

CMWT MARKETING CAMPAIGN

BEATCHAIN MALAYSIA (BCM) - OBJECTIVE

1. Promotes CMWT app - decentralized wallet, blockchain technology, messaging function.
2. Boost the download rate of CMWT
3. Cooperate with Bitcoin to circulate Bitcoin Cash in CMWT
4. Promote Chat & Airdrop function in CMWT
5. Brand promotion to crypto users

BITCOIN.COM - OBJECTIVE

1. Promotes Bitcoin Cash (BCH)
2. Increase the circulation of BCH in the community
3. Boost BCH exchange.

CMWT SPECIFICATION HIGHLIGHTS



Blockchain technology.
Decentralized wallet.
No more third party, more
privacy.

Wallet app.
Messaging function.
Chat and Airdrop your
tokens with others.

BCH-support wallet.
Transaction history recorded.
Exchange at Bitcoin.com.



MARKETING PLANNING

Title:

Instantly get free Bitcoin Cash (BCH) for the first 300 downloads and Stay a Chance to Win Grand Prize.

Want to win USD \$1,000 worth of prizes and more?

Target regions:

The United States, European countries, Japan, Hong Kong, Taiwan, Malaysia, Indonesia, Thailand, Singapore, India, Vietnam.

Target group:

Fresh to get into the crypto world.

Existing users to experience wallet with airdrop and chat functions.

Marketing Channels:

Social media marketing (FB, IG, Twitter), Referral Marketing, Website, Press Release, etc.

MARKETING PLANNING

Campaign Calendar: (Tentatively)

The Event launches on Mar 1

The event ends on Mar 18

Lucky Draw Livestream on Mar 20

Marketing Budget:

Prizes: USD \$ 1000

Marketing fees: Approximately USD \$ 500

Marketing Advertising:

Facebook & Instagram Advertising, Google Adwords, Twitter Ads, etc.

Marketing Goal:

Boost CMWT download rate for 500%.

CMWT app exposure and awareness.

Brand awareness.

USER JOURNEY- ENROLMENT FOR LUCKY DRAW

START

Users download CMWT.

First 300 downloads, users get USD 1 equivalent of BCH instantly.

User share CMWT to friends.

Min. 3 friend requests shared and accepted, user will get to enroll to the Lucky Draw.

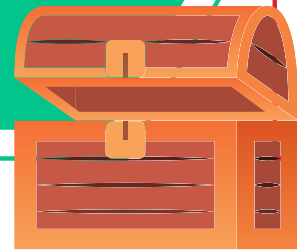
Users can keep track how many friends have accepted the friend requests from dashboard.

There are
grand prize x1
second prize x1
third prize x1
consolation x20

Livestream Lucky Draw on Facebook after 2 weeks of the campaign launch.

The most friend requests shared and accepted will win the grand prize.

The dashboard daily shows how far the user is from the grand prize.



PRIZE SYSTEM



Grand Prize X 1

USD 300 equivalent of BCH



Second Prize X 1

USD 200 equivalent of BCH



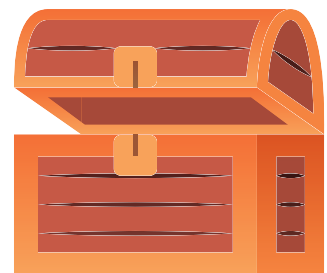
Third Prize X 1

USD 100 equivalent of BCH



Consolation Prize X 20

USD 5 equivalent of BCH



**Instant Download
Reward X 300**

USD 1 equivalent of BCH

IT COLLABORATION

Highlights

1. Dashboard functions to keep data
 - a. e.g. "You've beaten 80% of the community" - to show how far are you from the grand prize. This is to encourage them by keeping tracking their hard work.
 - b. daily friend requests accepted.
 - c. for future event updates, such as the upcoming campaigns.
2. Share referral links to friends
3. First timer - CMWT app guide.
4. Frontend user experience.

BITCOIN.COM COLLABORATION

Highlights

1. Our digital marketing materials can be shared with Bitcoin.com social networks.
2. Brand collaboration with BCM.
3. Channels: Social media (Facebook, Twitter, and Instagram), Press release, Website Pop-out landing page, etc.
4. Share and promote campaign material periodically in between 2-week and 4-week marketing campaign.

THANK YOU



BEATCHAIN

BPS | Travel Photography