Crown Proposal

Crown on LinkedIn (B2C, B2B)

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Proposal hash:

2d8743e9a865e3963dabbdb6a4e23cb0e728d2e59ab1d8f9e23fbccd475bc970

FH CORPORATION LTD. has 10 years of know-how in the field of social networks Facebook, Instagram, LinkedIn, Russian VK.com, Odnoklassniki, Chinese QQ, WeChat, Viber and Vietnamese Zalo.

This long-term experience was arising together with the successive acquisitions and merge of subsidiaries under the parent company FH CORPORATION LTD.

OUR REFERENCES:

http://infofh.com/english_1

www.crown.tech

1. Proposal Basic Information	
Project Name:	*Crown on LinkedIn (B2C, B2B)*
What are the goals of the project?	*Going through the ongoing proposals, I could notice that the marketing on platforms as Facebook, Twitter, Instagram or advertisement on Google is already in place, but have not seen LinkedIn. So, the main goal is to support Crown homepage on the platform LinkedIn.*
Proposer's Email Address	*zajacova@infofh.com*
Proposers Name:	*Júlia Zajacová*
Funds requested:	*4500 tokens / quarter*

2. You and your Team				
	Name	**Department**	**Telephone**	**E-mail**
Manager:	Júlia Zajacová	Marketing	+420 607770342	zajacova@infofh.com
Your Team:	NA			

3. Project Details

Project Purpose

Describe the need for your project.

The need is to support and spread the general Crown awareness on the level of B2C sector (business to end customer), but as well on B2B level (business to business, target on companies) **when Atomic will be ready.**

About **LinkedIn:**

LinkedIn is business orientated social network service that operates via websites and mobile apps. It is mainly used for professional networking. As of April 2017, LinkedIn had 500 million members in 200 countries, out of which 106 million members are active. The main advantage of LinkedIn from advertisement point of view is the targeting on premium customers and companies.
Owner of the network: Microsoft Corporation

Ambition/Intention

Tell us the potential benefits your project could bring to Crown (eg, further decentralisation). What will the project become? Is it an ongoing project?

In the first part, we would like to run a pilot cooperation for 3 months. This pilot will provide us with the results of A/B testing, it means we will receive a feedback from the market, which campaign will give us the best demographic data for the future Crown advertisement.

Benefits:

1. Obtaining demographic data

2. Greater Crown value

3. Increasing the general Crown awareness among the people with higher interest for crypto currency.

4. Obtaining interesting marketing channel in specified audience

Features

Describe the different features your proposal intends to 'build'.

PPC (pay per click) system on LinkedIn:

LinkedIn platform (click to web site/homepage) – advertisement will target on investors, company owners, TOP management (CEOs, board of supervisors, board of directors), in general the goal is to aim on the potential Crown investors in the chosen locations. In the second part, when Atomic will be ready, we would like to target on the B2B sector (business to business) on companies.

Proposal Timetable and Turning Point

Propose exact start and end dates. What date will the project start, what date will it end (delivered)? What will be the turning points of the project? Eg Landing page, login ability.

When project approved we will need 2-3 weeks to process. Process includes getting basic materials for the campaigns

(supporting documents, campaign proposals, campaign approval). First Turning point will be the statistics after A/B testing in the form of report.

Definition of Success

We need you to define project success. What is the finished product for example? How can voters be sure the project was is a success? Define below..

Success Definition
1. Project success is to spread general Crown awareness and evoke an interest in Crown crypto currency
2. PPC system is a credit system, the credit is charged and deducted only after the user clicks to get to the Crown homepage, so the success will be clearly measurable by numbers.

External Dependencies

Does the project success depend on help from the Crown core team and one or more other individuals or groups? Has everyone agreed to be involved in the development of the project?

We might cooperate with the core team in the case of the creating and approving the campaign proposals.

Funding Requirements

State the amount of funding that is required to bring your project to a success and give the reasoning behind it.

4500 crowns / quarter, where 4000 crowns will be allocated to LinkedIn credit and 500 crowns we will take for campaign management

4. Communication *(How will the project manager communicate with the Crown community? How often? On which dates?)*

We will send monthly report to the Crown community and of course we are available to communicate whenever needed

5. Notes