

# Invest In Blockchain

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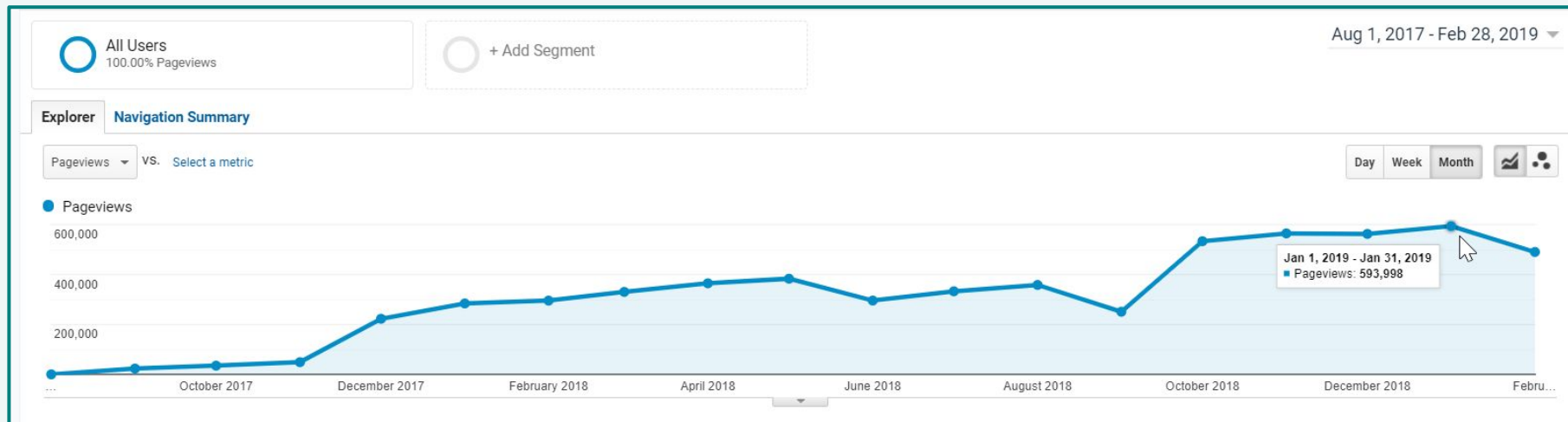
Content Marketing Packages

Updated: March 2019

# Intro

[Invest In Blockchain](#) is one of the fastest-growing websites in the cryptocurrency space. We are growing fast in a severe bear market.

Our team of 14 experienced analysts, writers and marketers are dedicated to providing high quality, accurate and engaging information for cryptocurrency investors, from beginners to experts.



# Key Stats

We help you get eyes on your crypto project, with organic and social traffic.

Monthly Visitors

**450k+**

Number of monthly readers

Engaged Readers

**3:59**

Our read time is more than  
double the industry average

Social Followers

**45k+**

Number of engaged followers  
across our social platforms

Traffic Growth

**117%**

Our traffic growth through  
the bear market, while our  
competitors lost traffic

