

CAESIUM



- 🚲 Caesium tokens are a key component of TIME's Blockchain system, which calculates rewards based on the total time spent.
- 🚲 The blockchain-powered TIME measures your active time and mines coins according to a player's activity. A player's active timeline is measured and calculated on pre-defined parameters which will be given back to him/her in the form of monetary rewards. The productivity timeline will be tracked through the TIME ecosystem which will define a player's active hours generating rewards in CAESIUM



The Challenge:

- 🚲 Caesium was new to the market and they came in touch with Dot Com Infoway to popularize their ITO across the world. In the first phase, they want to boost their presale. Then in the second phase, they want DCI to promote their website and an event that they participated in at Gitex.
- 🚲 They contacted us, requesting a comprehensive end-to-end marketing drive that covers:
 - 🎮 Content Marketing
 - 🎮 PR activities
 - 🎮 Influencer Marketing
 - 🎮 Social Media Promotions
 - 🎮 Optimized campaigns on multiple channels



Plan of Action:

- 🎮 Press Release
- 🎮 ICO Listing Sites
- 🎮 White paper and Pitch deck optimization
- 🎮 Social media posting
- 🎮 Email Campaign
- 🎮 Airdrop campaign
- 🎮 Ad Campaigns in crypto supported platforms



Results Achieved:

- 🎮 We had a successful Airdrop campaign where the Caesium social media profiles received more than 10K followers.
- 🎮 More than 20K users participated in the Airdrop campaign.
- 🎮 We were able to promote the Caseium ITO by publishing press releases on crypto-related sites.
- 🎮 We popularized the Caseium Brand by posting in different Social Media channels like Reddit, BitcoinTalk forums and so on.
- 🎮 The website was revamped and based on our SEO effort, the website ranking got improved. Also, the online presence has been improved.
- 🎮 Assigned Tokens sold out in Pre-sale.