

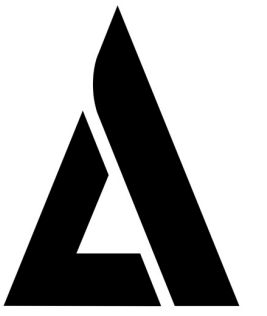


BLADEWALLET

MARKETING STRATEGY PROPOSAL

HOWTO.
MARKETING

B L A D E



Introduction

BRIEF AND SETTING THE SCENE

Bladewallet Brief

- ✓ Overhaul digital presence and build a solid digital foundation for the company
- ✓ Website and App Store optimisation
- ✓ Promoting of partnerships (announcements and traction)
- ✓ Establishing Blade as THE enterprise B2B wallet with B2C Utility.

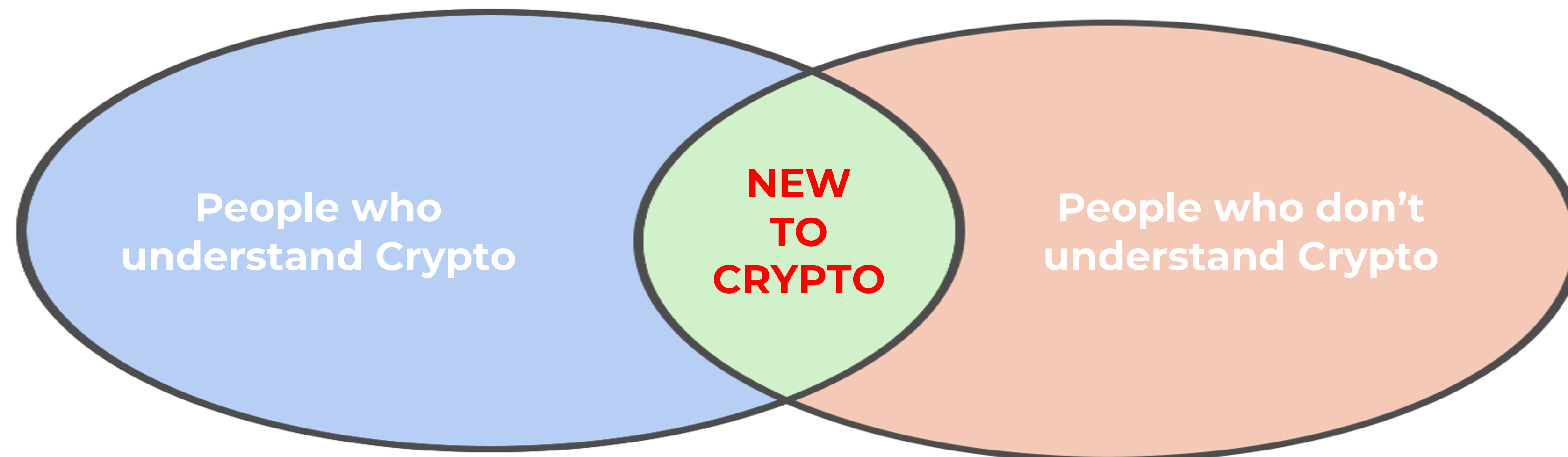
Comments:

Of the brief, our immediate focus should be two of the three. Promoting partnerships (celebrating success) and establishing Blade as the Ent B2B wallet. These will in turn build your solid digital foundation & by proxy increase your app store performance.



Expand the Market

INCREASE THE PLAYING FIELD ORGANICALLY



Anecdotally speaking, in the B2B world, cryptocurrency and use of the blockchain is at early adopter level. As such – the marketing messaging should focus more on the utility and real world applications of **Blade Wallet**. "*What can **Blade Wallet** do for me?*". Users don't require an understanding of *how* crypto works in order for **Blade Wallet** to create the desire within them to capitalise on *what* **Blade Wallet** makes possible for them.