# We've been featured in...

**Forbes**

 **INDEPENDENT**

**Entrepreneur**

**BUSINESS INSIDER**

**VentureBeat**

**VICE**

 **INVESTOPEDIA**

 **COINTELEGRAPH**

 **CCN**

 **BITCOINIST**.COM  
CRYPTOCURRENCY REVIEWS AND TECHNOLOGY

 **NEWSBTC**

 **ETHEREUM**  
WORLD NEWS

 **BITCOIN**  
MAGAZINE

 **ZeroHedge**

**TNW**  
THE NEXT WEB

**QUARTZ**

# Our Media Partners

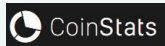
## News Aggregators



Google News



CryptoPanic



Coinstats.app



Faws.com



Coinspectator.com

## Content Partners



Usethebitcoin.com



CryptoPotato.com



Tokens24.com



Coininsider.com



# Types of Content

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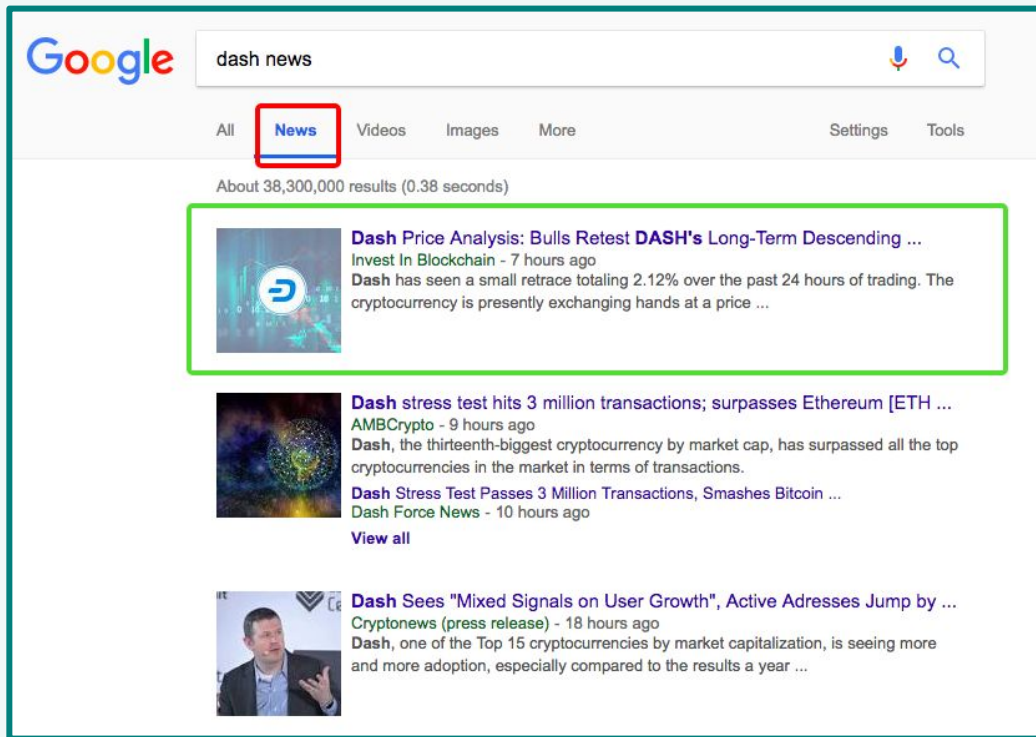
# Google News Content

- Our Google News traffic is growing month over month, often by 50-100%
- We include your project in trending news stories and can rewrite your press releases into news so they appear in the news section
- Our news category is also indexed by the most trafficked news aggregators, including CryptoPanic and CryptoFlash
- Examples:

[OriginTrail Aims To Grow Its Ecosystem With A \\$135,000 Open Call](#)

[Swarm Fund To List Security Tokens On OpenFinance Network](#)

[Stratis Deepens Relationship With Microsoft, Now A Certified Microsoft Independent Software Vendor \(ISV\)](#)



