight into a stable coin, protecting their previous gains from potential upcoming market drops. Even though this is a great way to protect assets, many copiers are unaware that you can do this and that you will do so in time. We have noticed that there are many copiers who try to predict market conditions and sell Crypto Strategies into EUR themselves to protect potential losses. We're all up for individuals having complete control over their assets, but it might be beneficial for you and your copiers that they understand how you are responding to the market conditions with stable coins. Maybe then they'll be ready to ride out such situations without manually exiting to EUR, letting you manage the corrections for them. This is a complex issue to handle, and it requires you to engage with your copiers through posts, youtube videos, blogs, analytics etc.

→ Here are a few examples of positive posts:

"YAAAY, 3M ACS finally achieved. Thank you for your trust and 5M here we come!"

"We have continuously outperformed Bitcoin for a period of 14 days now, +24% in 14 days!"

"We have continuously outperformed our competitors, making our Crypto Strategy a top performer for the past month."

→ A generic example of a post when you move into stable coins:

"I feel the market is topping, so I'm moving 20% to USDT to protect from a possible correction. Rebalance will take place within the next few hours, so there is no need to manually exit the Strategy if a correction happens".

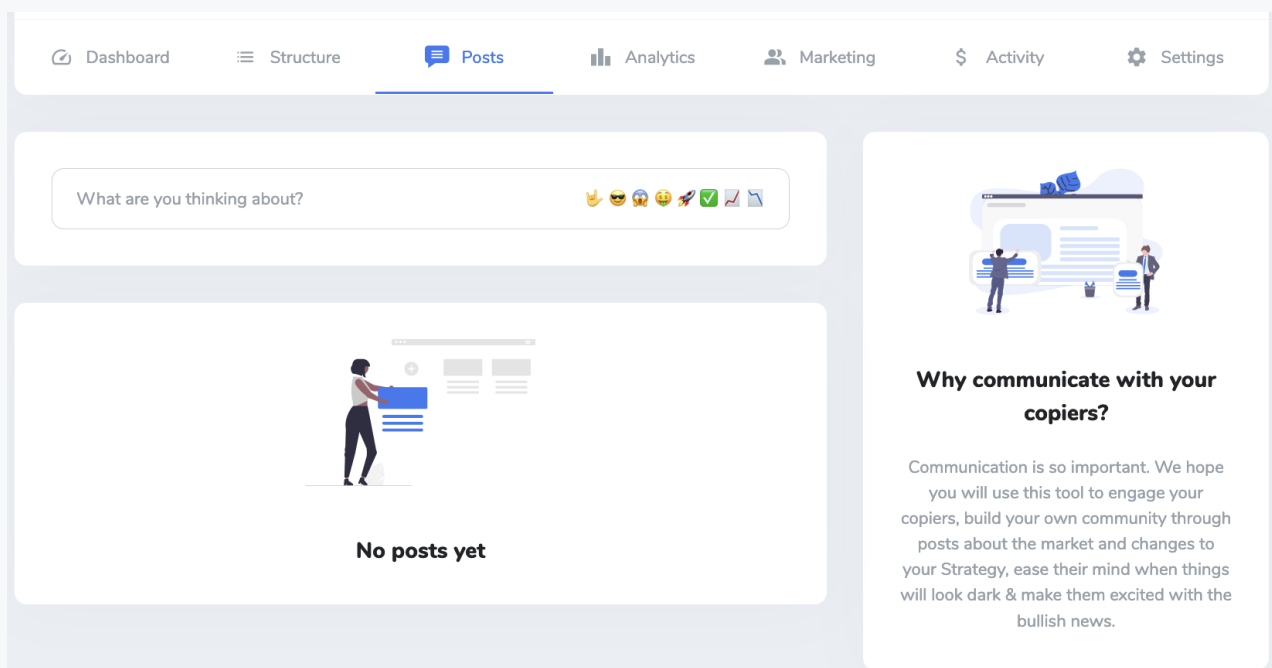
User Posts And Asset Tagging

As a Strategist, you can write posts that appear within the timeline of your Strategy, as we've already covered in a previous section. Additionally, you **can also post as an ordinary user**, posting outside of your Strategy, giving your personal opinions which may not be directly related to your Strategy. These posts allow you to establish yourself on a central timeline, expanding your reach.