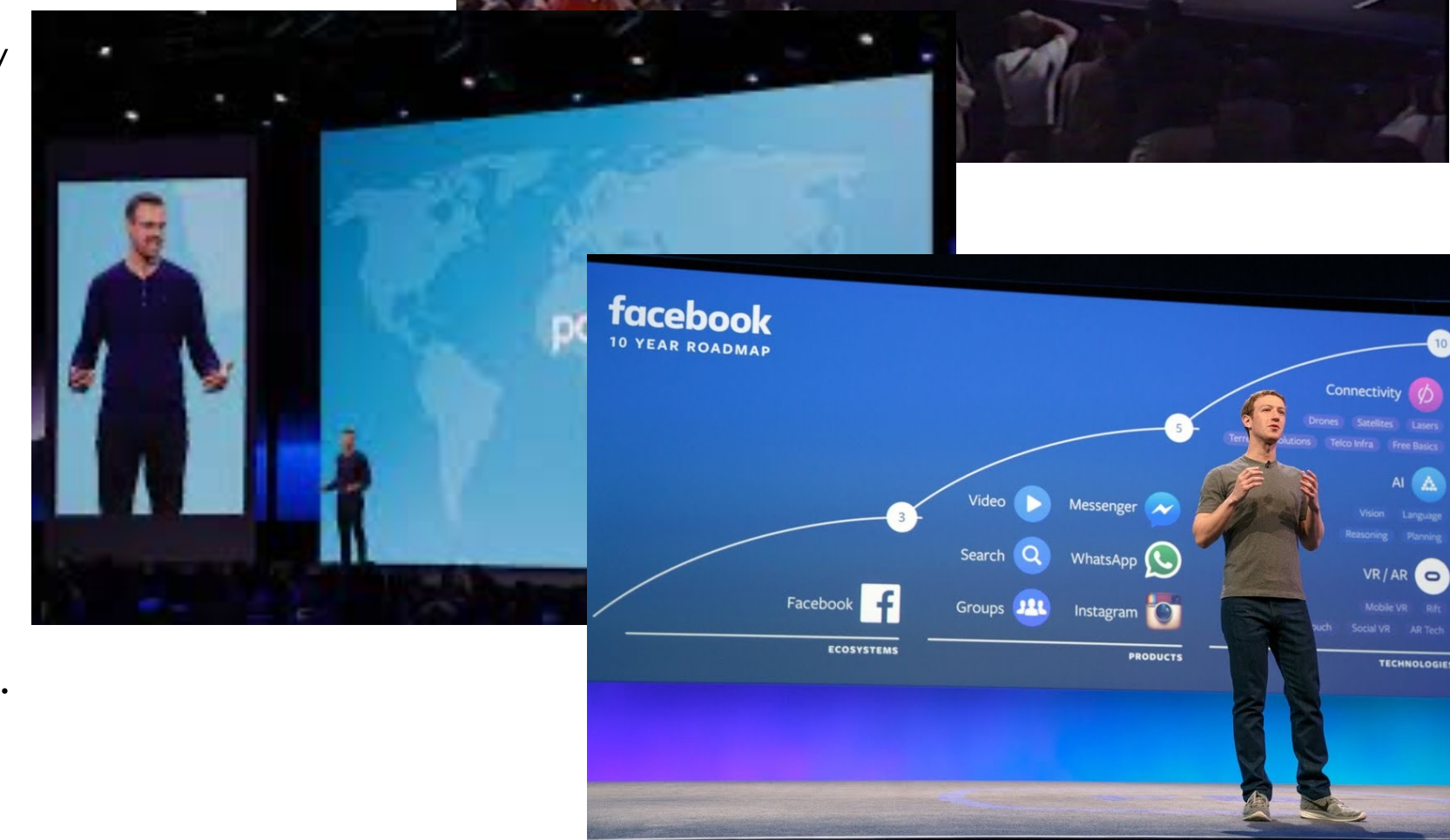
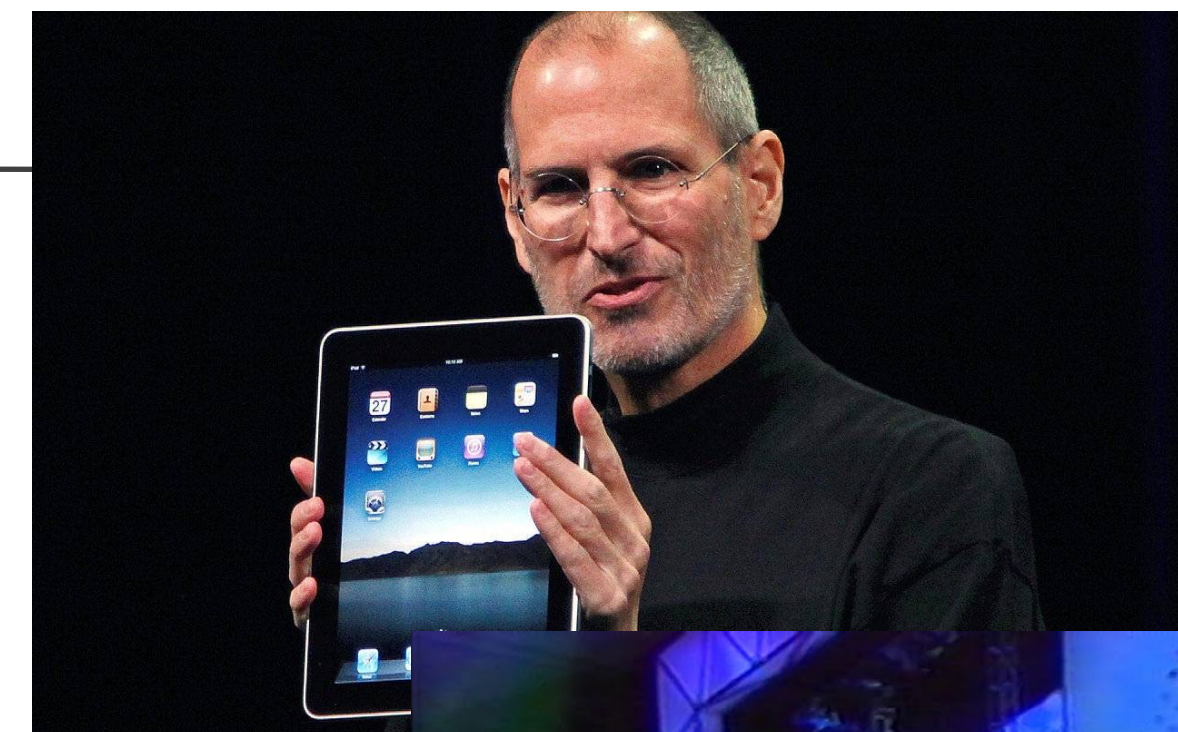
Brand Persona

