

**CRYPTOMARKETING AND PR:
STRATEGIES THAT WILL WORK IN 2020
(КРИПТОМАРКЕТИНГ ТА ПІАР:
СТРАТЕГІЇ, ЯКІ СПРАЦЮЮТЬ У 2020 РОЦІ)**

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*Розкрито особливості нового потужного інструменту в галузі
інтернет-маркетингу та його вплив на комерційну діяльність.*

Cryptomarketing and PR are the underlying reason as to why most businesses around the world can grow and prosper. It's true and when it comes to cryptocurrency projects, marketing strategy is even more important. These markets have expanded dramatically over the past two years and there are now thousands of projects in every direction. Needless to say, you need some way of gaining traction amidst this sea of projects and digital marketing is the only way to stand out.

Cryptocurrency and ICO's is not the same thing. Initial coin offering represents a fundraiser to progress a project. On the other hand, cryptocurrency refers to a digital currency. Due to the similarities involved, marketing strategies for both concepts are often the very same.

Marketing is not the evil empire, it still causes humanity to evolve. With marketing evolving technology, new inventions, products and solutions to all of our desires and needs.

If you perform a simple search on Google or YouTube, you should see that many influencers have a substantial number of followers. With this in mind, instead of trying to garner a fan base for your own channel, it can be far more worthwhile to capture the minds of an audience on an existing channel.

At the same time, this is not a process to rush and projects are more likely to be received well if they establish a relationship with the influencer before suggesting an interview. Either way, you should find that these are typically win-win situations with the influencer having something to talk about and the project gaining some valuable exposure.

Aside from the above, cryptocurrency projects should make every effort to keep up to date and maintain a presence in the community. Attend conferences, take phone calls, answer questions and make connections; there is never any one reason why a project succeeds, it's the will to persevere that counts.