

Case Study – GoldeFy

GoldeFy Sees 50K+ Pre-Mining App Order Registrations And Ranks #1 On DEXTools on Listing

'Pro Crypto Marketing' was on-boarded as a marketing partner at the early stages of the project. We offered a complete range of marketing services to help GoldeFy stand out in the market.





About GoldeFy

GoldeFy is a decentralized Earn-While-In-Sleep (EWIS) metaverse mining game where you can buy NFT characters and NFT estate, breed new NFT characters, character enhancement, and mine resources and gems for actual profit.

Challenges

GoldeFy had to overcome the following challenges to ensure a successful Pre-Mining App release followed by an IDO launch and \$GOD Token release:

- To build a quality community of gamers and miners on social media platforms
- To spread awareness about the Pre-Mining App and \$GOD token
- To attract KOLs and investors to back the project

Our Strategy

- 3-month GTM strategy
- Search Engine Optimization
- Campaign-specific ads



GoldeFy's token, \$GOD, ranked #1 on DEXTools in just 3 months of consistent marketing execution.

How We Executed

Social Media

Led by an effective monthly content plan, social media activity on GoldeFy's Twitter handle became consistent, resulting in high engagement rates.

Search Engine Optimization

In order to boost GoldeFy's official website ranking in the search results, we conducted website audits and implemented on-page and off-page SEO tactics. Moreover, we posted keyword-optimized content on the website to help the project rank better.



Contests

We ran community-centric contests on Twitter and Discord, which helped generate a good amount of engagement and resulted in new members joining GoldeFy's community in the long run. The Pre-Mining App order crossed 50K registrations!

GOLDEFY
Earn While In Sleep

Mine and Earn - \$1.77 Million USD
worth of \$G Tokens

STEP 1
PRE-ORDER APP
WIN 500 \$G-TOKENS
10,000 WINNERS FCFS

STEP 2
ACTIVATE MINING APP
WIN 1000 \$G-TOKENS
10,000 WINNERS FCFS

STEP 3
GET 10 FRIENDS TO JOIN
WITH YOUR REFERRAL CODE
WIN 5000 \$G-TOKENS
5,000 WINNERS FCFS

Mine and Earn \$G Tokens

PRE-ORDER PERIOD: 8 FEB - 30 FEB | MINING PERIOD: 01 FEB TO GAME LAUNCH JUNE 02

GoldeFy Mining App – Pre-Order Contest Management – Discord specific Viral Contest

GoldeFy @Goldefy_ · Feb 5
Start mining G-tokens and earn rewards worth up to \$1,770,000! USD 🔥

All you need to do is Pre-Order the GoldeFy Mining App. ✅

Read this before you start mining: bit.ly/goldefymininga...

