



# HOW WE RESOLVED MARKETING CHALLENGES FOR CRYPTOPRO SF

CASE STUDY





# CASE STUDY

## Client Overview

CryptoPro SF, a San Francisco cryptocurrency brokerage, aimed to make trading accessible to all. Despite offering advanced tools, competitive fees, and a secure platform, it struggled to compete with established exchanges in the local market.

Here's how the PayBitoPro Marketing Team helped them out!

# CHALLENGES OF CRYPTOPRO SF

- ➔ **Low Local Brand Visibility**
- ➔ **Limited User Base Growth**
- ➔ **Engagement and Trust Issues**
- ➔ **Absence of a Targeted Marketing Strategy**

# SOLUTIONS BY PAYBITOPRO



**Online  
Marketing  
Areas**



**Offline  
Marketing  
Areas**



**Hybrid  
Strategies**

# ONLINE MARKETING



## Local SEO

Optimize site using local keywords, registration on GMB



## Social Media Marketing

Post content with targeted hashtags and geotags



## Content Marketing

Local-focused content, guest posts, and backlinks



## Online Listings, Forums

Listing on local directories like Yelp, Bing Places



## PPC Advertising

Geo-targeted ads on Google Ads, & social media platforms



## Influencer Marketing

Collaborate with local influencers, other businesses

# OFFLINE MARKETING



## **Flyers, Brochures**

Distribution of printed materials in high-traffic areas



## **Media Advertising**

Advertised in local Cable TV newspapers, magazines



## **Local Events**

Participation in community events, fairs, or sports leagues



## **Networking**

Networking at industry meetups or local trade shows



## **Public Transport Ads**

Use of banners, posters in local public transport



## **Community Involvement**

Supported local charities, schools with sponsorships

# HYBRID STRATEGIES



## **QR Codes**

Use of QR codes on flyers, posters, website, social media



## **Webinars**

Participate in online Webinars, and also offline events

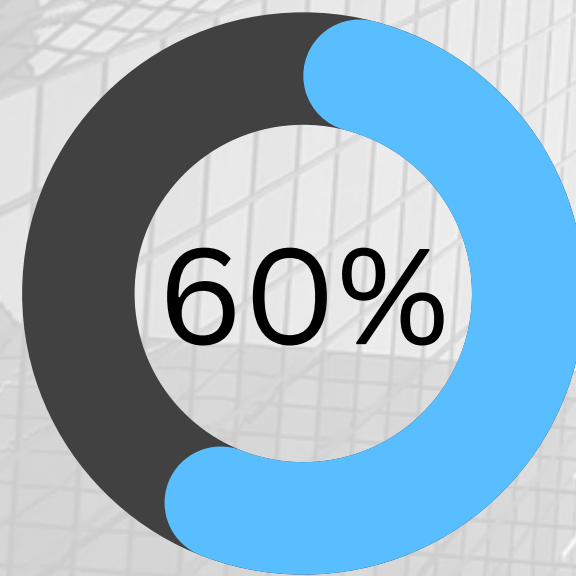


## **Customer Feedback**

Requested customer reviews and feedback online, offline

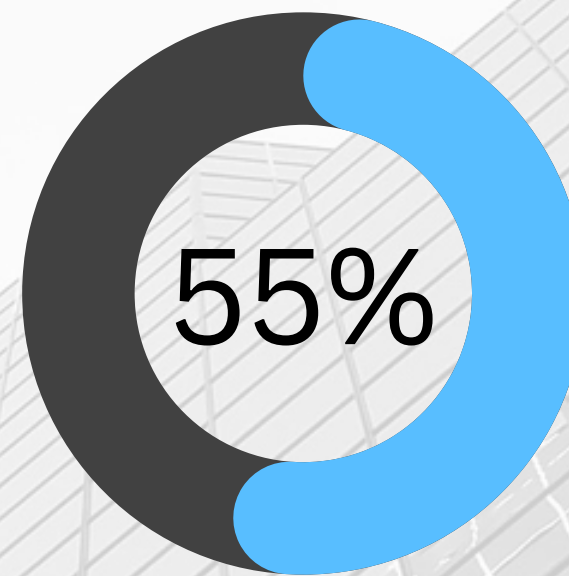
# Results Achieved

Marketing strategies delivered strong results for CryptoPro SF in year one.



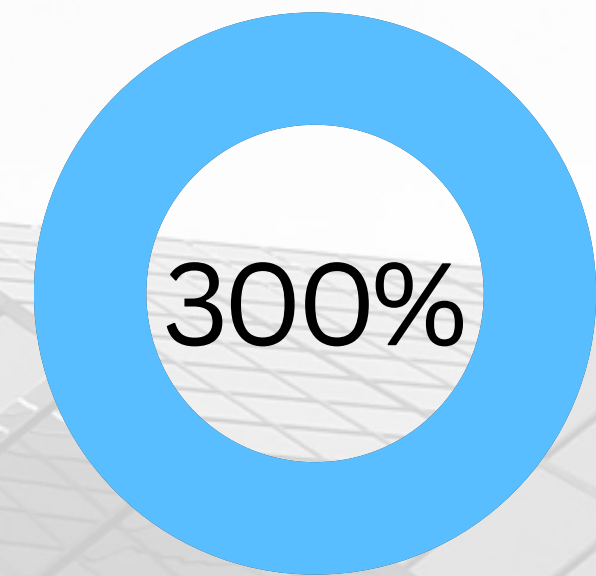
## User Growth

Local sign-ups rose 60% in six months, adding 10,000+ users



## Trading Volume

Monthly volume up 55% from higher activity and trust



## Website Traffic

Website traffic from San Francisco grew by 300%



# MORE ACHIEVEMENTS

## Community

Telegram and Reddit groups attracted over 5000 active members

5,000+

25

## Media Recognition

Featured in 25 leading publications such as TechCrunch, CoinDesk more

## Keyword Ranking

Top 5 keywords ranked on the first page of Google and Bing in one year

5

10,000+

## Facebook

Facebook followers grew to over 10k with positive reviews

## Twitter

Twitter followers surpassed 8k, boosting engagement & awareness

8,000+



# CLIENT TESTIMONIAL

"PayBitoPro's marketing strategies completely transformed our business. Their ability to connect with the local market and create meaningful engagement was remarkable. We've gained users and built a strong community that trusts and supports our platform. PayBitoPro has been instrumental in our journey to becoming San Francisco's go-to crypto broker!"

**Avery Davis**  
Chief Executive officer

# MEET OUR TEAM

Introducing the Experts Behind  
CryptoPro's Success



**Raj Chowdhury**  
CEO



**Subrata Sarker**  
Brand Manager



**Abhisek Roy**  
Marketing Manager



**Arunava Das**  
Content Manager

# THANK YOU



PayBitoPro

