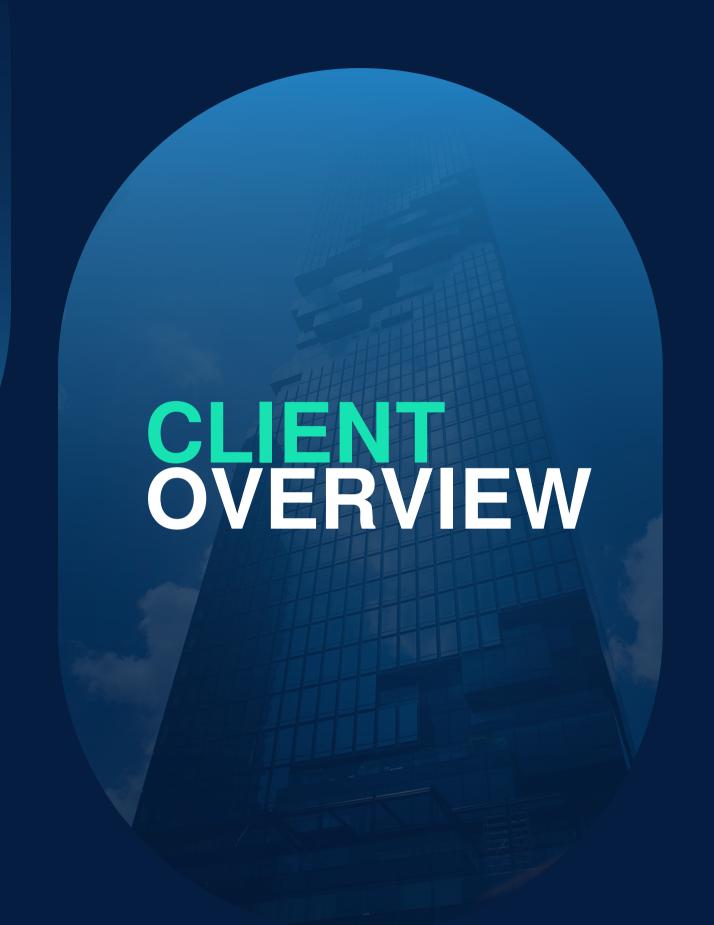


CASE STUDY

EMPOWERING A NEW YORK CRYPTO BROKER WITH PAYBITOPRO'S EXPERTISE

Presented by: PayBitoPro Marketing Team





NYCrypto Hub, a cryptocurrency brokerage based in New York City, aimed to become the go-to platform for crypto trading in one of the world's most dynamic financial centers. Despite offering state-of-the-art trading tools, secure infrastructure, and competitive rates, the broker faced significant challenges due to intense competition and a diverse local audience.

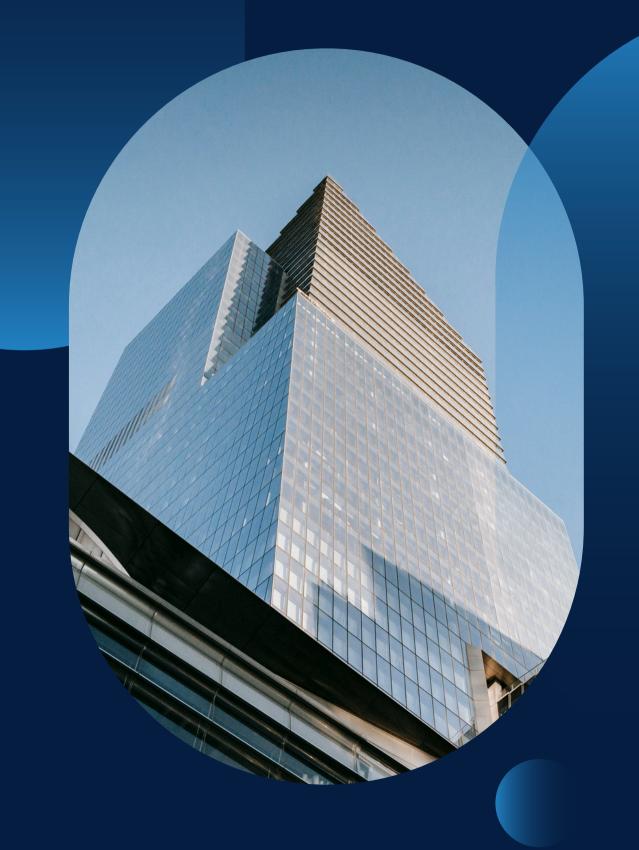
CHALLENGES FACED BY NYCRYPTO HUB

01 High Market Competition

02 Limited Brand Recognition

03 Stagnant User Base Growth

04 Minimal Community Engagement



PAYBITOPRO'S ROLE AS A STRATEGIC MARKETING PARTNER

PayBitoPro designed and implemented a multifaceted marketing strategy tailored to New York City's unique market dynamics.

The comprehensive plan targeted both online and offline channels, ensuring measurable and sustainable growth.



LOCAL SEO



KEYWORD OPTIMIZATION



GOOGLE MY BUSINESS OPTIMIZATION



CONTENT LOCALIZATION

SOCIAL MEDIA AND CONTENT MARKETING



GEO-TARGETED CAMPAIGNS



INTERACTIVE CONTENT



VIDEO MARKETING

COMMUNITY ENGAGEMENT



ONLINE COMMUNITIES INTERACTION



EVENTS AND WEBINARS

PAY-PER-CLICK (PPC) ADVERTISING



GEO-TARGETED ADS



SEASONAL PROMOTIONS



PERFORMANCE ANALYSIS

LOCAL PARTNERSHIPS AND EVENTS



STRATEGIC COLLABORATIONS



SPONSORSHIPS

MEDIA OUTREACH



PR CAMPAIGNS



THOUGHT LEADERSHIP



RESULTS ACHIEVED

70% ********

User Base Expansion

A 70% increase in local user sign-ups, with over 12,000 new traders joining within six months.

65%

• Improved Trading Volume

A 65% rise in monthly trading volume due to enhanced platform trust and visibility.

400%

Boosted Brand Awareness

A 400% surge in website traffic, with top rankings for critical keywords like "NYC crypto exchange."



RESULTS ACHIEVED

8000+



• Enhanced Community Engagement
Telegram and Reddit groups attracted
8,000+ active members, fostering a loyal and interactive community.

30+

Media Recognition

Featured in over 30 leading publications, solidifying NYCrypto Hub's reputation as a trusted name.



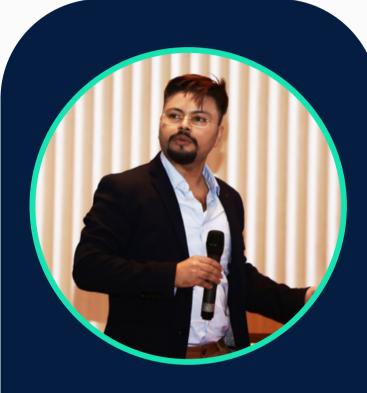
CLIENT TESTIMONIAL

"PayBitoPro's strategic insights and execution have been instrumental in helping us achieve our growth goals.

Their tailored solutions for the New York market allowed us to build trust, expand our user base, and establish ourselves as a credible player in the competitive crypto space."

- CEO, NYCrypto Hub

OUR TEAM



RAJ CHOWDHURY CEO



SUBRATA
SARKAR
Brand Manager



ABHISEK
ROY
Marketing
Manager



ARUNAVA
DAS
Content
Manager



CONNECT WITH US.



