

## **Dash Marketing via Social Media Sponsorships**

### **Introduction**

We all support Dash for one reason and we know it. Dash is the best cryptocurrency. Dash is the fastest and most scalable crypto. Dash is one of the most secure. And Dash is the true and oldest crypto DAO. Dash is the best ecosystem with the best protection from monopolization. And as such Dash is a system that benefits everyone. With 10% of rewards going to the DAO treasury to fund projects like self-marketing, Dash is the best crypto so that anyone and not just the rich can make a difference.

But Recently, Dash has also been obscured by some newer competitors that are more open to seizing the attention of the market. Marketing is of extreme importance. Without marketing, even the greatest products fail mass adoption. Because marketing isn't about hype. Marketing is a train that drives customers to consider your product. So we as the Dash community must not perceive marketing as a separate appendage from mass adoption.

#### **Why is marketing so important?**

Having a successful marketing strategy for your business is like having a powerful train driving customers through your doors. Once these customers are through your doors, you can then work on selling them your goods and services. All too often

**Figure 1: Marketing is a Train that Drives Customers**

And when the world sees how amazing Dash is in terms of instant transactions, security, ease of use, and true fairness (DAO) people will finally realize that Dash (not unscalable coins like Bitcoin) is the only cryptocurrency that can support mass adoption **TODAY** and **RIGHT NOW**.

#### **Be exposed to your target market**

The reason many businesses fail is not because there isn't a demand for what they're selling, but because their products and services are not marketed at those who want and need them.

**Figure 2: A good product is not enough**

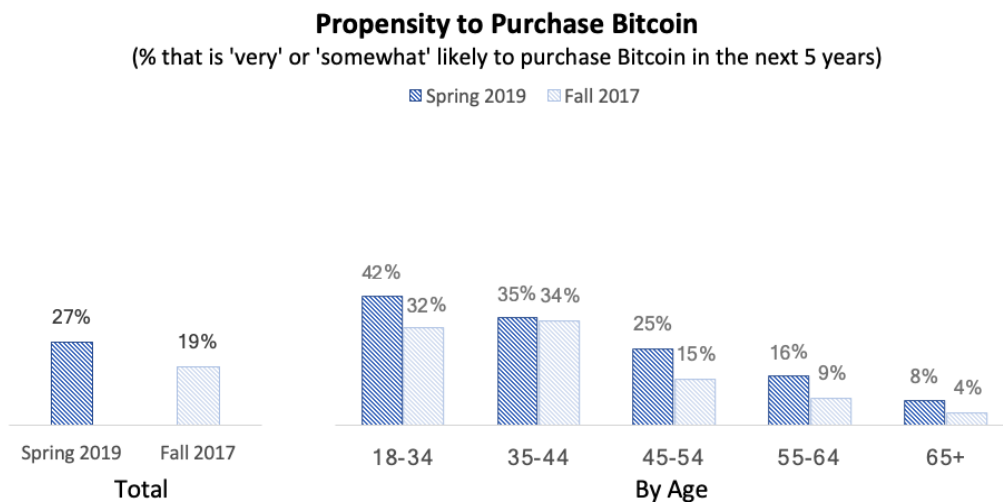
\*\*\*From Start and Run a Business from Home, Paul Power

It's clear that marketing is necessary. Next is to consider the best marketing option to maximize the purchasing power of funds and social media sponsorships is the best way to target the most relevant audience at a large scale.

