



ICO  BOX

COMMUNITY  
MANAGEMENT



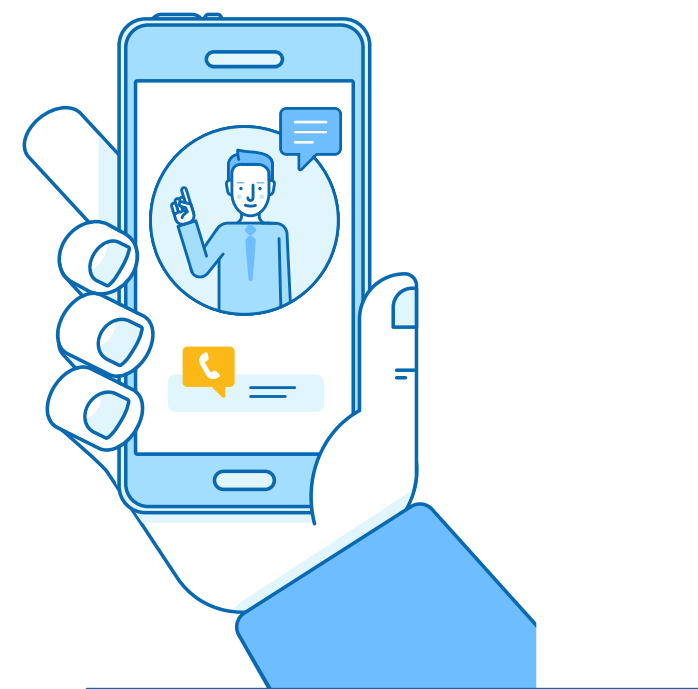
# WHAT IS IT FOR?



Community management in an ICO means ensuring 24/7 communication with users on all social networks and messenger apps used in the project.

## Why is it such a difficult task?

- Different time zones
- Different languages
- Different levels of user interest
- The need to be constantly present in several communications at once



Prompt, intelligent responses to questions from the audience create trust in your ICO

If questions about participation in your ICO are answered in a timely manner, you are looking at a potentially higher level of participation



# WHO IS IT FOR?

**Potential token holders** often have many questions, both during the launch and after the completion of the ICO and the start of your business operations



# WHY IS IT IMPORTANT?

QUALITY COMMUNITY MANAGEMENT IS ESSENTIAL FOR A SUCCESSFUL ICO

Poor social media management drives away potential token holders and hurts the project's reputation with the blockchain community

Damaging opinions spread quickly

Inaccurate or improper public replies which fail to account for the legal aspects of conducting an ICO can result in financial and legal risks





# WHAT DO THE ICOBOX COMMUNITY MANAGEMENT SERVICES INCLUDE?



**An established and experienced six-member management team**



**Use of all social media platforms, including**

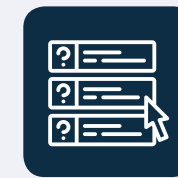
- Bitcointalk (ENG, RUS) with an account level no lower than Member
- Telegram chats (ENG, RUS)
- Email (ENG, RUS)
- Twitter (ENG, RUS)
- Facebook (ENG, RUS)
- LinkedIn (ENG, RUS)



**«Internal» FAQ (ENG, RUS):** approximately 150 questions and answers, including how to respond to crisis situations. FAQ updated throughout the campaign



**Three-month 24/7 SMM work by the team**



**«External» FAQ (ENG, RUS):** 50–70 questions and answers tailored to public use. FAQ updated throughout the campaign



**Development of a bounty campaign based on the project's wishes; running the campaign throughout the term of the service package**



**Drafting the main Bitcointalk post, including the design and the code**



**Training 2-3 project team members to handle community management duties once the ICO ends**

# COMMUNICATION CHANNELS

## Bitcointalk

The blockchain community's most trusted ICO resource. The maximum impact is produced by messages posted from a Member account; however, this level cannot be achieved instantly.



