



# CryptoCart Growth paper



# CryptoCart – Growth Paper

At CryptoCart, our number one goal is to successfully bridge the gap between decentralized finance (DeFi) and e-commerce.

We believe people should be able to spend their favorite cryptocurrencies at their favorite stores, globally. Since our inception we have been revolutionizing the way cryptocurrencies are used for purchasing gift cards. Our platform provides our users with a seamless and secure experience.

We envision a future where cryptocurrencies are seamlessly integrated into everyday transactions, offering greater accessibility and utility for users across the globe.

With a launch history of just over 2 years, we have established a fully automated, scalable, headless e-commerce system that allows users access to over 2,400 brands across 53 countries, providing a diverse selection of gift card options.

The CryptoCart platform is currently live, and completely automated across 5 different networks, including Ethereum, Binance Smart Chain, Avalanche, Andromeda & Polygon. At every step of our journey, we have taken continuous feedback from our community to improve our ecosystem, whether that be our CryptoCart Vault, Staking Pools, or our Multi-bridge. Today, we are only a few weeks away from ALL planned developments being rolled out; hence the reason for this growth paper.

So, you may have a few questions as to what is next. With all developments approaching completion, you might think it would be time for us to sit back and rest. We are here today to inform you that this is not the end of development, this is just the start.

The primary objective of this growth paper is to outline a comprehensive plan for the growth and marketing for CryptoCart. It serves as an updated roadmap to navigate the competitive landscape, capitalize on market trends, and achieve sustainable growth. By presenting a clear vision and actionable strategies, this paper aims to guide our efforts in expanding CryptoCart and maximizing its potential.

The structure of this growth paper is designed to address various aspects we find crucial to our growth and marketing initiatives.

The global digital Gift Card market size is expected to reach **\$724.3 billion** by 2028, yet there are only a handful of places you can purchase them using cryptocurrencies; all of which have their limitations.

**To properly grow CryptoCart as a business, project and community, we have taken time to really learn the market, and focused on:**

- Market analysis
- Competitive analysis
- SWOT assessment
- Target market
- Customer needs & preferences
- Unique selling points
- Marketing strategy

In this growth paper, you will learn what our next steps are for CryptoCart, the routes we are going to explore in our attempt to grow this project, as well as the efforts we will be making to help CryptoCart reach its true potential.

So, without further ado:





## INTRODUCTION OF THE CRYPTOCART BLOG

The introduction of our own blog is something we should have launched a long time ago. The blog will be going live on our gift-card store domain.

Currently, all our blogs are done via medium which is sending a lot of useless traffic away from our store. Having our own dedicated blog on our store is essential for visibility, backlinks, SEO, and improving our search engine rankings.

Short term, this won't make a world of difference to the average community member. Over time, we want to be one of the first search results when it comes to users looking to where they can spend their cryptocurrencies.



## THE CRYPTOCART NEWSLETTER

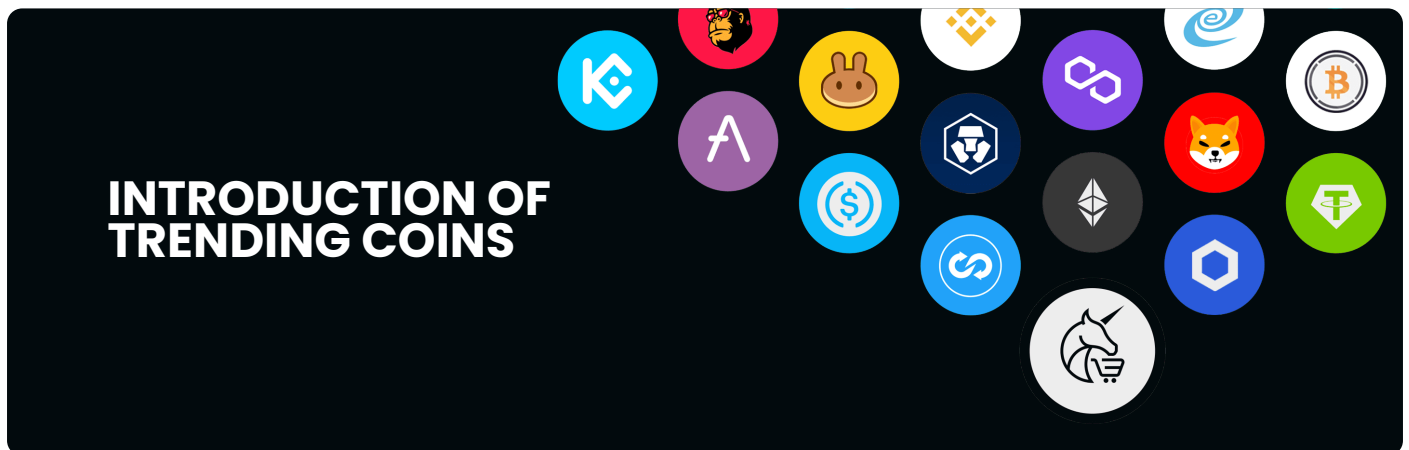
Another avenue we are going to explore is the introduction of the CryptoCart Newsletter which will be linked to our Twitter profile.