## Use Social Media Sponsorships to target the Most Relevant Users

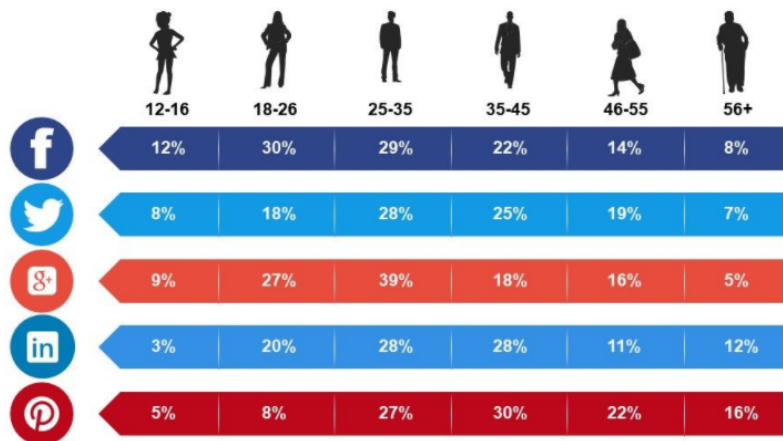
Certain criteria will be used to select social media stars with the most relevant audience. The biggest factors are **age** and **platform**.

The biggest users of cryptocurrency are between the ages of 18 - 44 account for 77% of bitcoin purchase propensity. Therefore targeting this audience is the best use of resources as both age groups are nearly equally likely to purchase cryptocurrency. However people in ages 35 - 44 may contribute more in resources due to having higher savings and trading experience than people in ages 18 - 34.



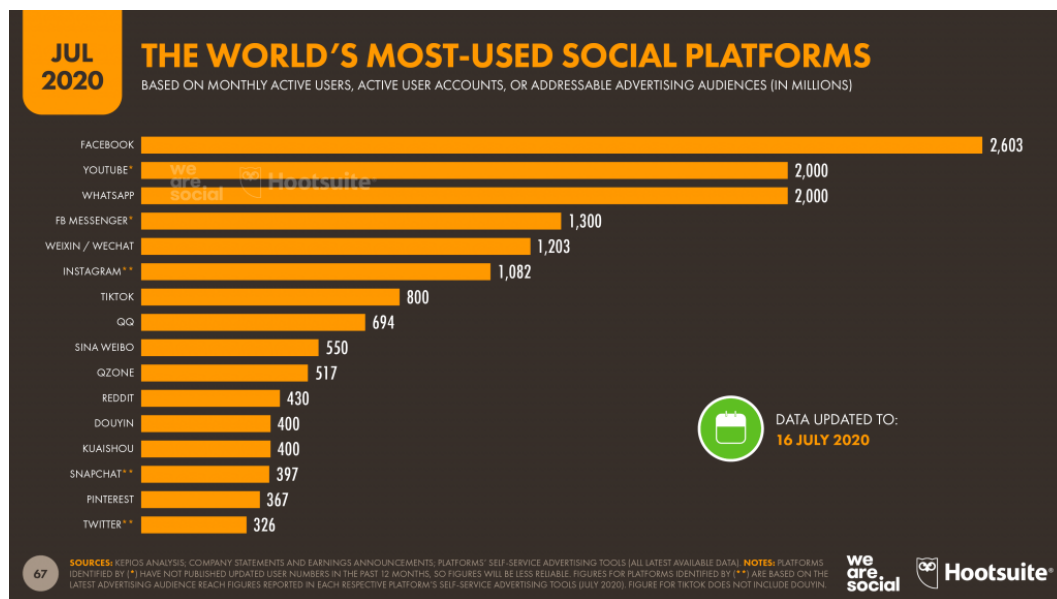
**Figure 3: Propensity to purchase bitcoin**

The people ages 18 - 45 are also big users of social media platforms with an average of 75% of the population using any of the social media services as shown in Figure 4. Therefore, social media marketing is a powerful tool to reach the attention of users in promoting Dash.



