

## Summary of Project Bravio's Marketing Plan

Project Bravio views marketing as a vital tool. Marketing will be the catalyst for growing the user base, bets onsite and the overall profit. This requires intelligent practices as utilised by successful websites. Here's a summary of our marketing plan:

**Community** - our entire platform is revolved around focus on the community. To not include it would be missing out on a key tenet for our success. We are a community-centric platform. Proclaiming this isn't enough. That's why we will be including a referral program to help incentivize registrations. To prevent abuse, the referrer will only get rewarded once the referral deposits bits onto the website. The intended purpose of this is to get people to advertise the website on their own and send it to friends.

How we deal with community is additionally important. Our marketability will come from being honest and transparent to our community. This consists of: answering as many questions as we can. Provability fair. Being honest about the finances of the website. This will establish trust between the user base and the administrators of this website.

**Advertising** - as seen in the "community" section of this, we intend to use our community as a catalyst for specific and local advertising.

To target a cryptocurrency audience, we will be posting on forums and subreddits to reach another audience. This will create an official presence where administrators will be able to address the community directly.

For a much greater outreach, we will hiring Online Reputation Managers to spread information about our website. This will be a great way to reach out to blogs and social media via shares. We will sponsor YouTubers and gamblers to play on our website. This will act as a sponsorship for the content creator, but for us it will be a long-running sponsorship.

**Signature Campaigns** - This type of advertising is a concept that has deep roots within the Bitcoin community with multiple forums offering signature campaigns to advertise various products they have. This will require paying users who have a good reputation and investing in high-quality graphics. Our signature will stand out, and be unique. This will create a fitting contrast relative to the other content.

**SEO** - this is a no-brainer, but it can be overlooked. We will utilise smart Search Engine Optimization (SEO) measures to help grow our website naturally. Dominating certain keywords will be an excellent growth source without much investment required. The success of our SEO campaigns depends on the previous pillars (community & advertising). The trust of our community and high-quality referrals to our website will naturally help our website grow.

**Web Design** - to continue talking about the website itself, having a luxurious and functional web design which follows modern standards established by successful websites. A quality website will create a lasting impression on the user. This means that we cannot afford to cut corners in designing our website. This will be a representation of the rest of the website. If people think our front-end is terrible, they won't trust our backend and us holding their coins safely. Leaving an impression counts.

As you can see in our quick summary of our marketing plan, we will be: introducing a referral program, engaging with our community, advertising, utilising Online Reputation Managers, thoroughly doing Search Engine Optimization and focusing on high quality web design.

This is just the summary of our plans for Project Bravio! There is a much more intricate and detailed marketing plan just for the developers in Project Bravio. Both the summary and the comprehensive marketing plan will be our guiding star for marking Project Bravio a successful website.

If you have any questions, please contact us by going to the source you got this plan from and contacting us through there. This is to ensure we get your enquiries and can respond in a timely manner.