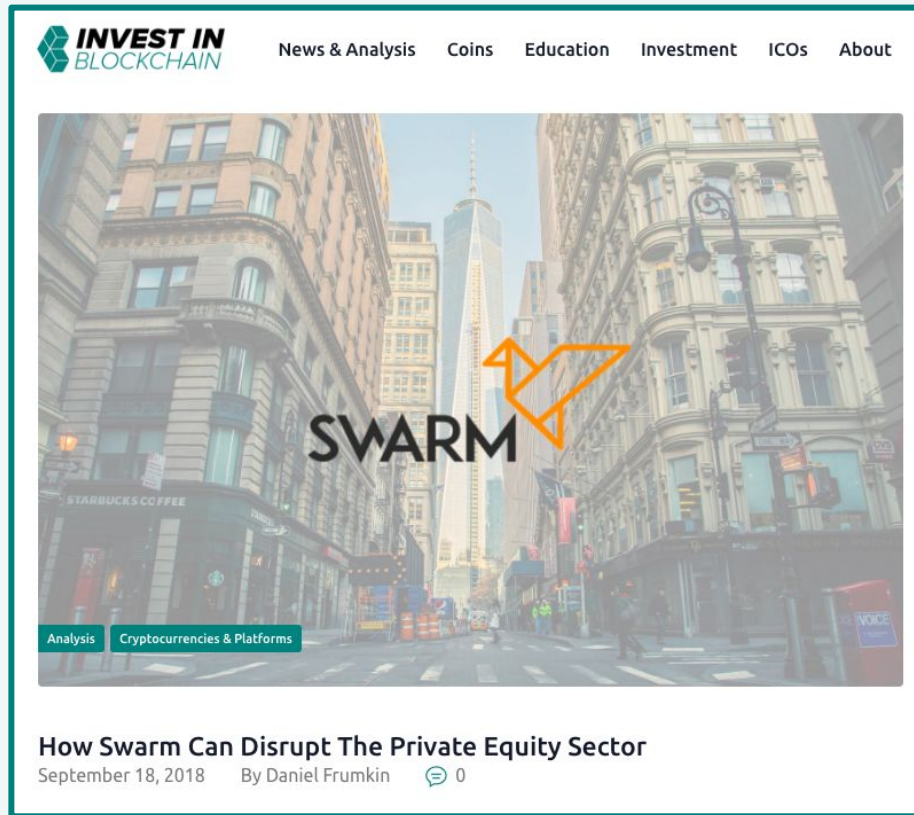
# Brand Building Content

- Magazine-style, problem and solution type articles that help increase awareness in the crypto market, and position you as a leader in your industry
- Media you can proudly show to investors
- Researched and written by our experts and presented in an engaging, easy-to-understand style
- Examples:

[How Swarm Can Disrupt The Private Equity Sector](#)

[The Case For Colu: From Cash To Card To Community Currency](#)

[Why We Need Secure And Protected Digital IDs](#)





# SEO Focused Content

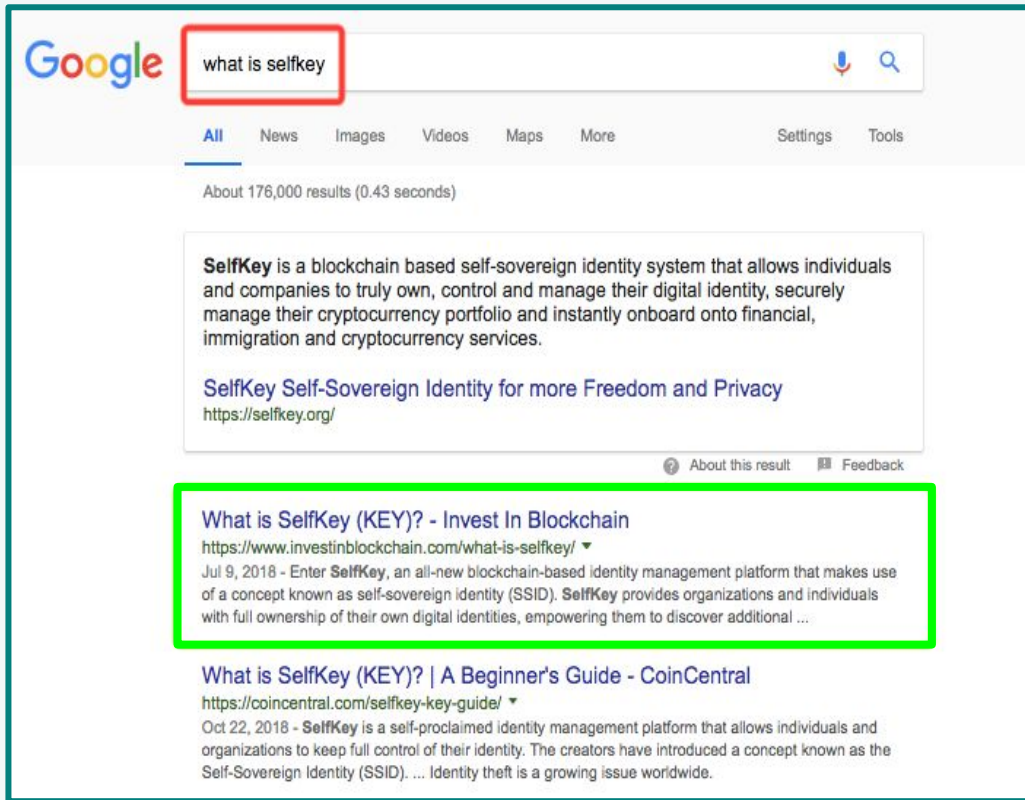
- [Investinblockchain.com](https://investinblockchain.com) has one of the strongest Domain Authorities in the crypto space (DA 50)
- We help you target the most important SEO keywords for your brand
- Control the narrative of what is shown first in the Google search results when people make the most common search queries about your company
- Examples of SEO Focused Content:

[What is SelfKey? \(KEY\)](https://www.investinblockchain.com/what-is-selfkey/)

[New Stratis Q4 Roadmap](#)

[Rentberry ICO Review](#)

[The Team Behind Telcoin](#)



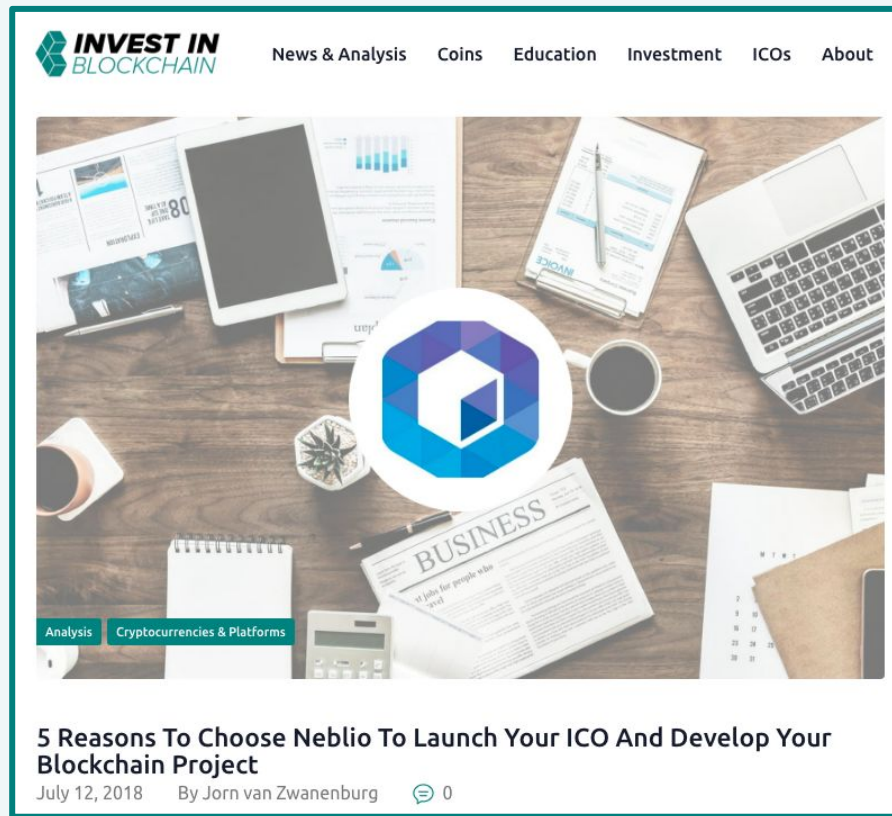
# Educational Content

- Articles to educate potential consumers and investors, written by writers who really understand the ins and outs of your project
- We showcase the unique selling points of your project, create technical how-to guides, and analyse technical aspects
- Examples:

**[5 Reasons To Choose Neblio To Launch Your ICO And Develop Your Blockchain Project](#)**

**[Swarm Platform Review: How To Participate In Token Investment Opportunities On Swarm](#)**

**[A Closer Look At Rentberry's Technical And Operational Aspects](#)**



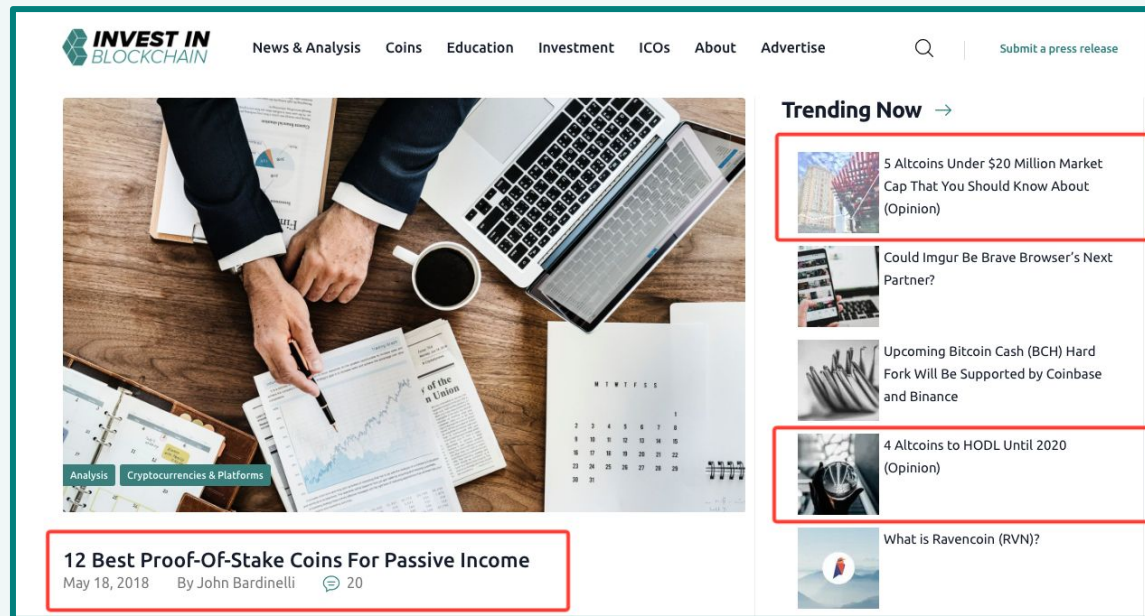
# Investment Opinion Content

- Investor oriented articles often make up more than 30% of our traffic.
- These types of articles often 'hit' on social media, and can see anywhere from 10k to 60k hits back to our site.
- Examples:

[Top 5 Cryptocurrency Projects To Watch In June 2018](#) (26k reads)

[Best Proof Of Stake Coins For Earning Passive Income](#) (49k reads)

[10 Promising Cryptocurrencies To Watch In Q3 2018](#) (23k reads)



**\*\* Important Note:** We cannot include these in our packages, nor guarantee inclusion in these types of articles; inclusion is at the discretion of our analysts, fact checkers and editors. However, because we *only* work with projects that we like and genuinely believe in, our clients are often included in our opinion articles.

# Case Studies

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# Stratis Content Marketing

**HIGHLIGHT: 256,000+** total readers of our Stratis articles

For our long-term client Stratis:

- Ongoing unique articles about new releases and project updates
- 47,000+ reads of Stratis-specific articles
- 209,000+ readers of articles with Stratis mentions (at least 2 paragraphs per article)
- Average read time of 3:59
- Over 4,300+ social shares

Article Examples:

[What is Stratis?](#)

[Stratis Wallets & Exchange](#)

[Stratis Roadmap & What the Future Holds](#)





# Telcoin ICO Marketing

**HIGHLIGHT: 39,000+** visitors read our Telcoin articles during the ICO

With the help of our investor education campaign, Telcoin successfully raised \$25 Million.

- Featured articles showcasing Telcoin's value proposition, team and technical aspects
- 39,000+ potential investors reached organically during the ICO
- Over 700 social shares

Article Examples:

[The Team Behind Telcoin](#)

[Top ICOs to Watch in Early 2018](#)

[No More Moneyless: How Telcoin Will Transform Disaster Donating](#)



# SelfKey Content Marketing

**HIGHLIGHT: 97,000+** total reads of our Selfkey articles

For our long-term client Selfkey:

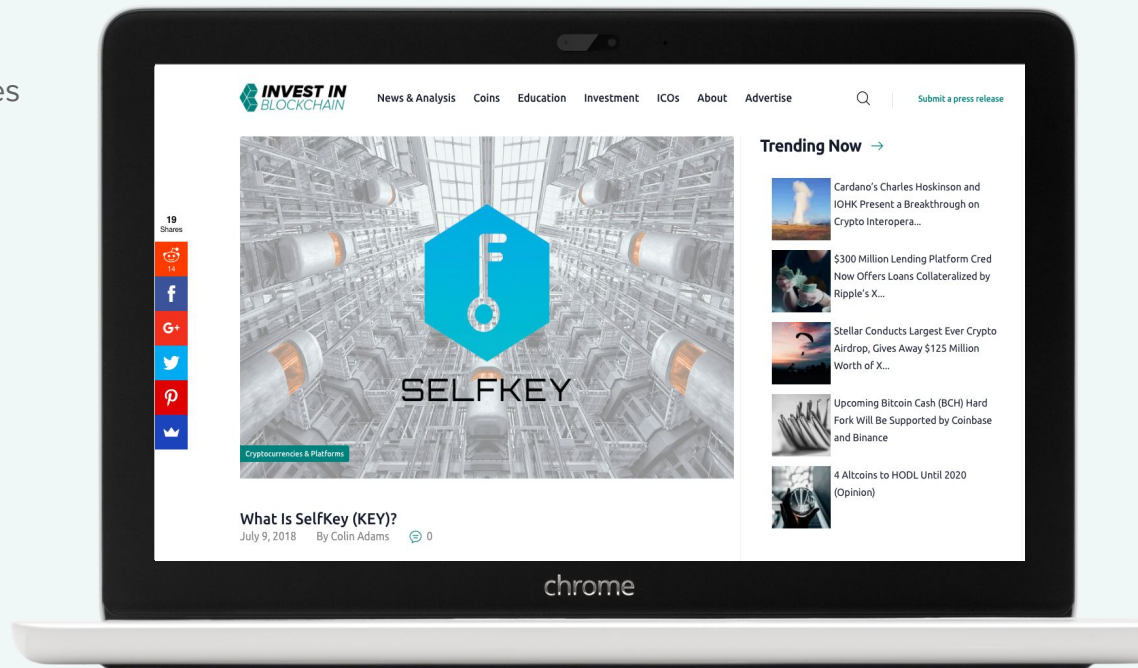
- Ongoing unique articles about new releases and project updates
- 97,000+ potential investors reached organically
- Average read time of 4:39
- Over 3,000 social shares

Article examples:

[What is Selfkey? \(KEY\)](#)

[Why We Need Secure And Protected Digital IDs](#)

[What Is A Digital Identity, And Why Is It Important For You To Manage Yours?](#)



# Our Clients

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# Our Clients



SELFKEY



IOST



Stratis

SWARM



nebl.io



UBIQ



FUNDREQUEST



CRYPTYK



Bounty0x

# Client Success Stories

*"I worked with InvestInBlockchain team to coordinate external content during the Telcoin ICO. His writers take complex technical concepts and make them understandable and interesting to the average investor. In a ecosystem with so many scams and valueless services, it is refreshing that **Daniel and his team actually over-deliver on what they say they will do.**"*



**Chris Rizanow**

Former Telcoin Community Manager,  
Current Director of Digital Asset  
Structuring at Blockchain Industries



**Mansoor Madhavji**

Advisor for Cryptyk, DNN, Hurify,  
Loyakk, and Discovery IOT

*"It's always a pleasure to work with IIB team. They are professional, responsive and the finished articles are exceptional. They go above and beyond expectations and continually over deliver. **I recommend them to all my clients.**"*



# Invest In Blockchain Management Team



Daniel Bainbridge,  
Co-Founder

Blockchain entrepreneur  
since 2014; angel investor

[www.bigbird.vc](http://www.bigbird.vc)



Zygmunt Biela,  
COO

Content marketing, SEO, and  
growth hacking specialist.



Liza Sharifuddin,  
Content Manager

Partner at digital branding  
agency, The Curators  
Collective



Rachel Yencko-Martinka,  
Executive Assistant

Community & Client  
Relations, Data Management,  
and Brand Marketing

# Contact Us

We want to achieve the best possible results for our clients.  
Please contact us for a tailored content marketing plan for your project.

[info@investinblockchain.com](mailto:info@investinblockchain.com)