**Figure 4: Age demographics of social media users**

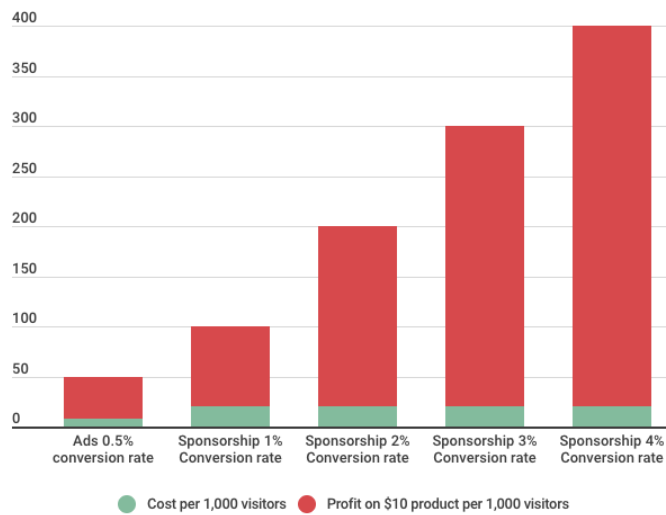
With a limited budget not all platforms can be targeted. Facebook has the most activity, however, Facebook's users are more distributed into smaller, less organized or even private groups making big audience targeting more challenging. As per Figure 5, Twitter has less activity than YouTube but it is another good method of directly reaching an audience. YouTube videos are like a piece of art which will persist through the years and provide long term promotion even after the initial wave of viewership. A simple twitter tweet may soon be buried never to be seen again. However, Twitter tweets have the benefits of sharing which could reach a wide audience spread like fire if propagated. However the shared tweet must be extraordinary enough that it is worth sharing.



**Figure 5: Most Used Social Media Platforms**

YouTube has extraordinary reach potential. The biggest YouTubers can reach millions of users per video and potentially release multiple videos per week to constantly reinforce their sponsors. NordVPN is a huge sponsor of many YouTubers and their tactic has worked to make them one of the top VPN companies as listed on TechRadar, PCMag, and CNET. Due to YouTube's predictable and tremendously huge audience, YouTube stars shall be enlisted in the promotion of Dash with future promotion possibly to include Twitter and/or TikTok.

There are two common methods for YouTube marketing: sponsorships or adsense. Adsense gives ease of promotion however adsense is not effective in swaying people. Simply put, people HATE ads. Adsense ads are not personal enough and it's very annoying. This is where sponsorships shine the most. A sponsorship ad is when their favorite youtuber promotes a product or service. And they can do it in very creative ways. As a result, sponsorships yield a higher return rate than plain ads. See Figure 6 which shows that even though sponsorships cost more upfront, the returns are substantially higher.



**Figure 6: YouTube Sponsorship yields higher return than regular ads**

YouTube has a tremendous diversity of genres that each have their stars. The main question is choosing which genres have people that would most likely support Dash as funding should be dedicated towards the most relevant audience. A collection of genres would include:

Music	Entertainment	Sports	Film	ASMR	Beauty
Comedy	Conspiracy	Cooking	VLoggers	Design/Art	Family
Fashion	Gaming	Health/Fitness	Learning	Education	Lifestyle
Animation	Pranks	Challenges	Technology	Travel	Food
How to/Tutorials	Unboxing/Reviews	News/Journalism	International	Live Stream	Science
Money	Relaxation	Video Editing	History	Fail Compilations	Reactions
Photography	Investing	Cryptocurrency	Marketing	Personal Development	Animals

**Table 1: A collection of popular YouTube Genres**

Here are some generalizations when attempting to reduce all the categories down to a few. There aren't enough studies on correlating cryptocurrency users to their other lifestyle habits, so these are some assumptions based on experience.

1. People interested in cryptocurrency is most likely to invest in Dash
2. People interested in money or investing is more likely to invest in Dash
3. People interested in technology is more likely to be interested in cryptocurrency in general

4. People interested in artistic related genres are less likely to be technological or care about cryptocurrency
5. There is utility for Dash among a certain international audience like in Venezuela( Please check out this video for more info on how Dash is used in Venezuela - [DASH Crypto Currency | Venezuela and the Cryptocurrency Revolution | Cryptonews | Documentary](#))

So based on these assumptions, the 6 types of genres of YouTubers to target are:

Cryptocurrency
Investing
Technology
Gaming
Unboxing/Reviews
International

**Table 2: Main YouTube genres to target**

Each of these genres include people that may be more willing to offer their services for sponsorships. The biggest YouTube Stars may be big enough that they no longer need sponsors or the competition for sponsorship is too tremendous to be time efficient. Or their cost is too big to be worth anything despite a tremendous audience.

