

**Crediblock Grey Paper Series.****Internet Marketing & Exposure Campaign v.1.1****Part 1: Broad Internet Exposure Campaign**

Investors and potential clients will use Google as a resource for conducting due diligence. What shows up in Google search is important to maintain brand credibility. Crediblock offers a full-stack 'exposure' package which considers SEO, reviews, listings on relevant directories, social media, and alternative news sites (Zero Hedge, Seeking Alpha, others).

What Crediblock will do as part of the package:

- Drive traffic to the target site
- Write articles about the company and core products, and promote them
- Check reviews for fake reviews and manage them, encourage users to make positive reviews
- Generate an internet 'buzz' on social media and online forums, sites, and other platforms
- Create inbound links to target site
- Introduce key companies to target site by email

Case Study: [www.blackwatchdigital.com](http://www.blackwatchdigital.com)

**Blackwatch Digital**

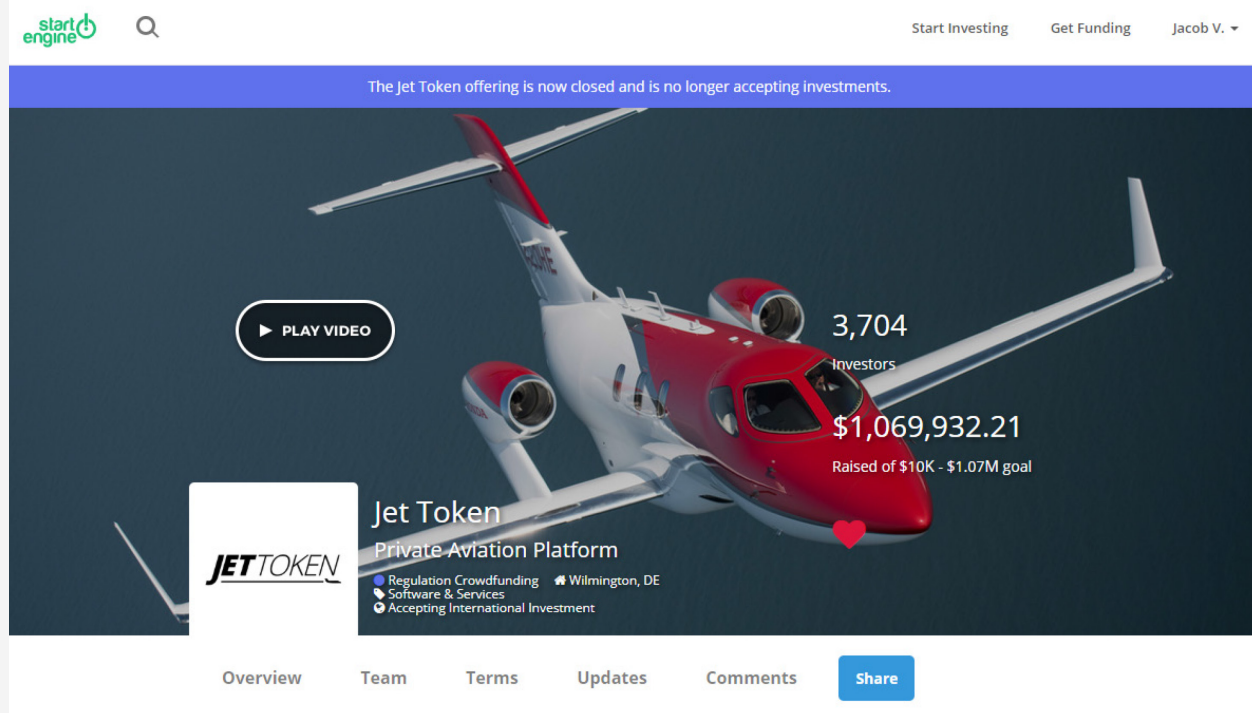
**Package Cost: Starting at \$2,500/month**

## Part 2: Facebook Lead Gen (Social Media Display Advertising)

For cap raise, Reg CF and Reg A+, Money managers such as CTAs, Crediblock can stage a compliant Paid Per Click (PPC) campaign on Facebook which provides the best results, due to the vast demographic data collected by the platform (for example, we can target accredited investors, based on lead data we provide and other factors. Google does not provide this data). Facebook is a mix of display and search advertising because while it is officially 'display' it will only display for relevant topics, it's not going to advertise flowers on a page that's about securities. That means ads will be displayed based on relevant keywords/pages.

### Case Studies

Our past clients have had a 5x – 10x Return on Investment (ROI) meaning with \$1 spent they got \$5 - \$10 invested.



The Jet Token offering is now closed and is no longer accepting investments.