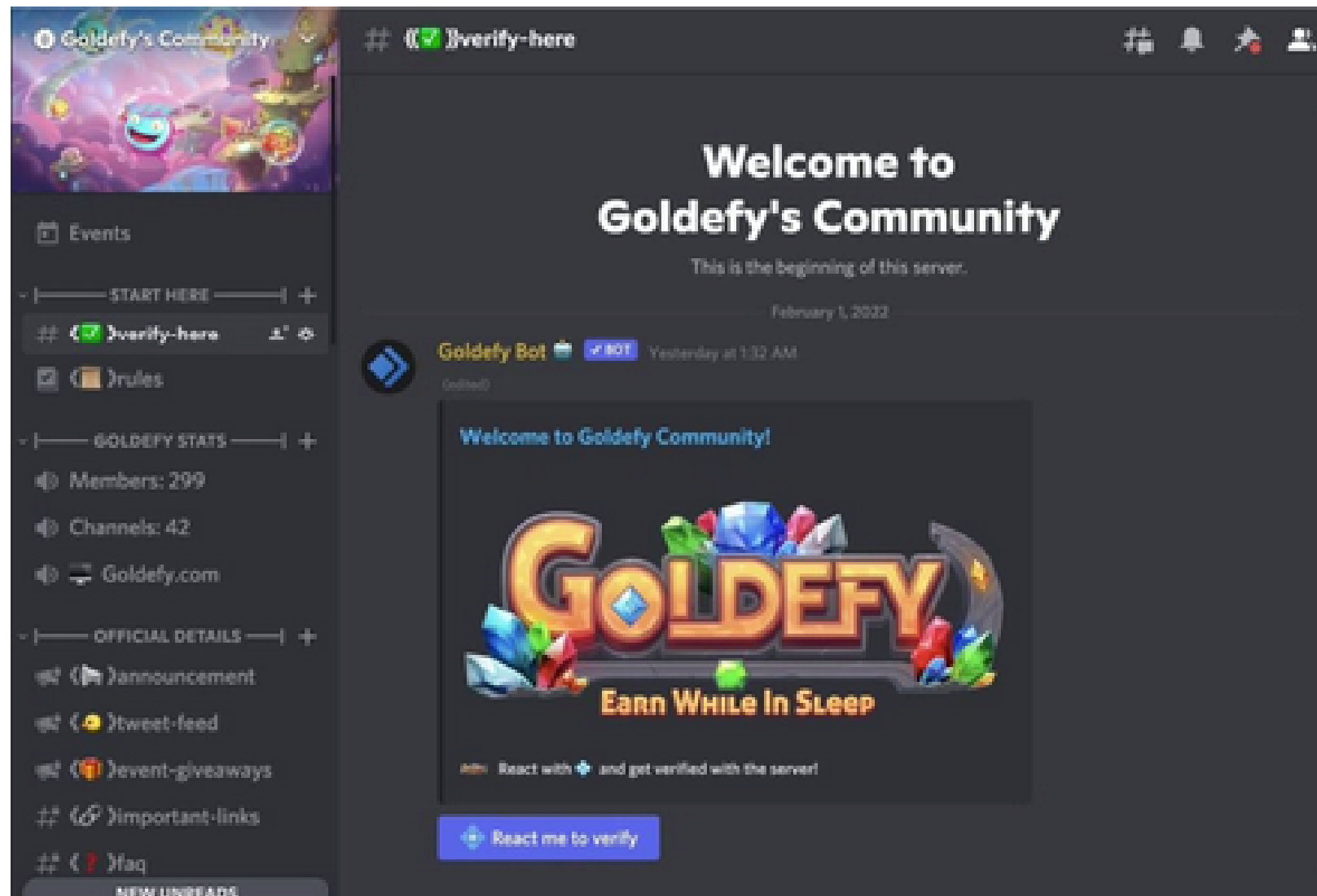
#Metaverse #NFT #GoldeFy \$GOD

medium.com
Pre-Order GoldeFy Mining app to earn rewards worth \$1.77 Million USD
Pre-Order the GoldeFy Mining App and win raring rewards in \$G
Tokens worth \$1,770,000 USD to be Mined and Earned.

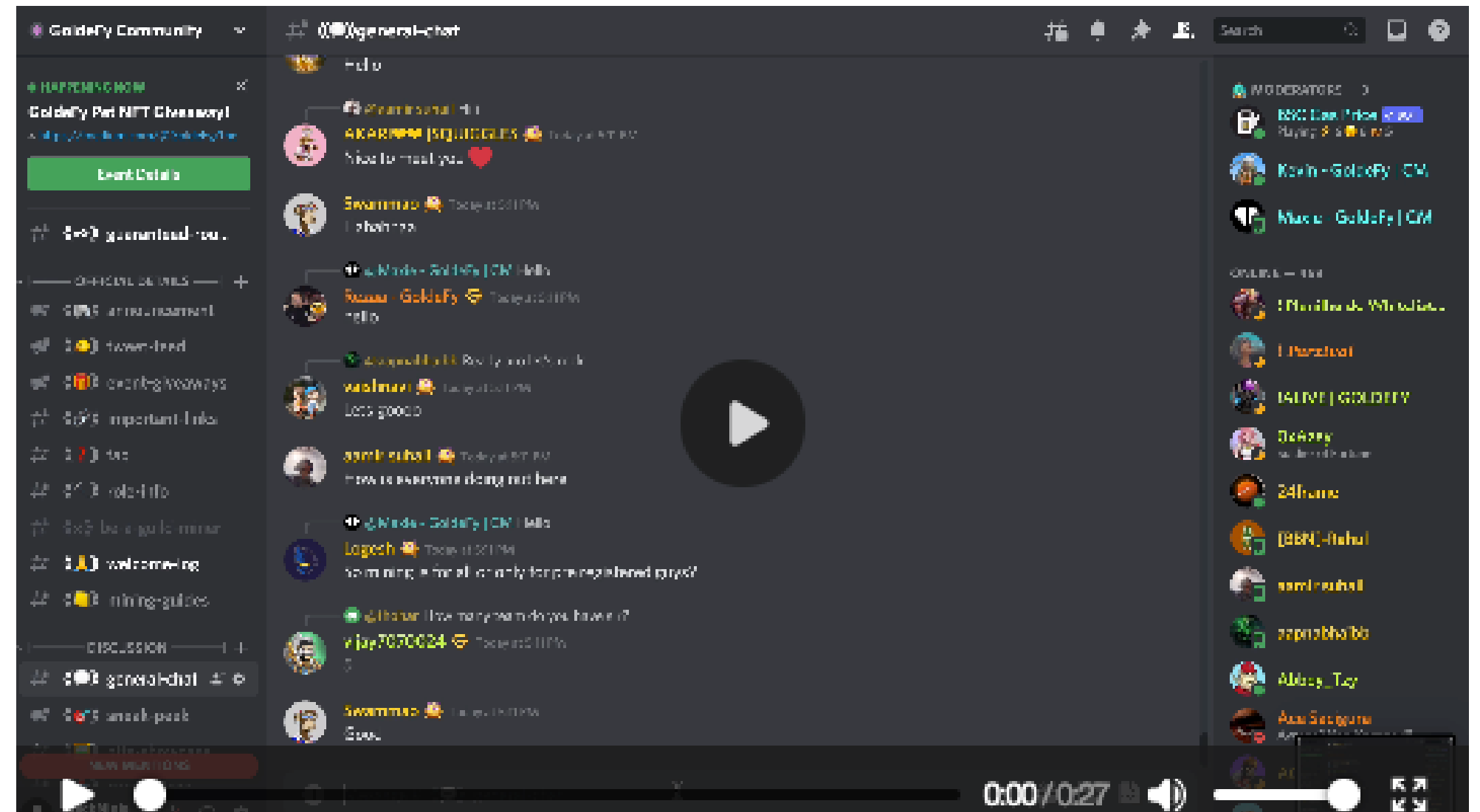
GoldeFy Mining App – Pre-Order Contest Management.