These are the YouTubers that offer sponsorships and their statistics:

YouTuber	Number of Subscribers	~Approx Number of Views per Video	Genre
UnlistedLeaf	2.2M	373,775	Unboxing/Reviews
TechLead	981K	321,022	Technology
Good Mythical Morning	17M	2,686,086	Food , Gaming
Investor	381K	86,390	Investing
BitBoy Crypto	679K	33,824	Cryptocurrency
KittyPlays	609K	59,567.49	Gaming
Unbox Therapy	17.8M	2,098,481	Unboxing/Reviews

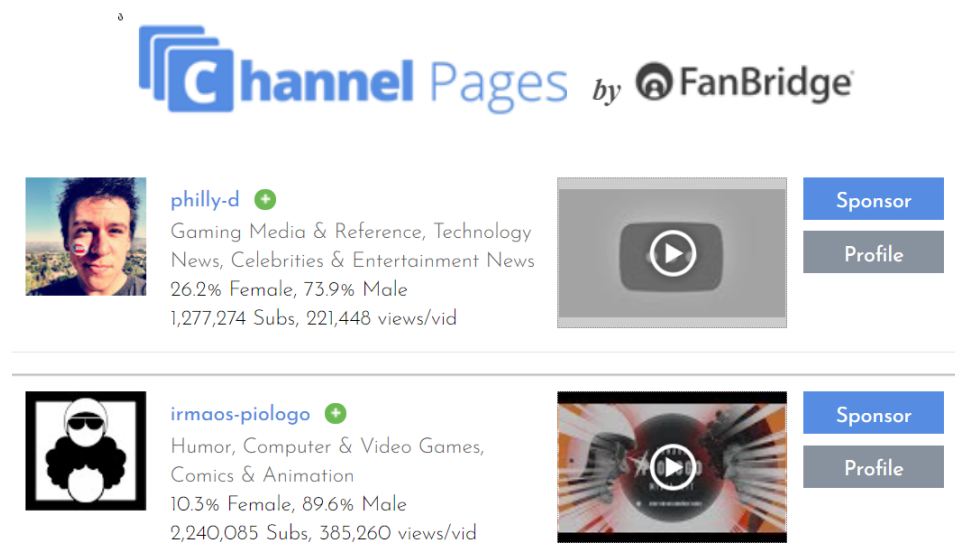
## Promotional Relations

There are two main methods that can be used to reach a YouTuber to offer Dash for sponsorship:

1. Direct Contact
2. Sponsorship Services

Both methods will be used to set up sponsor relationships. Direct contact would involve private messaging, emailing, and video conferences to negotiate a fair value per video or CPM (cost per thousand).

Services offer a streamlined, predictable, and easy way to reach a wide range of popular YouTubers.



**Figure 7: Channel Pages is a sponsorship platform**

## Costs for promotion

Cost for promotion would be negotiated between sponsor and provider. Negotiations shall be performed so that the highest views can be obtained for the funds offered. And there are several methods for estimating video or channel worth. Furthermore, a larger channel has greater leverage to ask for a higher CPM or cost per video from a sponsor than a smaller channel.