PLAY VIDEO

3,704 Investors

\$1,069,932.21 Raised of \$10K - \$1.07M goal

**Jet Token**  
Private Aviation Platform

- Regulation Crowdfunding
- Wilmington, DE
- Software & Services
- Accepting International Investment

Overview Team Terms Updates Comments Share

Jet Token: \$222,210 Spent, \$1,069,932 Invested by 3,704 Investors (Reg CF - Equity: Series CF Non-Voting Preferred Stock)  
<https://www.startengine.com/jettoken>



## Metaiye Knights

Changing Storytelling Through Blockchain



[Website](#) 📍 New York, NY

MEDIA GAMING

Metaiye Knights is a graphic novel and gaming saga on the rise of a decentralized freedom movement across digital and physical realms. Think the Matrix, meets Tron meets Mr Robot in comic, gaming and film formats for the mixed reality, crypto generation.

**\$12,215** raised

26  
Investors

78  
Days Left

\$5.00  
Price per Share

\$8M  
Valuation

Equity  
Offering Type

\$100.00  
Min. Investment

[INVEST NOW](#)



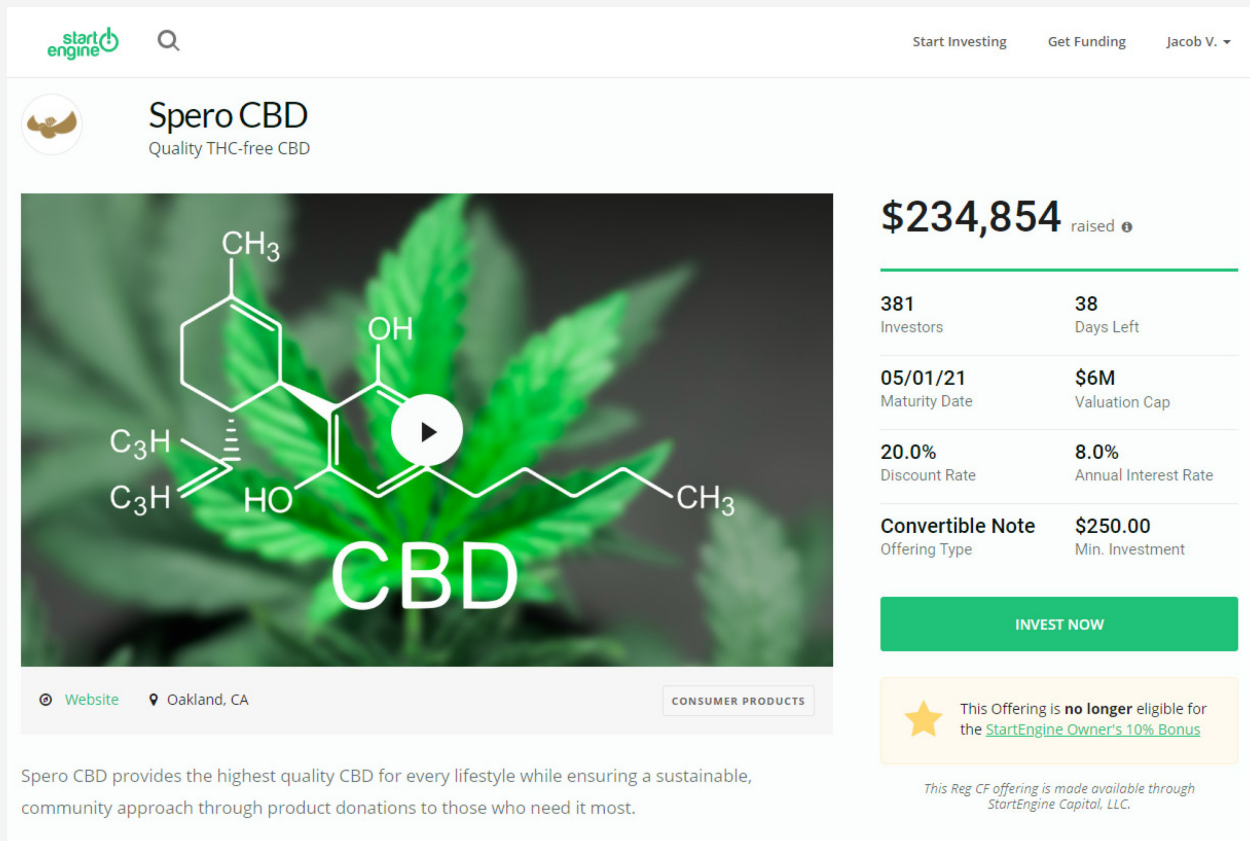
This Offering is eligible for the [StartEngine Owner's 10% Bonus](#)