Discord Management and Marketing

Super Active Discord Community: All the contests and the interaction on behalf of the project led to massive community engagement. We organized 14 AMA sessions within six weeks! No wonder players and miners shared a positive outlook for the project's IDO.



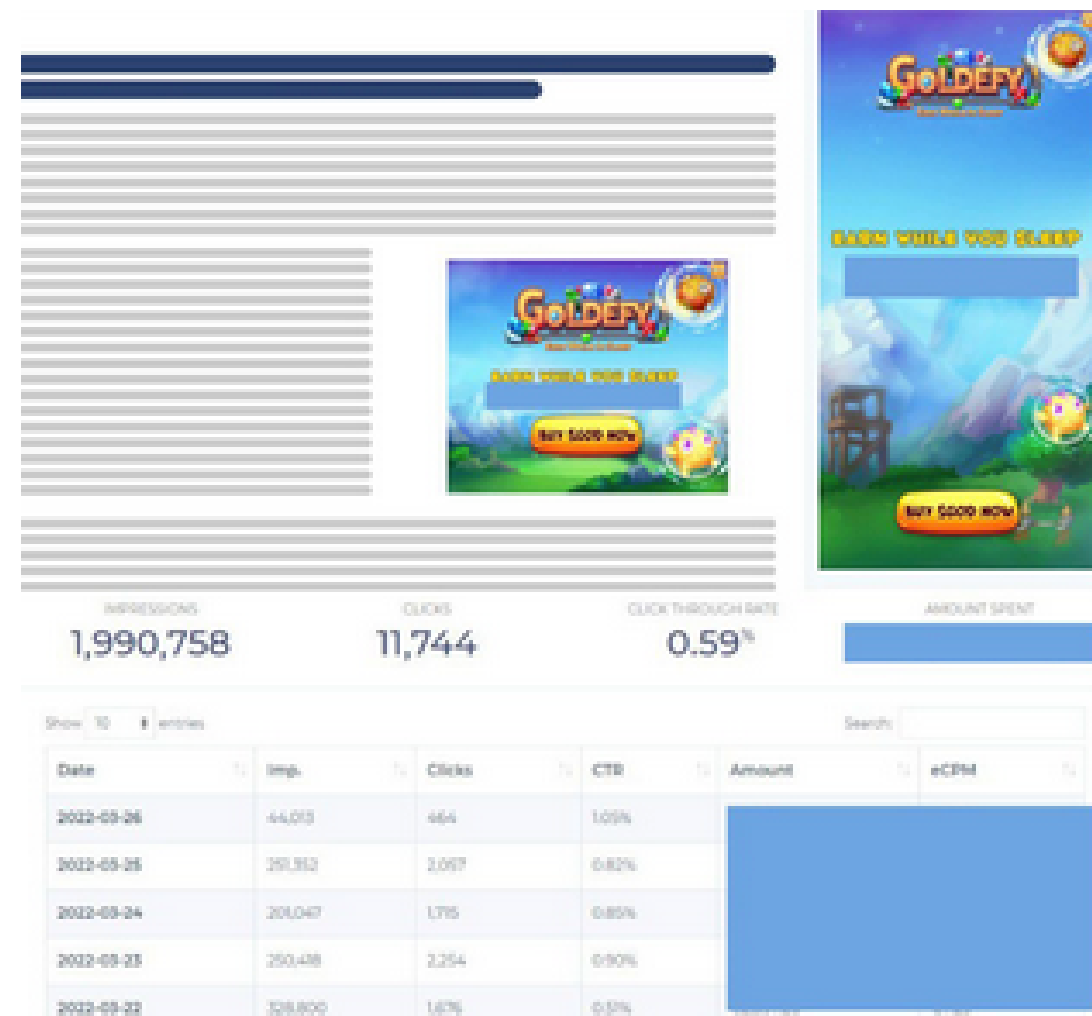
Goldefy Discord Server set up



Goldefy Pre-Mining App Discord Contest went viral

IDO Marketing

We planned specific marketing campaigns with each launchpad to leverage maximum exposure. Our creative team made Banner Ads for the IDO period to spread more project awareness in the market.