Here are some methods to be utilized but not limited to in terms of negotiating funds used to cover sponsorship costs

1. Average Sponsorship CPM: The average CPM for sponsorships is \$20 - \$30. Which means that a video that has 2,000,000 views would cost \$50,000 per video.
2. Channel Valuation Service: Costs can be estimated by using channel valuation services such as NOXInfluencer.com.
3. 2-3X Adsense CPM: If adsense CPM is \$5 then sponsorship CPM is \$10 - \$15

It appears that between these methods, payment is based on CPM. And the average assumed CPM is \$15.

$$Price = (\#Views \div 1000) * CPM$$

$$\$1500 = (100,000 \div 1000) * 15$$

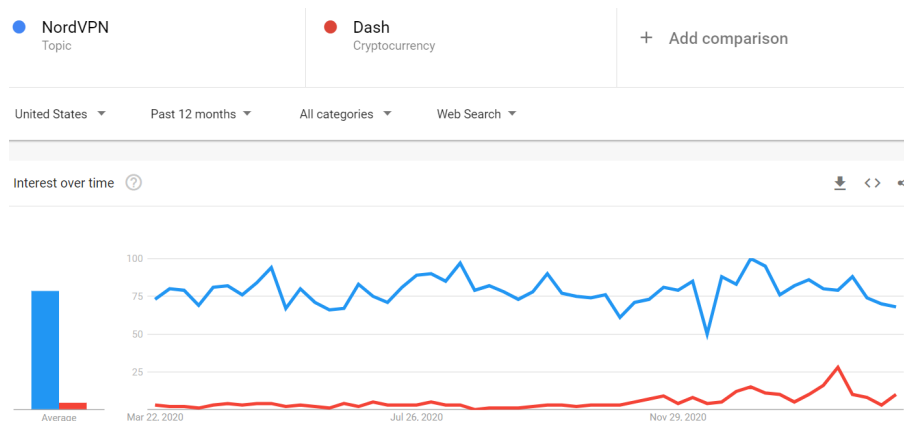
With the goal to reach 30,000,000 people which is nearly 10% of the US population (which should make Dash more than a talking point) this cost would total **\$450,000**.

With each video targeting 100,000 Views, this adds up to sponsoring **300 videos**. The goal of this marketing campaign is to target a diverse set of audiences within highly relevant genres.

### What to expect

In terms of popularity, Dash has a tremendous way to go with marketing. This promotion even when astoundingly successful is a huge leap towards reaching a wide audience.

NordVPN is a good model of what to expect with a successful YouTube marketing campaign because it is a service that heavily relies on YouTube sponsorships for promotion. As demonstrated by Figure 8, NordVPN has tremendous and consistent popularity far greater than Dash, a Cryptocurrency that is older, more advanced, and has a much more diverse development team than NordVPN. As such, it can be assumed that Dash has a higher growth ceiling than NordVPN.



**Figure 8: Dash vs NordVPN**

But other members of the Dash community through a grassroots movement must also participate in any way possible to grow Dash. The dash community as whole must not succumb to the Ringelmann Effect.

# Ringelmann effect

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From Wikipedia, the free encyclopedia

The **Ringelmann effect** is the tendency for individual members of a group to become increasingly less productive as the size of their group increases.<sup>[1]</sup> This effect, discovered by French agricultural engineer [Maximilien Ringelmann](#) (1861–1931), illustrates the inverse relationship that exists between the size of a group and the magnitude of group members' individual contribution to the completion of a task. While studying the relationship between process loss (i.e., reductions in performance [effectiveness](#) or [efficiency](#)) and group [productivity](#), Ringelmann (1913) found that having group members work together on a task (e.g., pulling a rope) actually results in significantly less effort than when individual members are acting alone. Ringelmann discovered that as more and more people are added to a group, the group often becomes increasingly inefficient, ultimately violating the notion that group effort and team participation reliably leads to increased effort on behalf of the members.<sup>[1][2]</sup>

## **Figure 9: Members should not become complacent as a DAO**

### **Updates and Progress**

Progress and updates shall be declared via Twitter and a dedicated website.

### **Budget Request**

The request shall be \$150,000 per month for 3 months.

The budget shall be used to cover all marketing, potential travel expenses, web hosting expenses, and/or other expenses used only in the promotion Dash.



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