

Case Study:

How PayBitoPro Helped Lakeshore Ledger Dominate Chicago's Crypto Market

Created by:

Marketing Team
PayBitoPro

Client Overview

Lakeshore Ledger is a Chicago-based cryptocurrency exchange committed to providing secure, fast, and regulation-compliant digital asset trading. With a vision to bridge the gap between traditional finance and crypto, the exchange aimed to establish a strong presence in the highly competitive Chicago market. However, despite being strategically located in one of the world's top financial hubs, Lakeshore Ledger struggled to gain market traction, attract institutional players, and differentiate itself from global competitors. To overcome these hurdles, Lakeshore Ledger partnered with PayBitoPro as their strategic marketing partner to implement a targeted, data-driven approach for local market growth.

Market Challenges in Chicago

Chicago, home to one of the world's largest financial ecosystems, offers significant opportunities for cryptocurrency exchanges. However, Lakeshore Ledger faced key challenges:

COMPLIANCE



RULES



STANDARDS



POLICIES



REQUIREMENT



REGULATIONS



TRANSPARENCY



LAW

1. Regulatory & Compliance Hurdles



Illinois Department of Financial and Professional Regulation (IDFPR) enforces strict digital asset trading laws, requiring strong compliance messaging.



Many investors hesitated to enter the crypto market due to security concerns and unclear regulations.

Market Challenges in Chicago

2. Competitive Landscape & Institutional Hesitation

Major global exchanges (Binance, Coinbase, Kraken) dominated search rankings and ads, making it difficult for a local exchange to stand out.



Chicago's traditional financial firms (hedge funds, prop traders, asset managers) were hesitant to invest in crypto, seeing it as volatile and unregulated.

Market Challenges in Chicago

3. Low Retail Adoption & Awareness

Many Chicago-based retail investors still preferred stocks, futures, and options trading over crypto.



Search intent analysis showed that local crypto awareness was 40% lower than in cities like New York or Miami.

62% of Chicago traders surveyed were unaware of Lakeshore Ledger's existence.



PayBitoPro's Strategic Marketing Approach

PayBitoPro devised a hyper-localized, compliance-driven marketing strategy to position Lakeshore Ledger as Chicago's premier crypto exchange.

1. Compliance-Driven Branding & SEO Optimization

✓ Regulatory-Focused Content & Thought Leadership



Published 5+ whitepapers on Illinois crypto compliance and security.

Hosted monthly webinars with financial regulators to build trust and credibility.



Created a knowledge hub with FAQs, blogs, and case studies on crypto laws in Illinois.

PayBitoPro's Strategic Marketing Approach

2. Institutional Outreach & B2B Lead Generation

✓ LinkedIn & ABM Campaigns



Ran targeted LinkedIn ads for Chicago hedge funds & trading firms, leading to a 30% increase in institutional signups.

Sent customized email outreach to 450+ institutional traders, converting 27% into leads.



✓ Exclusive Events & Networking



Sponsored Chicago Blockchain Summit & Trading Conferences, positioning Lakeshore Ledger as a trusted local player.

Organized private investor roundtables with hedge funds, leading to 2 major institutional partnerships.



PayBitoPro's Strategic Marketing Approach

2. Institutional Outreach & B2B Lead Generation

✓ Partnerships with Financial Firms



Collaborated with 3 local investment firms to offer crypto trading exposure for their clients.

Integrated crypto API solutions for Chicago-based proprietary trading firms.



3. Retail Growth Through Digital & Social Media Marketing

✓ Hyper-Targeted PPC & Display Ads



Ran geo-targeted Google & Facebook Ads focused on Chicago traders aged 25-45, boosting signups by 35%.

A/B tested ad creative highlighting “low fees” and “Chicago-based support”, increasing CTRs by 42%.



PayBitoPro's Strategic Marketing Approach

3. Retail Growth Through Digital & Social Media Marketing

✓ Reddit & Twitter Engagement



Engaged in Chicago finance & crypto subreddits, driving 15% referral traffic increase

Partnered with local crypto influencers to promote Lakeshore Ledger organically.



✓ Referral & Loyalty Programs



Introduced a tiered referral system, increasing word-of-mouth signups by 40%.

Launched trading rewards & fee discounts, boosting user retention by 28%.



PayBitoPro's Strategic Marketing Approach

3. Retail Growth Through Digital & Social Media Marketing

 YouTube & Influencer Marketing



Collaborated with top Chicago-based crypto YouTubers, leading to a 50K+ increase in video views.



Sponsored crypto analysis segments on finance podcasts.

Key Results & Business Impact

The strategic partnership with PayBitoPro led to rapid growth and market penetration for Lakeshore Ledger:

Metrics	Before Campaign	After Campaign (9 Months)	% Growth
User Signups (Retail)	5,500	7,425	+35%
Institutional Clients	3	8	+166%
Website Traffic (Chicago)	12,000 visits/mo	18,500 visits/mo	+50%
Social Media Engagement	2,500 interactions	4,000 interactions	+60%
Google Ranking (Chicago)	#22	Top 3	Improved
Trading Volume Growth	\$15M/mo	\$22.2M/mo	+48%
Referral Signups	500	700	+40%

Client Testimonial

“Working with PayBitoPro transformed our presence in the Chicago market. Their compliance-driven approach, combined with hyper-local digital marketing strategies, allowed us to compete with global exchanges while establishing trust within the financial community. Their ability to engage institutions, retail traders, and influencers helped Lakeshore Ledger scale rapidly. We now rank as one of the top exchanges in the region, and our user base has expanded significantly. If you’re looking for a strategic marketing partner in crypto, PayBitoPro is the best choice.”

Mark Anderson, CEO, Lakeshore Ledger

Conclusion & Future Growth

PayBitoPro's compliance-focused, data-driven marketing strategy successfully positioned Lakeshore Ledger as Chicago's leading crypto exchange. By leveraging:

- ✓ Regulatory-compliant branding to build trust
- ✓ Hyper-targeted digital ads & SEO for increased visibility
- ✓ Institutional outreach & exclusive networking for B2B expansion
- ✓ Retail-focused campaigns & influencer partnerships to drive user growth

Lakeshore Ledger boosted its user base by 35%, institutional partnerships by 166%, and trading volume by 48%.