

Remme Case Study

TOKEN
MINDS

Back Ground Story

As a traditional dev focused team with no previous exposure to ICO marketing they bootstrapped most of their marketing campaign.

To achieve their goal they had to change their marketing strategy radically. Getting external help was the most logical step for REMME, however choosing a correct partner always proves too challenging. The third party must have experience and proven record in raising funds through ICO. As TokenMinds met the criteria perfectly REMME chose to trust and work with us.

Remme Problems

**POOR PR
PERFORMANCER**

**POOR ADS
PERFORMANCE**

**LACK OF
EXPOSURE**

**LOW INVESTOR
LEVELS**

**HIGH ACQUISITION
COST**

**CORE COMMUNITY
UNHAPPY**

TokenMinds Solution

After evaluating the whitepaper, market trends and REMME marketing strategy TokenMinds identified the main services that would help the company overcome their current problems and achieve their goals.



Increase PR Outreach

Up to August, there were around 4 publications out on the prominent news channels. This is not even close to the number necessary to garner any kind of attention. Thus TokenMinds planned a 2-month outreach to a larger variety of Tier 1 channels like newsbtc.com, cointelegraph.com and Tier 2 channels like altointoday.com and insidebitcoins.com to generate public interest in the project. TokenMinds also suggested starting a concentrated blast of PR releases before the ICO to generate widespread hype lasting throughout the ICO period.

Optimize Traffic Ads

There was a need for optimized traffic adds. REMME used to run minimal advertisements on ad networks with a low conversion rate. To solve the issue the ads and networks were analyzed and new ones were suggested with potentially higher conversion rates.

Improve Banner Designs

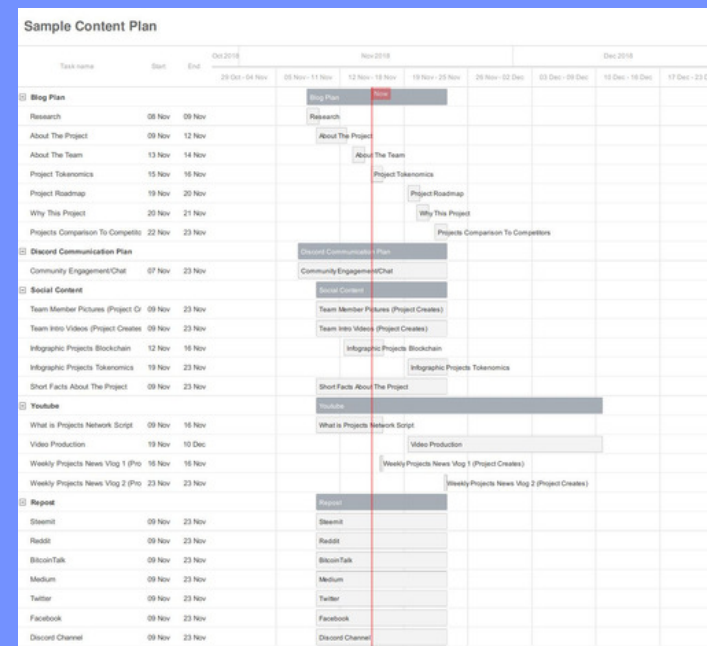
It was essential to have banner based advertisements in addition to the text-based ones. The existing banner ads performance were analyzed. New ads were designed and suggested for Remme to use in their campaigns.

Develop Content Strategy

The tokenminds team helped to create and establish a 2-month content plan to ensure a streamline of news, insights, and updates.

To view the plan please visit the link:

<https://drive.google.com/file/d/1O2XtiVOhwEHqWqNnMRUoPFZ6hGv-rQMPE/view?usp=sharing>



Create Well-Converting Content

TokenMinds helped in creating not only informative but also interesting, SEO friendly, newsworthy and most importantly exciting content.

