

THE IMPORTANCE OF POST-ICO COMMUNICATIONS



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What to do after a successful ICO? A small percentage of ICOs succeed, but for the ones that do, it was because they had a good product, team, protocol, vision and community. And now the hard part: delivering on what you promised and growing your white paper idea into a real business.

Whether or not you utilized strategic communications in your ICO, now is the time to be as open, transparent and external as possible because your community, new audiences and the media are watching.

1

KEEP YOUR COMMUNITY UPDATED

Thousands of investors are excited about your token and protocol, and there's an elevated level of transparent expectation from you now. We suggest consistent updates using any range of channels.

Video

From AMAs to interviewing someone on the developer team to just talking directly to the camera, put together a monthly video talking through what the company has been up to for the month. Even if there's not much to update on, it's important to regularly be communicating.

- *Messaging: We don't suggest you just wing it though! What you say should still be somewhat messaged, discussing specific topics.*

Meet-Ups

Maintain a strong, loyal community as you build your protocol by hosting meet-ups where your team can talk directly to the people that believed in you enough to give you their money.

- *Listen to what your community is saying at these meetings. This is as much for them as it is for you.*

Blog Posts

Whether from the Founder or an Executive, posting regular blog posts about company updates and how they relate to current news will also keep your community happy.

- *Remember, these are volatile times and as bitcoin goes up and comes crashing down, we are all a little worried about our investments.*

Social Media

From Telegram to Twitter, your community is on a range of platforms. You have to maintain some activity on these platforms to keep everyone watching you updated. Your social media channels can provide both a great and informal way to interact with your community and also a peak behind the curtain.

2

EXPAND YOUR AUDIENCE

After successfully building a dedicated community of early adopters and investors, it's time to get in front of and reach potential new users, customers, partners and others who didn't follow your ICO.

Media Relations

Utilize the media to 1) position your team as thought leaders and 2) inform the public about your company. You should be on CNBC monthly discussing crypto news. Speak with industry reporters at mainstream and trade outlets on how blockchain will impact the sector. Help reporters and become a go-to source for them. By fostering relationships, reporters will be more inclined to write about your upcoming news.

- *Takeaway: Staying in the news keeps you credible and also builds good will for larger stories on your company.*

Speaking Engagements and Events

While you should still be participating at crypto and blockchain conferences, branch out to conferences important in your sector. This is where you'll engage with new audiences, and there's a good chance you'll be one of the first crypto/blockchain companies they encounter.

3

PREPARE AND PLAN FOR A CRISIS

Things aren't going to go completely perfect. You are going to miss a deadline, or get hacked or have something get leaked. You may just make a stupid decision that blows up in your face. Prior planning will dull these problems. If you don't prepare, the smallest of mistakes could snowball into a disaster. Take the time to plan through different crises and how you will respond to each.