

Case Study:

How PayBitoPro Boosted Coinsy's Growth in Nairobi with Strategic Marketing.

Created by:

Marketing Team
PayBitoPro

Client Overview

Coinsy, a Nairobi-based cryptocurrency exchange, sought to expand its local presence and attract a broader user base. Despite the growing interest in digital assets within Kenya, Coinsy faced challenges in brand visibility, customer acquisition, and regulatory navigation. By partnering with PayBitoPro, Coinsy leveraged strategic online and offline marketing solutions tailored to the Nairobi region, resulting in significant growth and brand recognition.

Challenges



1. Limited Market Penetration:

Despite a growing interest in crypto, Coinsy struggled with low brand awareness.

2. Regulatory Uncertainty:

The Kenyan government's evolving stance on digital assets created uncertainty among potential investors.



3. High Competition:

Established exchanges dominated the market, making it difficult for Coinsy to stand out.

4. User Trust & Education:

Many potential users lacked knowledge about cryptocurrency trading and needed guidance.



PayBitoPro's Strategic Marketing Approach

Online Strategies:

1. Localized Digital Advertising:



Implemented highly targeted PPC (Pay-Per-Click) campaigns through Google Ads and social media, focusing on Nairobi-based crypto enthusiasts.

Deployed remarketing ads to capture potential users who visited the Coinsy website but did not register.



2. SEO Optimization:



Optimized Coinsy's website with region-specific keywords such as "best crypto exchange in Nairobi" and "how to buy Bitcoin in Kenya."

Developed a backlink strategy by collaborating with Kenyan fintech blogs and news portals.



PayBitoPro's Strategic Marketing Approach

Online Strategies:

3. Influencer & Affiliate Marketing:



Engaged top Nairobi-based crypto influencers and fintech bloggers to create video reviews and social media promotions.

Launched an affiliate program rewarding local traders for referrals.



4. Content & Social Media Strategy:



Created educational blog posts, explainer videos, and infographics in both Swahili and English to cater to a diverse audience.

Conducted weekly live Q&A sessions on Twitter Spaces and Facebook Live to address crypto-related concerns.



Built Telegram and WhatsApp communities for real-time customer support and discussion.

PayBitoPro's Strategic Marketing Approach

Online Strategies:

5. Localized Payment Integrations:



Integrated M-Pesa for seamless crypto-fiat transactions, making it easier for Kenyans to buy and sell digital assets.



Educated users about safe crypto transactions through explainer videos and social media posts.

PayBitoPro's Strategic Marketing Approach

Offline Strategies:

1. Community Engagement & Events:



Organized free blockchain and cryptocurrency workshops in Nairobi's top coworking spaces, such as iHub and Nairobi Garage.

Hosted networking events in collaboration with fintech associations and startup incubators.



Launched pop-up booths at major financial expos to demonstrate live trading on the Coinsy platform.

2. University & Educational Partnerships



Partnered with leading universities such as the University of Nairobi and Strathmore University to introduce crypto investment courses.

Sponsored hackathons and blockchain competitions to attract young developers and crypto enthusiasts.



PayBitoPro's Strategic Marketing Approach

Offline Strategies:

3. Billboard & Print Advertising:



Placed billboards in high-traffic areas like Westlands and Central Business District to drive brand recognition.

Advertised in local newspapers such as The Standard and Business Daily to reach a wider audience.



4. Physical Customer Support Centres:



Established on-ground customer support kiosks in Nairobi's fintech districts, offering hands-on assistance to new users.

Trained support staff to help users with KYC verification, crypto deposits, and withdrawals.



PayBitoPro's Strategic Marketing Approach

Offline Strategies:

5. Strategic Partnerships:



Collaborated with local fintech firms and mobile wallet providers to enhance service offerings.



Engaged in discussions with regulatory bodies to ensure compliance and promote safe crypto adoption in Kenya.

Results



Brand Visibility:

A 250% increase in website traffic within six months.



User Growth:

150% rise in new account sign-ups.



Engagement:

80% increase in social media interactions and community participation.



Revenue Boost:

2.5x increase in trading volume, attributed to enhanced marketing efforts.

Client Testimonial

"Partnering with PayBitoPro was a game-changer for Coinsy. Their deep understanding of the Nairobi market helped us break through barriers and establish a strong presence in the crypto community. Their strategic marketing approach, from digital outreach to on-the-ground engagement, played a crucial role in our growth. We now stand as a trusted name in Kenya's crypto industry."

- Samuel Otieno, CEO, Coinsy

Conclusion

PayBitoPro's expertise in crypto exchange marketing, combined with a region-specific approach, enabled Coinsy to scale effectively in Nairobi. This case study showcases the power of localized online and offline marketing in fostering crypto adoption in emerging markets.