You can, for instance, tag assets by **adding a \$ and then the asset's ticker**. Your post will then appear under the tagged asset timeline, as well as in the central timeline all users consume daily. Equip such a post with a good signal or chart, and you're ready to send your message out there and capture possible users.

Post Comments

Of course, as with any social platform, comments provide discourse leading to debates that spread knowledge and sometimes make you a friend. This means that any user can comment on what you post. Thus, users can ask questions and give praise or constructive criticism to Strategists, so keep an eye on incoming comments and try to respond to them as soon as possible. Try to respond to as many comments as possible, as otherwise, copiers may feel like they aren't being heard, especially if they are raising concerns.





If A Tree Falls In A Forest And No One Is Around To Hear It, Does It Make A Sound?



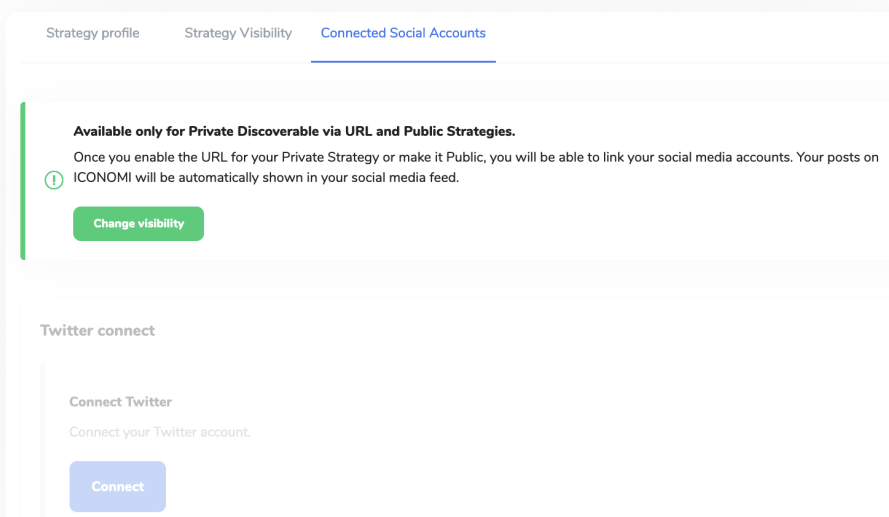
Cheesy quotes aside, having a great performance is simply not enough if no one's around to see it. That's why ICONOMI provides several tools you can use to start sharing your Strategy's performance with the public:



01. Turn on automatic sharing on Twitter and your posts on ICONOMI will be automatically shown in your social media feed.



02. Manually generate comparison charts and share them on your favourite social media (you can make use of ICONOMI's Twitter as well)



Gift Cards for Crypto Strategies



Communicating with your copiers is important, but nothing can generate as much of a following as a giveaway. You can, for instance, give away a 15EUR [Crypto Strategy Gift Card](#) through your Twitter, and the user will immediately copy your Strategy. Not only do you have a new copier, who will potentially bring along more friends, but you're also increasing your ACS and copier number. Eventually, your investment should come back, generating more profits!

[Dashboard](#) [Structure](#) [Posts](#) [Analytics](#) [Marketing](#) [Activity](#) [Settings](#)

Promote your Crypto Strategy

Create Elevation3 Gift card(s):

Number of Gift cards

Value per Gift card

Amount

Value

USDT


Funds available for Gift Cards: 10.330000 USDT (€9.56)


Total cost:


0 USDT

Create

Build you community by inviting copiers to your Strategy

**Increase your Assets Copying Strategy**
Gift cards are cashed directly into your Crypto Strategy, so you will instantly increase your ACS and earnings from fees.