You can find some of the examples below:

- <https://www.coinspeaker.com/remme-aims-provide-next-gen-access-protection-making-passwords-obsolete/>
- <https://bitcoinwarrior.net/2018/02/remme-the-cure-to-expensive-company-password-login-servers/>
- <https://coinidol.com/remme-aims-to-provide-next-gen-access-protection/>
- <https://www.bitcoinpapers.com/block-chain-buff-meet-remme/>

*Remme
Achievements*



REMME SOCIALS BEFORE & AFTER

Twitter	Followers: 1650	Posts: 649, Followers: 6598
Telegram	Subscribers: 472	Subscribers: 12700
Reddit	Subscribers: 19	Subscribers: 858
LinkedIn	Subscribers: 27	Subscribers: 288
Facebook	Subscribers: 3490	Subscribers: 5683
Youtube	Subscribers: 20	Posts: 11, Subscribers: 507



ROI 647%



CPL 3.8\$

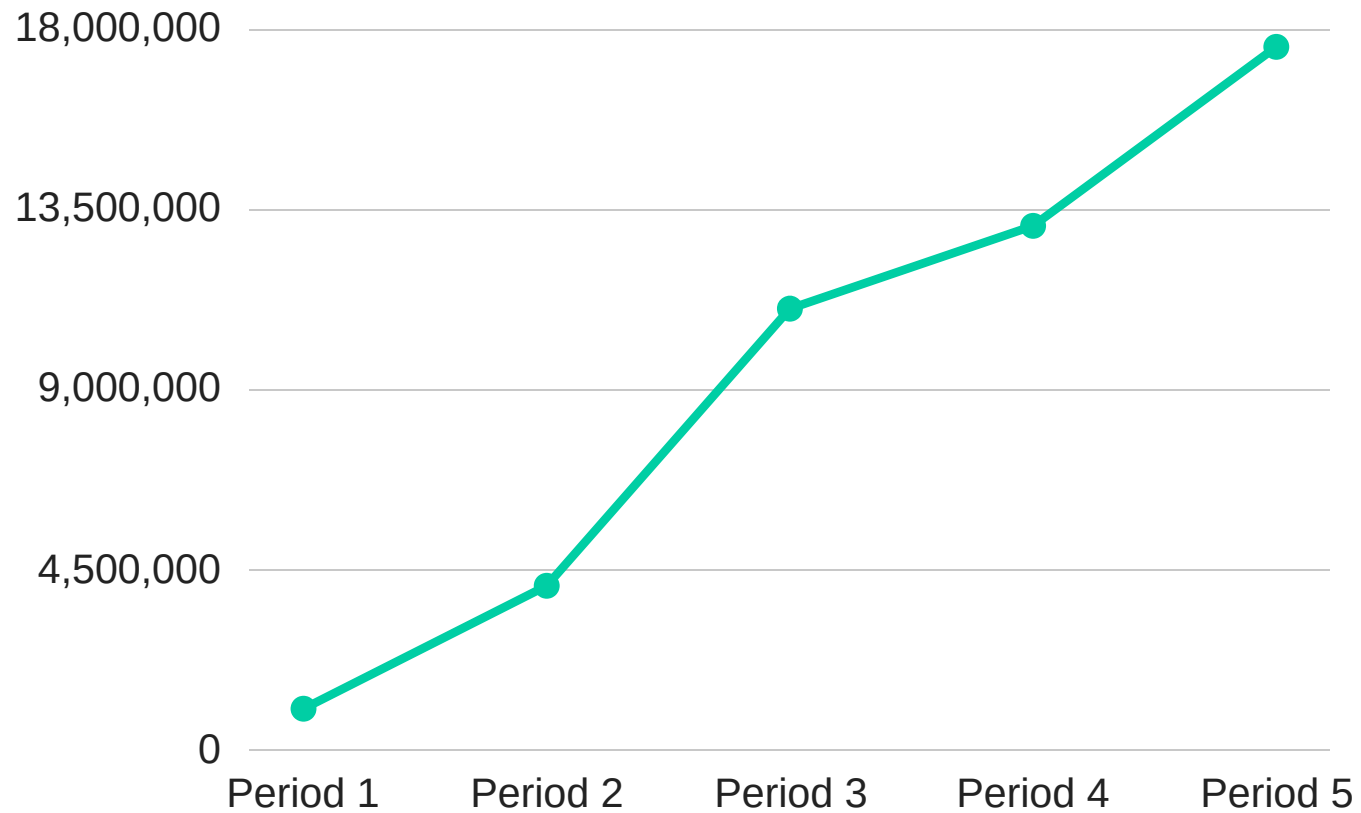


20 500 000
Impressions



100 000 true
views Youtube

Raised:
17,544,101\$



Thank you.

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MINDS