



**ftec**  
first trading ecosystem



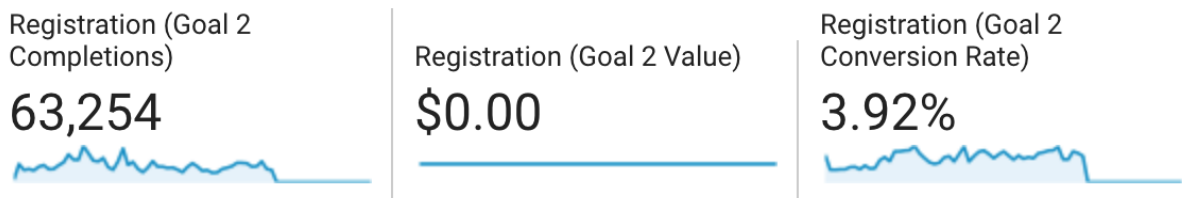
**MARKETING PLAN**

# Marketing plan

Due to the already existing project, we are able to calculate the average price of a check (refill) of the user. We also can calculate a number of expected registrations, payments, and users who will refill balance again. The accuracy of calculations is achieved through the already existing statistical base.

To construct a plan for users, we use current conversion coefficients:

- registration conversion  $\approx 3,92\%$ ;
- first payment conversion  $\approx 25-33\%$ ;
- repayment conversion  $\approx 35-48\%$ .



## Estimated number of users in months:

	04/2018	05/2018	06/2018	07/2018	08/2018	09/2018
Registrations	63254	96778	127795	261740	300259	335412
First payments	20380	28700	42320	66930	89860	103450
Repayments	–	18690	24340	38900	58940	82320
	10/2018	11/2018	12/2018	01/2019	02/2019	03/2019
Registrations	509675	444583	647123	955406	1083923	1906503
First payments	129340	144340	182390	262320	318380	382390
Repayments	93240	110380	128230	140890	171350	182100

On the basis of a plan for a number of ecosystem users, the main marketing tasks will be aimed at achieving target audience maximum coverage with the use of following resources:

- Press releases and advertising publications
- Google Adwords
- Facebook
- Instagram
- TradingView
- Trackers and monitorings
- Email marketing
- SEO
- Reviews on Youtube
- Banner advertising
- Merchandise
- Advisors

Depending on advertising platforms policy, priority will be given to systems with the possibility of using narrow targeting by interest and behavioral factors.

**Distribution of the advertising budget:**

Twitter, Facebook, Instagram, Adwords...	45%
TradingView, trackers...	15%
SEO	5%
Press releases, advertising publications...	10%
Email-marketing	2%
Reviews, advisors	8%
Youtube	3%
Referral program	8%
Other	4%