Newsletters are one of the most powerful digital marketing tools in terms of reach vs. cost. This will allow us to communicate directly with our community, and potential customers in a personalized way by serving valuable content and relevant promotions straight to their inboxes.

We understand filtering through hundreds of discords / telegrams / reddit's to find the latest updates can be tedious, sometimes stressful, and important information can be missed. In our newsletter, we intend to include community updates, catalogue updates, and also general market updates.

In the traditional business world, newsletters help maintain engagement with existing customers and encourage repeat purchases.





If you know this market, you know every other day something launches which makes a heap of noise, and gets an army rallying behind it on social media.

At CryptoCart, we want to leverage their social exposure through a listing on CryptoCart, allowing ANY token to become a spendable currency across our entire store.

Typically, when there is enough of a presence on social media centralized exchanges list them to onboard users onto their platform. The only difference with us listing them, is they will learn about CryptoCart, what we offer, and the enormous utility we add.

This next part is totally up for community discussion, but we thought it could be another great way to provide our community with even more utility and to massively help with awareness.

A community voting system (DAO) Leveraging exposure through what we've built will not only help raise awareness of the platform, but will help with onboarding new users & communities to CryptoCart. We thought the best way to introduce a community voting system would be through our own DAO.

We would temporarily list trending coins through the week, and then periodically set up a vote, in which CryptoCart holders would have voting rights to list their favorite trending coins. Not only would this help with receiving exposure, aid in froming a number of communities wanting to be listed on our platform, it would also help spread the word of what we are, what we've built, and the benefits of being a part of our ecosystem.



## TRUST PILOT



The first time one uses a website, or looks at a product, the majority of us look through some of the verified reviews to help decide whether to place your first order.

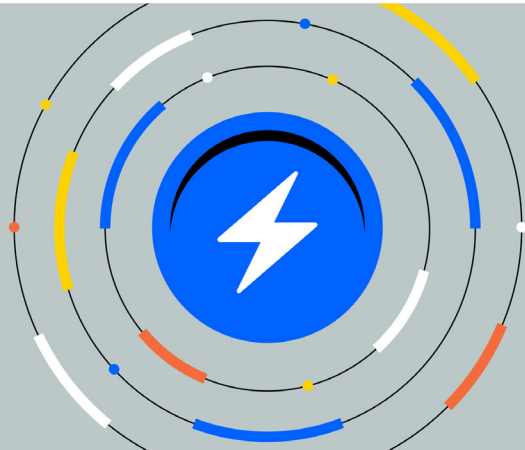
Social proof is something we at CryptoCart are lacking, which essentially reinforces the legitimacy of our platform. For someone browsing our store for the first time, having verified reviews could be the difference between someone leaving or becoming a lifetime community member; hence the reason for us looking to implement something like this.

**Not only for the reasons above, but it all helps with:**

- Improving brand reputation
- A way to obtain customer feedback
- Improving our SEO ranking
- Leveraging user content for marketing

To incentivise community members leaving honest reviews, we will be launching a raffle periodically whereby everyone that leaves a review on their purchase will be entered into a chance to win cashback on their purchase.