**1 MEMBER = 2.5 months OF DAILY COMMENTS on the forum.**



Existing Bitcointalk account, Member level or higher



Work with accounts with a neutral background, 100% no-spam guarantee

## RISKS OF PURCHASING AN OUTSIDE ACCOUNT:

- ▶ Acquiring an account with negative trust may affect the reputation of your project on Bitcointalk

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- ▶ Acquiring a spam account carries a risk of demotion or even blocking

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- ▶ Use of a guarantor (intermediary in the transaction) involves additional costs, including a potential commission on the transaction of up to 10%



# COMMUNICATION CHANNELS



**Telegram** – a well established messenger and the most popular means of communication in the ICO world



**Twitter и Facebook** – the most popular social networks

Users in the main chats receive replies in no more than five minutes



**LinkedIn** – social network for demonstrating the founders' work experience



**Email** – a channel for more conservative users

# WHAT'S IN THE FAQ

## «Internal» FAQ

(ENG, RUS): about 150 questions and answers, including the response to crisis situations

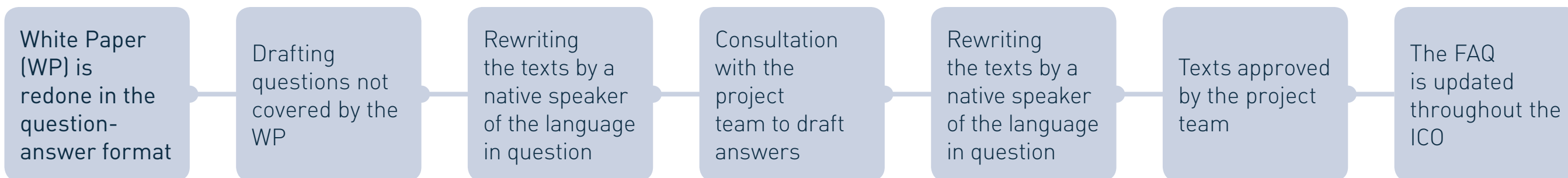
## THREE SECTIONS:

**1** Instructions for customer support: how to answer various questions and react to nonstandard situations

**2** Token sale: questions concerning the value and structure of the token and the ICO participation details

**3** Questions specifically addressing the product utility

## HOW IT WORKS



«External» FAQ (ENG, RUS): 50–70 questions and answers tailored to public use

## HOW IT WORKS

«Undesirable» questions are removed from the customer support FAQ

Texts are tailored and approved for public release



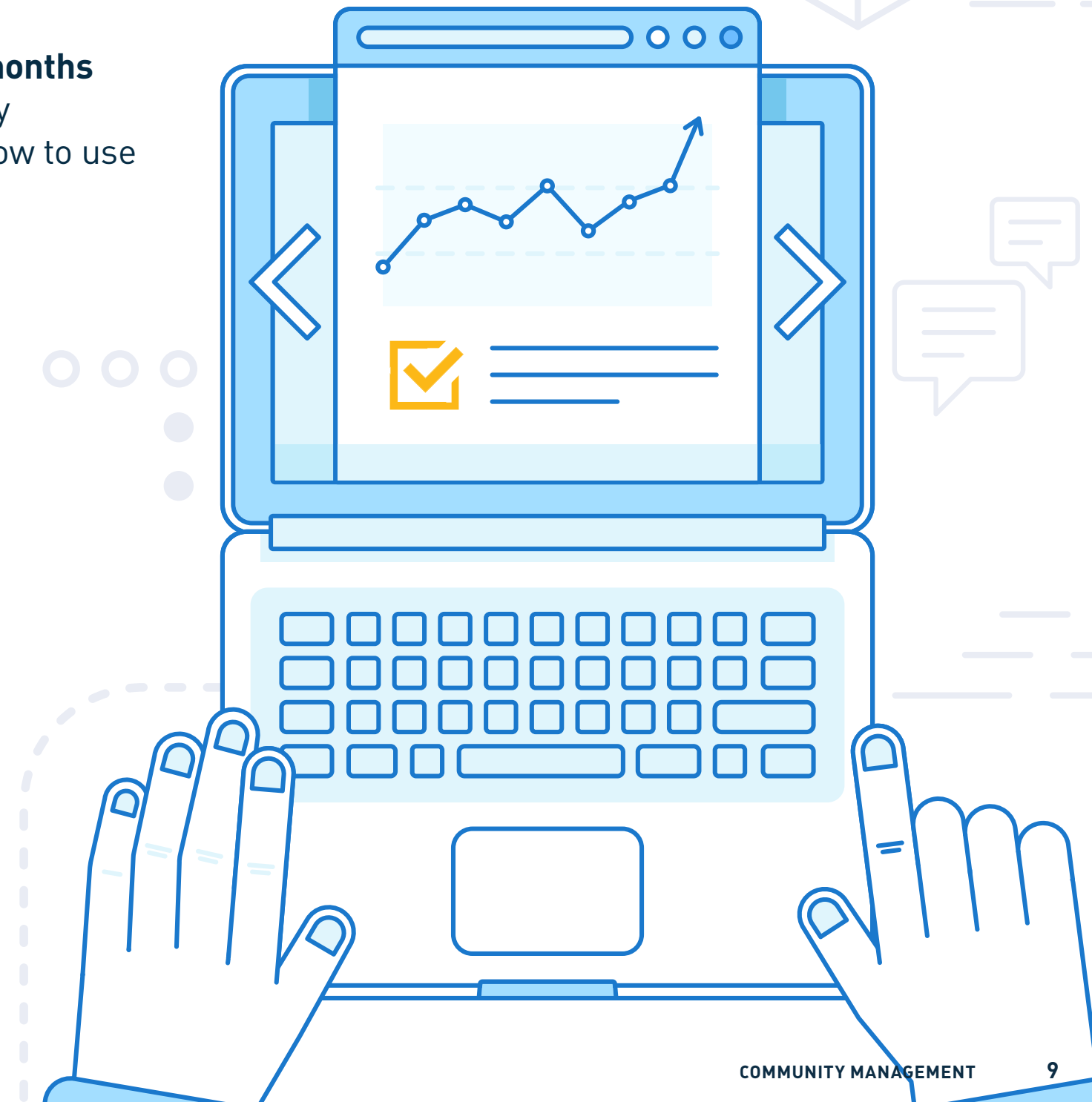
# CONTINUING COMMUNITY MANAGEMENT AFTER THE ICO

