

# Memo

**To:** Coinsource, IACBE

**From:** Lincoln College –

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**Subject:** Expanding Coinsource's Audience Reach

## Overview

Coinsource is seeking to better define a growth strategy supporting its newly announced business to business Bitcoin ATM Platform as a Service Model. The target audience and market conditions were considered as well as information from other sources, including a conference call with Derek Muhney, to reach strategic growth recommendations.

## Proposed Solution

Bitcoin and cryptocurrencies in general have a variety of users in different economic, financial, and geographical settings. According to Derek Muhney through a recent interview for *TechRepublic*, interest is growing in the millennial market, the baby boomer market, and the unbanked/underbanked. Each audience segment is interested in Bitcoin for different reasons. Targeting a niche group such as baby boomers, but also wanting to market to a younger millennial segment, means that a hybrid growth strategy would be best in a situation like Coinsource.

The following primary components of a potential hybrid growth strategy for Coinsource include:

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- Increased social media presence
  - YouTube
  - Twitter
  
- Reaching specific target audiences through affinity group marketing:
  - Age
    - AARP (American Association of Retired Persons)
    - Simon Malls
  - Wealth
    - Art Galleries/Auction House
    - Influencer

The team's first recommendation is to design a social media growth schedule with a goal. We are aware there are currently restrictions on promoted ads through most major social platforms, but this doesn't mean that those platforms are useless. Growing a following base on social media platforms puts your information in front of more people, making it a more prevalent topic. A lot of using social media means interaction, the smallest interaction can leave an impact, a prime-time example of stellar social media use is Wendy's Official Twitter. Wendy's utilizes the platform for interaction, making it consistent and relatable, but focusing less on paid promotions. Interactions can include posting a poll, or following along with common pop culture trends, using hashtags, or interacting with other major crypto/bitcoin industry names.

In our research, we looked at the Coinsource YouTube and Twitter pages and determined they are grossly under-used and have major potential for growth through interaction. Connecting to potential users or clients utilizing these channels is a simple and cheap way of informing a wider range of audiences with a single action. In more than one instance we have discussed how millennials are choosing the experience over other factors, bring the experience of a Coinsource ATM to social media using influencer marketing. This would include added research into an influencer that supports Bitcoin, but this could also serve as a potential client to purchase a host network if they are independently wealthy and/or an entrepreneur.

Along with the social media recommendation, the team would suggest an affiliation or partnership with age-group specific organizations. To target the generation that may utilize Coinsource as both end and platform clients, for example, is AARP; one of the largest member organizations for individuals aged 50 plus with over 30+ million members nationwide. The organization also offers advertising within their magazine, monthly bulletin, and digital space. Affiliating with an organization of this status builds trust and confidence in both potential users and clients. Additionally, the team suggests exploring a possible agreement or partnership with a company such as Simon Property Group. This is an S&P 100 company with both domestic and international (i.e., Canada, Mexico, Japan, South Korea) premier shopping, dining, and entertainment destinations located conveniently for all target markets to access and frequent, but most notably the millennial generation. Simon Ventures is a venture capital/growth equity fund associated with Simon Property Group which focuses on investing in companies that are "...innovating at the intersection of retail and technology..."

Aside from the age group target market, the team suggests a wealth or influencer approach. Christie's, a world-famous art auction house, made headlines in 2018 as being the first art house to record their sales and transactions on a blockchain. Since then, some galleries and auction houses have adopted cryptocurrency as a normal transactional medium. Art and technology seem to complement one another and provide likely access to wealth holding individuals likely interested in bitcoin ATMs.

## **Conclusion**

We respect that bitcoin and crypto technologies are mostly considered non-traditional so there is no surprise that the associated marketing would also take a non-traditional path. Regular refreshing major social media accounts, keeping consistent and interactive content for followers and partnering with major industry influencers effortlessly puts and keeps Coinsource in front of its target market. It also provides Coinsource with an opportunity to educate potential users on the benefits of bitcoin, establishing itself as a knowledgeable and trusted brand name.

Targeting both individual and business clients provides greater access to a larger pool of potential bitcoin users and potential network clients. By cultivating collaborative opportunities/partnerships with organizations like AARP or the Simon Group, Coinsource can reach two large demographic groups, millennials and baby boomers. Engaging both organizations will not only provide Coinsource with both end and platform clients but also positions the company to explore international opportunities as well.

## Appendix A

### Sources:

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