## BITCOIN LIGHTNING NETWORK



As stated before, CryptoCart's primary goal is to bridge the gap between DeFi and e-commerce.

Through our market analysis, metrics, and statistics, we have seen that one of the most popular payment methods used is the Bitcoin Lightning Network.

The Lightning Network is a "layer 2" payment protocol layered on top of the Bitcoin blockchain, to allow near instant, low-cost transactions. We are going to look into integrating the Bitcoin Lightning Network into our system to not only offer another payment option to our customers, but to attract new customers and increase revenue through the store.





## WALKTHROUGH VIDEOS

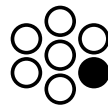
A while ago, our core team member produced a walkthrough video / step-by-step guide of how to use our store.

This massively helped with people learning to navigate the store for the first time, and how to checkout their favorite brands. Since then, we have made considerable efforts to improve the entire UX & UI making it extremely easy and simplistic for even a novice to use.

We plan on releasing a few more walkthrough videos which we can share across all of our social media outlets to highlight how seamless we've made spending crypto at your favorite vendors. These videos will also be embedded on our store to enhance customer understanding and engagement.



**Choose your giftcard voucher you want.**



**Check out with the crypto you love.**



**Redeem voucher**

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## REFERRAL PROGRAM

Referral marketing in e-commerce has statistically been proven to be effective in boosting sales.

Not only do customers like reviews (hence the reason for Trustpilot), a study has shown 84% of people trust recommendations from people they know more than any other form of marketing.

We are looking for the most effective, and sustainable way to introduce a referral program to CryptoCart to encourage existing community members to share what we are building in exchange for rewards. This incentivizes existing customers to bring in new users, fostering growth and customer loyalty.

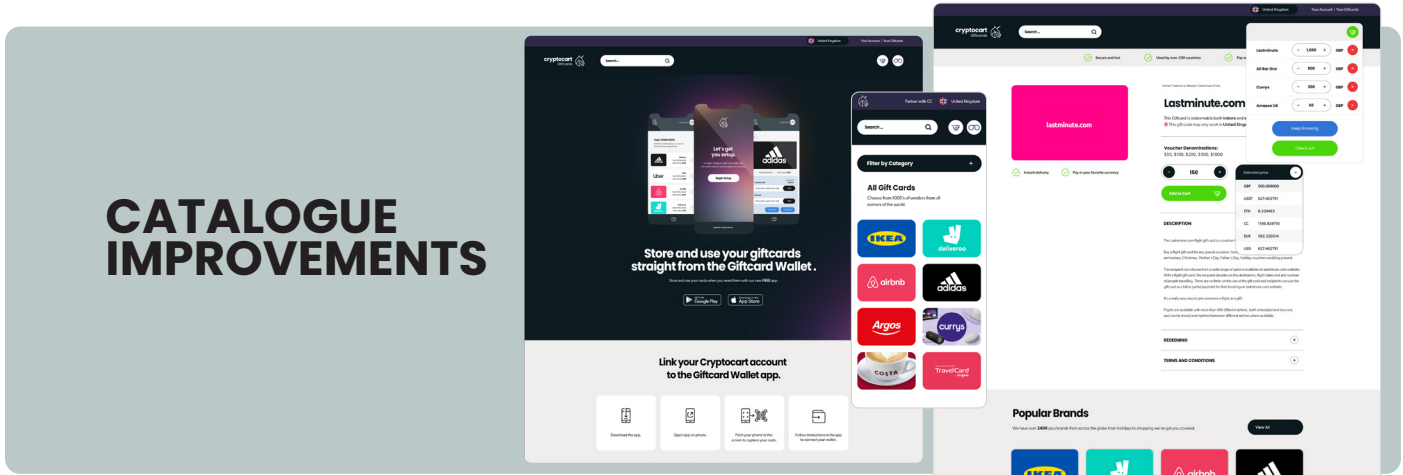




We are going to look into enabling the Twitter direct message API. Some of you may have seen it already when messaging a business.

It is essentially a quick links and support for anyone messaging. It will help us create more engaging customer service, marketing, and user engagement experiences through Direct Messages, and more importantly allow us to reply to community concerns quicker.

