



InfluenXial Community Engagement Firm (ICE)

Let's Keep You Crypto Engaged

Lite Paper

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Our Mission

To represent and serve the needs of the project's community in order to render professional Community Engagement services to our clients at a fair service charge, while staying profitable at the same time.

Our Goal

We aim to be providing standard community engagement services such as answering community questions, removing spam, moderating conflicts and debates between different members, and promoting content on multiple platforms (Bitcointalk, Reddit, Discord, Steemit, Telegram and Telegram Announcement Channels, etc.).

The ICE Concept

Building a strong community is essential to a successful crowdfund. Several flaws exist within present existing community management services: while serving the needs of their client, community management firms have overlooked the less tangible but equally important underlying needs of the crypto community. In the process of partnering with project teams carrying out token generation events, community management has become a siloed entity, operating to fulfil the agenda of the parties running the token sale but failing to represent the community on an equal partnership level.

InfluenXial Community Engagement seeks to offer community engagement services that represent the voice and heart of the crypto community. Alongside serving crypto startups as clients, we also view the community as our client with specific needs to be met. ICE will aim to serve and fulfil these needs in order to grow and maintain a robust, healthy and engaged community which will, in turn, represent an invaluable asset to our crypto startup clients.

The Problem

2017 has undoubtedly been the year of Initial Coin Offerings (ICOs), with the ICO market on track to raise capital at record levels. The rise of ICOs and the projected popularity of STOs in the future has spawned a rise in demand for community management services. These services are vital to ICOs for attracting a community of investors, building an online presence, and ensuring protection against fraud and scams. It is now commonly recognized that there is a direct correlation between a crypto community and the outcome of a token sale.

With the ICO market growing this rapidly, community management services have evolved from aiding ICO clients foster healthy and engaged communities to sophisticated service providers that single-handedly run an ICO's project's social media and engagement channels. These service providers are driven by the rewards that come with assisting ICO projects in achieving a successful crowdsale. As a result, we are witnessing community management services often becoming either too closely tethered to their ICO clients, or

deliberately remaining aloof to the crypto community as a siloed entity executing instructions and directions from their ICO clients.

The crux of the issue in the community management industry is that traditional community management firms approach the project's communities as mere end-users who neither have a say nor a voice in how the company they support should be run. We believe that the community, however, is a viable partner who is invested in the success of the project and forms a very core part of shaping the project's journey from conception to materialisation. Oftentimes, investors and community users will drive user adoption of the project's product or service and play a vital role in making sure that the project becomes successful and of course stay so.

Our Proposed Solution

ICE aims to deliver a new community management solution: a decentralized community engagement service with a fundamental role to spot viable projects, onboard clients at their request and offer the crypto community open communicative management services based on the needs of the community and the project team. The blockchain industry is a product of project teams and communities. Hence, the two parties must be effectively served and represented in order to achieve steady project development.

We believe community-centred engagement is the only win-win solution for both project creators and for the community supporting these projects. At ICE, we are committed to pushing concerns from the community to the project team at a pace and manner that will be beneficial to the team, project development and the community, while ensuring that communications between project owners and the community remain transparent. Our value proposition to crypto startups and ICO clients will include best-fit and tailor-made strategies for organically growing and sustaining a healthy and engaged community, and to offer professional input whenever situations arise that may escalate into a conflict between the team and the community.

This is based on the premise that a successful crypto project and token sale is built on making a sustained effort to consciously view the community as an invested partner, by being attentive to community feedback and concerns. ICE aims to build and nurture a thriving relationship between project owners and their community by becoming a two-way bridge that facilitates an equal partnership between the two parties. With ICE, transparency remains the key between project staff and the community.

Our Services

- **Community Engagement and Direct Customer Support**
- **Bounty Management Service**
- **Data Collection Of What Does The Community Want From the Team**
- **Marketing Service**
- **Whitepaper writing and editing services**
- **Advice on Token Economics and Allocation**

Community Engagement

Unlike existing community management services where their service is a very biased one-way street, we at ICE will always prioritize the community before anything else. A project cannot be successful without the community. This is exactly what cryptocurrency is all about. The power of the community who believes in the project that can drive the project forward. Many community management services only say what the project creators want them to say to the community. We believe this approach is not good enough.

Judging by how existing community management services operate, we believe they almost look solely like the 'customer support' of the company itself. If there's unanswered question/concern from community members simply because the core team of the project ignore it, the community manager will not try to help the concerned member. He will, instead, ignore the member until the 'higher ups' in the company gives a new update. We at ICE believe this is the wrong way to engage with the community.