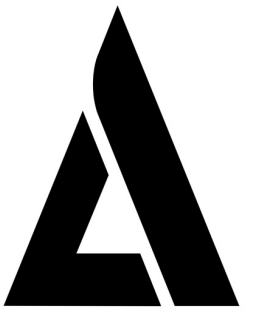
ASPIRATIONAL BIG TECH LEADER

Blade Wallet **IS** a cutting edge leader in **Big Tech**. As such the company persona, brand messaging and tone of voice should all echo and embody this.

Branded style professional Zoom Backgrounds, Polished Big Tech style keynote videos, roadmaps and case studies. Explainer videos about the utility and case study applications of Blade Wallet. Not on the technology behind it.

Blade Wallet should be walking and talking shoulder to shoulder with Big Tech companies. We are the new Paypal.





Partnerships

UNLOCKING THE VALUE OF BRANDS

Bladewallet already have some very exciting projects live/going live with some global brands using real life utility.

The Marketing **must** tell this story. **Like follows Like** so we must work with the partnerships to drive awareness in their industry about their latest innovative work with Blade Wallet.

Collaborative Press Releases, Blogs, social Media content. This creates both curiosity and the Fear of Missing Out – which is huge when it comes to driving leads within a specific industry. Your current customers competition will immediately want to adopt whatever innovation they think levels the playing field