Our auto response will include buttons to important links such as our store, support, FAQ's, and prompt quick replies to any questions asked. Single handedly, this will not make a world of difference, but it will strategically help with building our brand, customer support, and allow us to drive traffic to the correct places.



As many of you already know, we have been making continuous strides to grow our catalog and offer the widest range of gift-cards possible.

With our improved store developments rolling out, we have been able to integrate numerous suppliers to merge and grow the catalog.

One of our most important goals to improve the users UX & UI will be displaying live stock levels. This will help to ensure that there will never be instances where you place an order and the card is not delivered or delayed. When you place an order with

any through our platform, you can expect your card within a matter of minutes.

Along with these improvements, we are working towards introducing open card values. This means there will no longer be restrictions to a dollar value per card like we currently have. If the gift card supports it, users will have a type box with a min / max value allowed.



## CONTENT MARKETING

Another avenue that has been overlooked whilst we were completely dedicated to developments is the use and effectiveness of content marketing.

We are going to be really ramping up our social media presence, highlighting and reminding customers of some of the cards we have live, our ongoing promotions, etc. These will also go live on our blog to improve search engine ranking to attract organic traffic.

We will be sourcing high-end graphics to compliment each post. For example, "Did you know you can purchase BRAND using some of your favorite cryptocurrencies on CryptoCart?", with links to how to purchase them.

This will also include some global sporting events we sell tickets for, and keeping up with latest global trends.

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## EXPANSION TO ADDITIONAL BLOCKCHAINS

Expanding CryptoCart across as many chains as possible is essential for the growth of our platform and community.

Not only that, it will help us to gain a competitive advantage over competitors that are limited to only the Ethereum Network & Binance Smart Chain.

Different customers prefer different blockchain networks, and accepting payment on multiple blockchains allows us to accommodate their preferences to ensure that they can use the blockchain they are comfortable with, increasing accessibility and convenience.

Secondly, each blockchain has its own community and user base. By accepting multiple blockchains, we get to tap into different networks and attract customers from various

blockchain communities. This expands our customer reach and increases the potential for sales.

Finally, supporting numerous blockchains will help us grow into the space, and allow us to work with other projects and communities to better our own platform. Our latest example is our partnership with MetisDAO and the support of the Andromeda Network. We saw a large rise in sales when our partnership went live, and went on to secure some great partnerships on their network to help with adoptability of our platform and exposure of our services.







## YOUTUBE INFLUENCER VIDEOS

YouTube is probably one of the easiest routes for overnight growth.

Not only do some of these influencers do deep dives, but they can help showcase what we've built. We are going to look to collaborate with influential YouTubers in the crypto space to create videos showcasing their experience with CryptoCart from start to finish. From first clicking on the store to spending their gift-card, these videos will serve as endorsements and help generate interest and trust among their audiences.

Without question, we are not looking for the "pump and dumpers" of YouTube. We're going to be looking into collaborating with some of the most respected YouTube names in our space who we think would be a good match, and the ones we know would love using the platform on a day-to-day basis.

## MARKETING ADVISORS

Marketing advisors is something we previously explored in the post launch of CryptoCart which we found massively helped with exposure.

We are going to look into exploring the possibility of establishing a marketing advisory program where community members, influencers, and marketing agencies can provide feedback and recommendations to help the growth and expansion of CryptoCart. Not only did this previously help with raising awareness for who we are, it helped with revenue through the store and bringing in new community members.

This is another route we're going to look at exploring which we know will help drive growth and adoption of our platform.

As time goes on, our marketing strategy may pivot or be adapted in attempts to grow CryptoCart. By implementing our growth plan, we aim to attract new customers, retain existing

ones, and solidify our position as a leading online gift card store in the crypto industry. If the community recommends any other avenues they think we should explore to grow CryptoCart, we are more than open to suggestions, improvements and advice.

In conclusion, this growth paper serves as a guide to propel CryptoCart forward. It outlines the importance of growth and marketing, defines our objectives, and provides a structured approach to achieving our goals. By implementing the strategies outlined within this paper, we are confident in our ability to achieve sustainable growth and establish a strong foothold in the ever-expanding gift card industry.



