



5

STRATEGIES TO COMMUNICATE

YOUR ICO

IDENTIFY YOUR AUDIENCES

The first step of a successful communications campaign is to identify and understand your target audiences. Your business has multiple target audiences and you need to effectively connect with all of them at the right time in order to ensure your ICO is successful.

DEVELOP COMPELLING MESSAGES (AND THEN USE THEM)

Companies should clearly articulate their value proposition and the problems they solve, present detailed information about the management team, outline growth prospects and, most importantly, offer compelling reasons for why investors should believe in their potential.

BUILDING TRUST FOR AN ICO

Cryptocurrency and blockchain companies in particular have to work hard at establishing trust, amidst media attention questioning the safety of Bitcoin, exchanges losing all their investors' funds to hacking or theft and online trolls running rampant in the industry.

DEVELOP A THREE-PRONGED TIMELINE

Companies should map out a timeline and develop corresponding communications strategies for each phase. Suggested timeline: 1. Pre-ICO Period (6-9 months), 2. ICO Token Selling Period, including Pre-Sale (1-2 months), and 3. Post-ICO Period (1 month).

ASSESS YOUR COMPANY'S COMMUNICATIONS CAPABILITIES

When developing your company's communications strategy, part of the process should be assessing whether or not your current team is equipped to manage the demands that come with this process.

Source: <http://www.kcdpr.com/five-strategies-communicate-ico-part-one/>