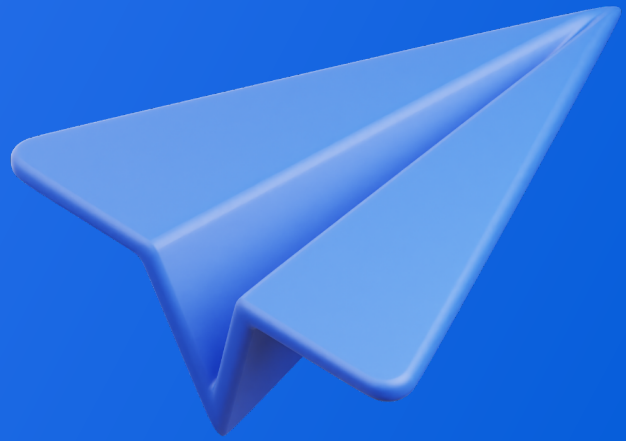
**Referral connection guarantee**
New users that use your Gift card are automatically appointed to your referral code!

 ICONOMI

Strategist Marketing Guide

12/16

Invite Copiers directly via email



Send direct email invitations from to potential copiers of your Crypto Strategy.

Invite copiers

0/100

Copiers ●

Promoters ●

Use commas to separate multiple emails

Send & Refer

Seems like you haven't invited anyone yet.

Rules and Nightwatch



[Rules](#) options are great to be able to react to the market when you otherwise wouldn't be able to. If set up correctly, users can hardly compete on their own. Communicate that you have protections in place and what they approximately are. If you predict something bad to happen, capitalise on it. Tell your copiers that you have a plan B if the market dips. Additionally, when looking at Strategies, ICONOMI platform users can see information with the Strategy's status, and a message if the Strategy is protected by Rules.



Trailing stop-loss

The trailing stop-loss rule gets triggered when your Strategy falls by a specified percentage from its highest point since setting the rule.

Create



Take-profit

The take-profit rule gets triggered when your Strategy increases by the specified percentage since setting the rule.

Create



Price-based

The price-based rule is triggered when the selected asset reaches the exact price you define.

Create



Time-based

The time-based rule is executed on a specific date and time. You can also have it repeat on a daily, weekly, or monthly basis.

Create



Nightwatch

Nightwatch will monitor your Strategy's performance for 12 hours and trigger a rebalance into a stablecoin in case of a drop.

Enable:



Marketing guide

Conclusion

We only scratched the surface of building a community. It's a lengthy process with many different options, possibilities of failure and success, challenges and hurdles to overcome. All the while, it can be an insanely fun and rewarding experience, both for you and your wallet. What we discussed is not a definite nor possibly the best way to do it, but it's something that we found works for us. Therefore, please write us about what you think, what we did wrong or right, or what else we can write about.

Marketing guide

Summary

We've shown that the best way to grow is to create a good product - a successful Crypto Strategy - and point out its benefits to the right people. The main reason users copy a Strategy is its performance chart, and once you have that, you have proof behind your words. You can start differentiating yourself, showing what you bring to the table by communicating to your followers. Marketing is the best way to expand, as it will get more people interested and involved, eventually growing your copier base. You have to make yourself heard and find a way to stand out from the crowd.

You can use many different tools to do so, and we mentioned a few of them: Crypto Strategy posts, posting when the market changes (for better or worse), stable coin moves, user posts and asset tagging, commenting and creating discussions, performance sharing, utilising Nightwatch and Rules, ICONOMI Pulse, and Gift Cards. What we've listed here is explained in a bit more detail in the post itself, but it's important to use all the tools you have. Again, the more people interested, the higher ACS, leading to more people joining. Find an angle that works for you and expand. Everyone starts at some point, and nothing's stopping you from becoming huge.