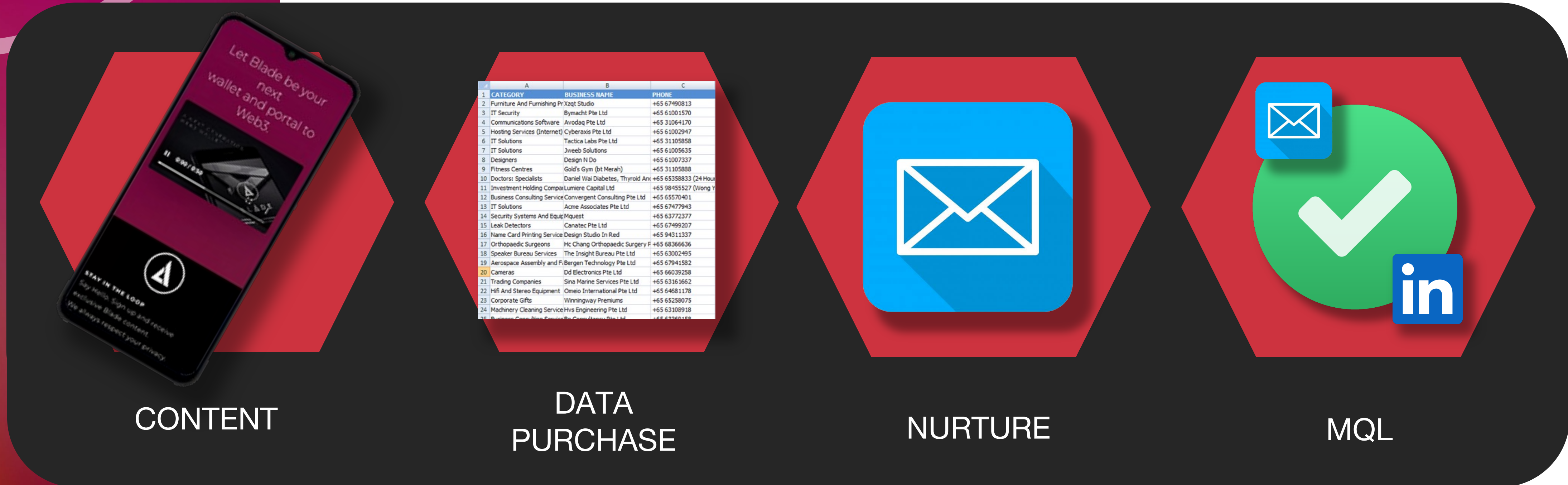
The focus on the lead generation marketing should all be focused on growing partnerships. Aligning Blade Wallet amongst industry leading brands (and multiple within a single industry) increases your immediate validity & helps Blade Wallet Cross the Chasm.

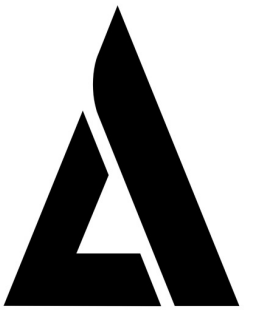


Partnerships

HOW DO WE DO THAT?

We can grow the partnerships activity in a number of ways, Blade Wallet already have some large partnerships active so we have a solid foundation to build on.





Webinars

LEVERAGE YOUR STAKEHOLDERS

Blade Wallet are very active within the crypto scene, webinars are easily found on YouTube.

However, to shift gears into B2B enterprise professional markets, we should push our existing partners to join us on webinars around how Blade Wallet has helped them etc, a webinar case study.

Which should be pushed on LinkedIn, placed on the website (blog) & email marketing to drive increased traffic, awareness & leads.





Partnerships

UNLOCKING THE VALUE OF BRANDING

If Blade Wallet want to cross the Chasm, bring crypto and the wallet into the mainstream use across B2B enterprises – the power of the brand has to be established.

A solid non-digital brand placement initiative is required to place the logo into business meetings, boardrooms, business travel (typically senior levels) to reinforce the physical presence of the brand.

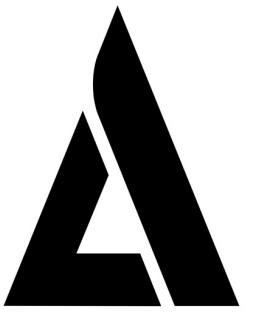
For example a partnership with a luxury luggage company such as Lat56 – Average bag cost of £200-500 premium product, innovative and cutting edge technology behind the bag creates a similar brand alignment.

Having the “Blade Bag” co-branded range in airports and boardrooms globally breaks the 4th wall for crypto with a real world product placement.



Partnerships

PHYSICAL BRANDING VISUALISED





NEXT STEPS

HOW WE WORK TOGETHER

Through Howto.Marketing there are several ways I work with businesses currently, the main two are:

- **Monthly Retainer:** Where we agree a cost / days level that works for both sides, within which I then create a 3 month strategy of work which fits within those parameters. We agree this work together & I set about executing it, working in 3monthly strategies to keep agile.
- **Campaign Specific:** This is where you ask me to create a specific strategy (no holds barred) with the ideas and channels use I outlined in this deck and put a cost to execute against this which you then agree or we tweak together.
- **Rates:** My current day rate is set at £230 + VAT however with committed retainers / planned campaigns we can find a level of cost and time that works for both sides to execute what's needed for success.



Thank You

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