High conversion Banner Ads on crypto sites

IDO & Listing

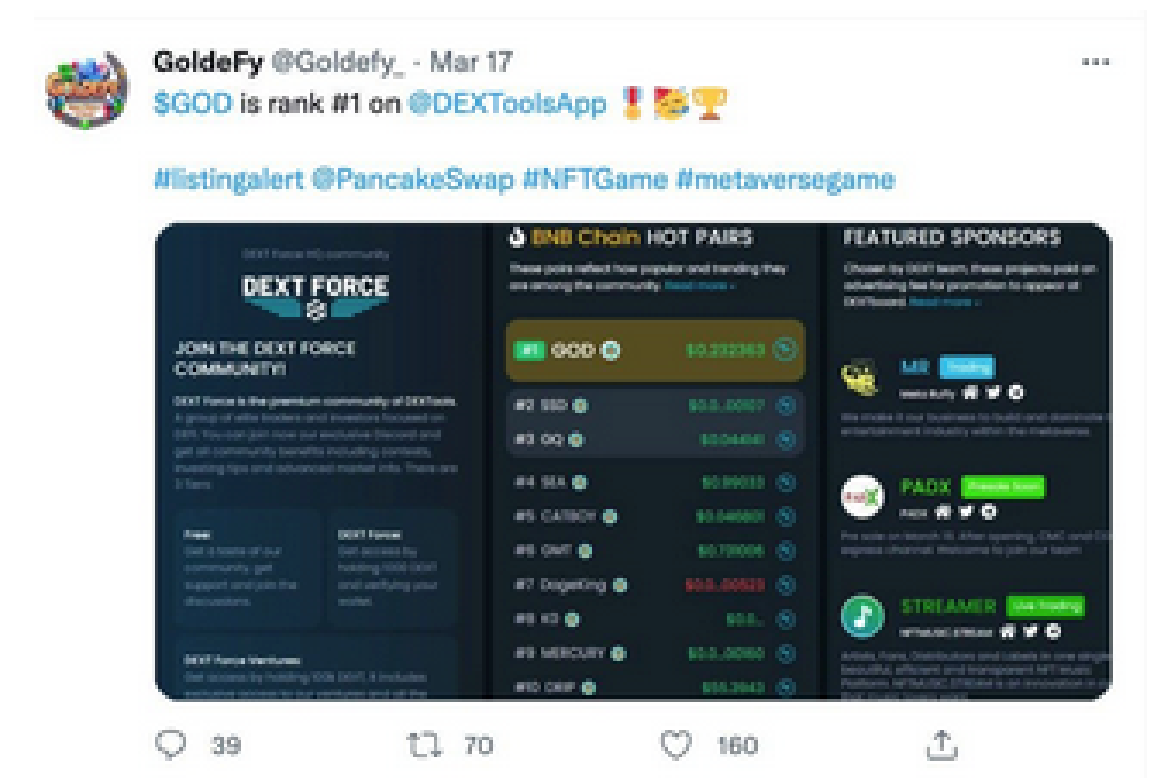
The project hype led GoldeFy to launch IDOs on eight well-known launchpads. The IDO was a great success!



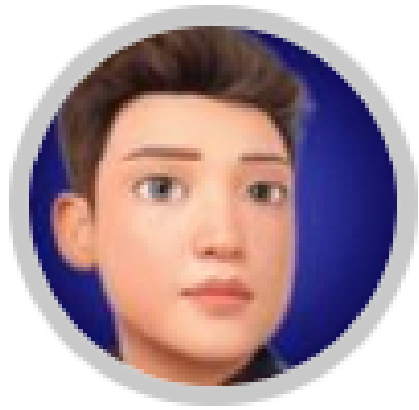
GoldeFy's successful IDO Launch with CapitalDAO

Listed in PancakeSwap

The \$GOD was successfully listed on PancakeSwap on the 18th of April. The FOMO effect was high due to consistent marketing efforts and unparalleled faith of players as well as mining communities.



DexTools as #1 on Dextools



Chan CEO GoldeFy

"Ravi and Pro Crypto Marketing team has helped the GoldeFy Metaverse to reach thousands of social media users. Their proficiency when it comes to blockchain marketing is unquestionable."