## ICOBox's community management service will run for three months

After the end of the ICO, the project will need its own community management team. Your users will still have many questions: how to use the system, working with tokens, etc.

ICOBox's team will train up to three project specialists. Each community management team member will be trained individually. For this purpose a separate closed chat will be set up, in which the knowledge and skills of each community management team member will be tested.

The ICOBox team then monitors and analyzes the work of the project team in a real chat, offering their comments and remarks.



# COMMUNITY MANAGEMENT

ENSURE COMMUNICATIONS WITH USERS ON SOCIAL NETWORKS AND MESSENGER APPS USED FOR THE PROJECT.



**FULL PACKAGE**

**+ 0.5% SUCCESS FEE**

Community management for three months, FAQ preparation, delivery of a Bitcointalk account (Member level or higher), developing and running a bounty campaign, preparation of signatures for all account levels (including design), preparation of the lead Bitcointalk post, training of the client's community management team

**EVERY ADDITIONAL MONTH OF SUPPORT = 1 BTC**







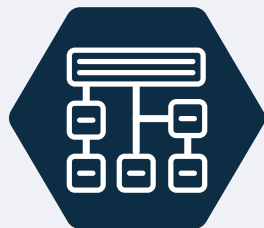
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**BOUNTY CAMPAIGN**



# DEVELOPING AND RUNNING A BOUNTY CAMPAIGN

Bounty campaigns are organized so that as many people as possible learn about the project. This is a way to get bonuses from the ICO by carrying out assignments from the project (for example: Telegram campaigns, user signatures, blogging, etc.)



ICOBox can develop and post on Bitcointalk a bounty campaign based on the client's wishes. The post is made from the project's account, which is part of the package. A discussion thread is created in English. The final text will be prepared by a professional copywriter



ICOBox will create signatures for all account levels using the project's design and color scheme (six items). Signatures are created in English, the main language of the site's audience



All bounty campaigns are run by experienced managers

# BOUNTY CAMPAIGN PACKAGES

## BASIC

- Signature campaign and blog campaign
- Active Bitcointalk post promotion

**1**  
BTC

## MEDIUM

- Signature campaign and blog campaign
- Active Bitcointalk post promotion
- Launch of any type of bounty campaign
- Mass reaching out to the user base
- Mass reaching out to free listing sites
- Mass reaching out to paid listing sites: 4 listings for \$4,000

**2**  
BTC

## COMPREHENSIVE

- Signature campaign and blog campaign
- Active Bitcointalk post promotion
- Mass reaching out to the user base
- Mass reaching out to free listing sites
- Mass reaching out to paid listing sites: 9 listings for \$9,000

**4**  
BTC

# ICO BOX CUSTOMER GEOGRAPHY



80+



CLIENTS

10+



COUNTRIES

150+



TEAM MEMBERS

COLLECTED \$400,000,000+ ●●●



A background image showing two men in business attire shaking hands in a modern office setting. The office has large glass windows reflecting a city skyline. A large, semi-transparent world map is overlaid on the top half of the image. The text 'THANK YOU!' and 'ICOBOX.IO' is centered in a white rounded rectangle with a red border.

THANK YOU!  
**ICOBOX.IO**