



marketing plan version one

Innovative.
Intuitive.
Intelligent.

ZelTrez Marketing Overview 1.1

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Prepared for: ZelTrez

Section 1: The Scope of Marketing Plan

- I. Initial team briefing and discovery phone call with ZelTrez management team
- II. Coordination and planning with Teams (Breakout Teams)

Social Media and PR:

- III. Obtain or create Social Media/Reddit/bitcointalk accounts
- IV. Creation and publication of press releases, and articles in Bitcoin Talk and possible mainstream media communities
- V. Cultivating and engaging users directly to draw interest through community/Social management
- VI. Content Calendar creation and execution
- VII. Create Marketing plan and strategy with the ZelTrez team
- VIII. Website Audit for content improvement

High Level:

- IX. Coordination with the legal team for proper guidelines and structure
- X. External collaborate on strategy surrounding the coin and blockchain integration
- XI. Outline coin model and rules for using it
- XII. Collaborate on documentation to audit a Whitepaper
- XIII. Collaborate with the ZelTrez team on creating a Prospectus document (Initial Coin Offering Memorandum) using documentation above
- XIV. Collaborate on pitch Deck

- XV. Introductions to exchanges for listing and possible involvement in the Coin offering, such as the Binance token and USDT.

Design

- XVI. Create and redesign bitcointalk announcement and Reddit thread
- XVII. Design professional infographic images for content and structure of ZelTrez Prospectus (Done, include in the prospectus)
- XVIII. Branding consultation (Outside Hires)
- XIX. Website Design Consultation

Development

- XX. Coin creation (Rules, Governance, structure)
- XXI. Crowdfunding contract
 - A. Security Testing
- XXII. Design and Develop ICO page
 - A. Security testing and debugging

Section 2:

Analysis

1. Need to position ZelTrez in target markets
2. Improve branding and marketing messaging
3. Establish an active presence in targeted online communities
4. Communicate the advantages of ZelTrez across all mediums
5. Help polish website content, social and community channels
6. Educate community and audience about ZelTrez to increase interest and awareness
7. Engage Bitcoin/Ether holders, traditional investors, alternative investors
8. Build digital coin, crowdfunding contract, & ICO page
9. Help drive demand for Coin Offering

Goals:

1. Target audience and attract new users
2. Create momentum in the media:
 - a. We will draft and publish press releases and articles to the Bitcoin/Crypto/ (Possible) Mainstream media
3. Cultivate a user community who will evangelize ZelTrez and its products (community management)
4. Increase brand recognition
5. Increase awareness of the platform
6. Ongoing Integration with cryptocurrency exchanges

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Development Timeline

Examples of previous work:

1. <https://info.zel.cash/>

Marking Team will need to understand the process for the development of this unique project:

1. Scoping and Coin Strategy Discussion
2. Requirements Assessment
3. Agree on deliverables and timelines
4. Coin structure draft (Roadmap review)
5. Bi-Weekly community update call
6. Deliver initial tasks according to milestone 1
7. Revisit or revise timelines/deliverables if needs shift
8. Continue development and deliverables according to the timeline



Marketing Timeline:

Month 1: Building the Foundation

Research and Development of Marketing and Messaging

- Consultation with internal teams to extract value proposition(s)
- Review branding, story, messaging, and website copy for crypto audiences
- Review social and community channels
 - Help with Zelcash and ZelTrez thread content (BitcoinTalk/Reddit)
 - Publish these items accordingly
- Review documents/whitepaper/marketing information about Zelcash and ZelTrez to collaborate on a draft of Prospectus
- Finalize Blueprint
 - Draft and develop content and final reversioner marketing plan
 - Sign off on a marketing plan and content calendar with internal teams

Putting up the frame

Building on Marketing/PR

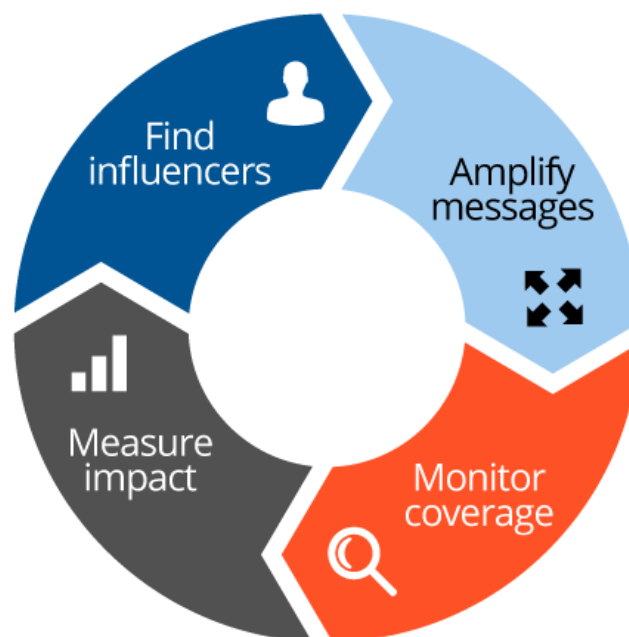
- Building momentum with releasing initial announcements across all mediums
- Press to Cryptocurrency media and building possible interest in Mainstream Media
- Create buzz and awareness and educate the community and audiences of ZelTrez and the Zelcash platform
- Disseminate information about Zelcash and ZelTrez on Bitcoin/social media/community channels
 - Posting of and distributing content
 - Help with thread posts' replies
- Facilitate introductions and interviews with Bitcoin media

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- Educational articles to Bitcoin/Blockchain/Mainstream media and community
- Create copy for Prospectus draft
- Create use case stories and communicate these across channels to generate business development

Ongoing: Continuous delivery and execution Marketing/PR/Begin

- Discuss with ZelTrez team governance and distribution rules for the Coin
 - Review and develop a coin outline with the development team and internal team
 - Release Bounty program to the community
 - Develop and collaborate on the design and current component ZeltreZ and Zelcash website
- Continue engaging interest in online discussions/community management
- Continued educational press leading to excitement pieces about the progress of ZelTrez, Zelcash, Zelnodes, and dEX
- Review progress and optimize for improvement



Section 3: Team Assigned to Project

Management:

- Daniel Keller – Lead Advisor and Marketing Leader
- Parker Honeyman – Advisor and Project Lead
- Miles Manley - Business Development

Marketing:

- TBD- Communications
- TBD- Community
- TBD- Social/Communications

Development:

- Tadeas Kmenta – Lead Coin and Platform Developer
- Lumi Ibishi – Advisor- Lead Graphics

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