Obviously, if there is confidential information that the core team of a project do not wish to share, we at ICE cannot share that confidential information to the community. But here's the difference. Instead of giving diplomatic answer to the community, we will be straightforward with the community that the team indeed cannot share specific confidential information along with the reason why they cannot share it. That way, the community will understand and remain confident in the project itself. Having a very supportive community is extremely important for the success of the project itself.

This is different with how most community management services operate because the managers never actually care with concerns from the community itself. They do not push the team and will ignore all concern as long as the core team of the project itself do not care. Here at ICE we prioritize the community and we take note of community concern. If the community demand something from the team, we will put pressure on the team. We

will side with the community because we intend to become the bridge of communication between the community and the team. And not to become simply 'customer support' of the project team. And of course, the team need to understand that the best interest for everybody lies in the community itself. They get 'funded' by the community. The more they understand their own community, the better it will be for everyone.

In addition to engaging communities across several chat channels for our clients, we'll also offer Zendesk support services to clients who desires this option of support service to their users. In addition to this, we'll also constantly write and update the FAQ section in the Zendesk aspect of clients website, and also make announcement and new blog posts where necessary.

Bounty Management

The success of an ICO has a lot to do with how much visibility it gets to the right audience. And to effectively achieve this, in addition to all the available options we offer for project visibility, diverse bounty advertising tools will be put in place that will enable our clients to meet their funding and visibility target. We at ICE understand the importance of bounty to the overall success of an ICO, while we engage the teeming community of bounty hunters we at the same time make sure that the purpose is achieved.

Oftentimes, bounty participants can range in the hundreds to a few thousands and in some cases tens of thousands and usually managing this huge numbers become problematic to most ICO teams. This is where we come in, with our vast experience in bounty management over the years, we will make sure that the community is at all times professionally attended to.

Marketing Service

i. Social Media Engagement

Seeing poor social media engagements from many Blockchain ventures reveals how much excellent marketing services can solidify ICE's dominance in the industry, and help its clients tap from its great online influence. With a tremendous social media influence, clients will undoubtedly rely on ICE for marketing, and this will help improve our negotiations with clients in the case of giving them marketing incentives.

We will help them by posting their updates on our social media, and explaining various aspects, and advantages of their project that will attract investors. We will also promote their project by recommending them to other clients that may be in need of any of their

services.

We will pay great attention to building our social media followers base, and then we can post about our clients on a daily basis on our social media channels, and share to relevant cryptocurrency groups that will attract the interest of investors.

Also, we will build an email list (this we can achieve from the website - whenever someone visits the ICE website, there should be a pop-up form that asks for them to subscribe to our newsletter to get updates on the latest and best crypto project to invest in, and also news on blockchain in general). Of course, this will be optional. We will send out both dedicated and regular newsletters on a weekly basis (maybe three times per week, as agreed by the team) to all our subscribers, keeping them informed on the latest updates of the projects we manage. This should be a plus for ICE, and it's clients as it will go a long way in helping to transform potential investors into investors.

ii. PR and Marketing

In addition to our core Community engagement service, we will offer marketing and PR services, as well as educational material published on our blog site, once the opportunity to scale our business becomes evident. A cohesive marketing and PR strategy will help our clients quickly get up to speed with variety of exposure for attracting investors to their ICOs and projects in general. This will include helping to develop a robust social media presence as well as generating publicity on top crypto websites.

As for educational content, we are targeting crypto and blockchain enthusiasts ranging from crypto novices to seasoned traders as we aim to be the source of leading-edge education on all things crypto. This will be offered in conjunction with cutting-edge news on the latest events taking place in the crypto world and how they influence investment decisions.

iii. Email Marketing

As part of our marketing strategy for our clients, we'll offer our clients the option to also send weekly or bi-weekly newsletters about their project, team, goals, and current achievement. Being an experienced e-marketers, we'll leverage several email marketing platforms such as Sendy and other email platforms to send out these updates and also keep track on how users are consuming these emails.

White Paper writing and editing

In the corporate world, the first item an investor takes note of is the Business Plan. It is no secret that in the Cryptosphere, no serious-minded investor gets on board a project under development without first running through the details provided in the whitepaper and we are well aware that first impression matters a lot.

We will offer our clients the opportunity to work with our experts in creating well detailed, precise and concise documents that will ensure an investor is well versed on the core values of the project and not get bored while at it. Our experts will also be on deck to review and edit already existing whitepapers, ridding them of errors and ensuring they are presented as best as possible.