*This Reg CF offering is made available through StartEngine Capital, LLC.*

Metaiye Knights: \$2,650 Spent, \$12,215 Invested by 26 Investors (Reg CF - Equity: Common Stock)

\*currently running

<https://www.startengine.com/metaiyeknights>



The screenshot shows the Spero CBD crowdfunding page. At the top left is the StartEngine logo and a search icon. The top right has links for 'Start Investing', 'Get Funding', and a user profile for 'Jacob V.'. The main header features the Spero CBD logo and the tagline 'Quality THC-free CBD'. Below this is a large image of a cannabis leaf with the chemical structure of CBD overlaid and the text 'CBD' in large white letters. To the right of the image, the amount '\$234,854 raised' is displayed. Below this, a table lists key campaign details: 381 Investors, 38 Days Left, 05/01/21 Maturity Date, \$6M Valuation Cap, 20.0% Discount Rate, 8.0% Annual Interest Rate, and a Convertible Note offering type with a \$250.00 minimum investment. A green 'INVEST NOW' button is located below the table. At the bottom of the page, there is a yellow warning box stating 'This Offering is no longer eligible for the StartEngine Owner's 10% Bonus' and a note that the offering is made available through StartEngine Capital, LLC. The page also includes a 'Website' link, the location 'Oakland, CA', and a 'CONSUMER PRODUCTS' category tag.

Spero CBD: \$30k Spent, \$100k Invested (Reg CF - Convertible Note)  
 Total Raised: \$234,854 from 381 Investors  
 \*currently running  
<https://www.startengine.com/spero-cbd>

### Facebook package stats & cost

Setup cost: \$0  
 Monthly budget: Custom  
 Admin cost: 10% of the spend + bonus  
 Spend minimum: \$5,000  
 No Contract, obligation.

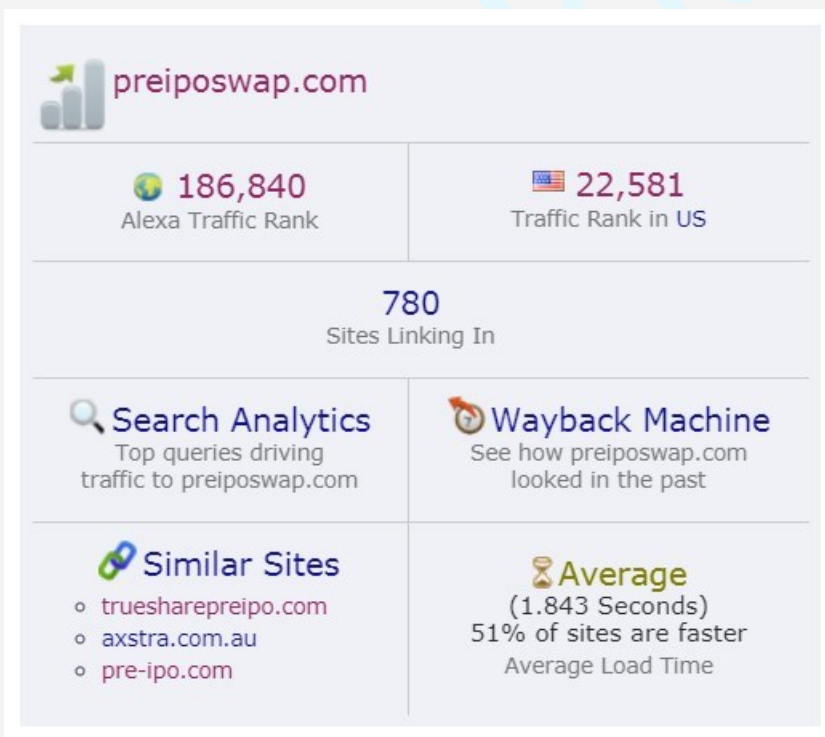
### Part 3: Search Marketing

Search marketing is useful because you can immediately find customers who are looking for your product. The drawback is that it can be expensive, and so it doesn't work for all industries. We use a combination of Google, Quora, Twitter, and other more minor networks; with a focus on Google. Google is still the #1 place where people go to find answers to questions, lookup information, and search for meaning in words. Quora is slightly more intellectual than Google as it's a quasi-forum of Q&A.

The other advantage of Google is that it greatly increases your SEO value (even though Google will not admit this, they do give preference to their big spending clients). And of course it's traffic to the site which is good for Alexa.

#### Case Study: Preiposwap.com

For our own site, we used this method and generated outstanding results. Our Alexa.com rank reached 22k in the US, and we generated leads which converted into real customers, averaging a 10x ROI on the spend.



<https://www.alexa.com/siteinfo/blackwatchdigital.com#trafficstats>