

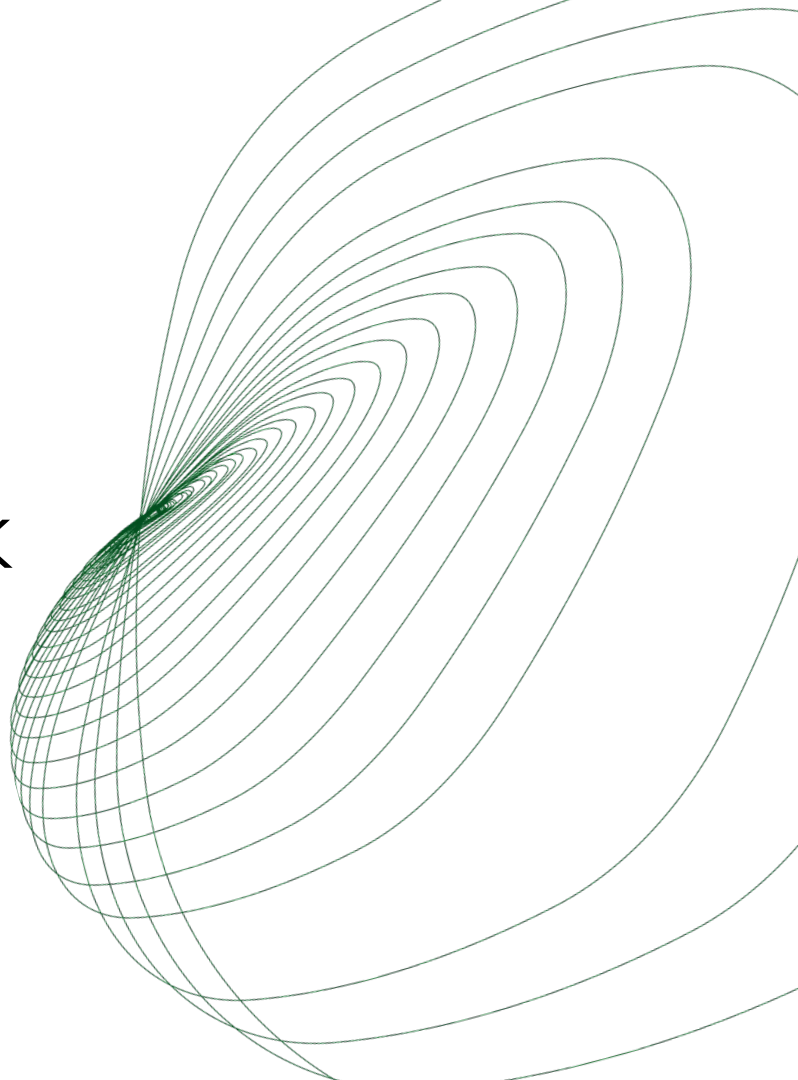


# Go-To-Market Playbook

For Launching Crypto



Paxos Marketing & Communications



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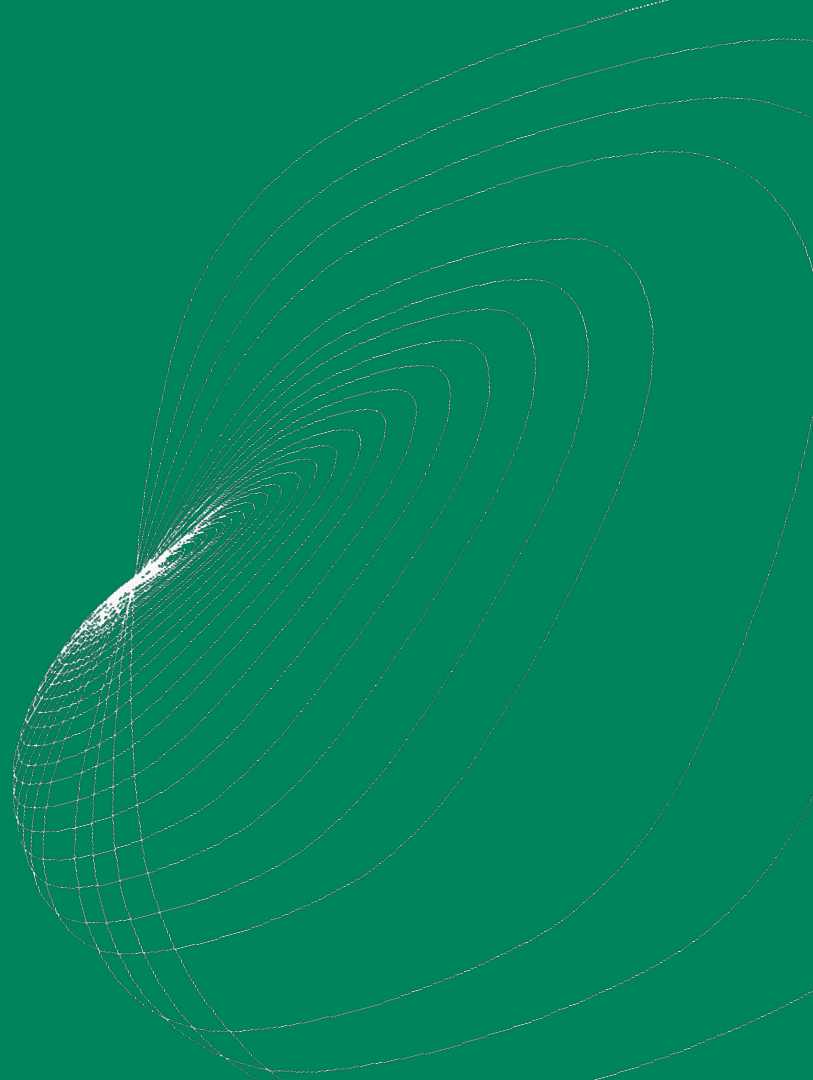
Conclusion

## Go To Market Plan

From positioning to publicity to promotions, we've got you covered when it comes to your crypto launch considerations

# Paxos

Approach & Experience



# The Most Trusted Operator in Digital Assets

Paxos takes a regulation-first approach to its products and services, earning the reputation as the most trusted infrastructure provider for crypto and blockchain

Since founding, Paxos has built a track record pioneering landmark accomplishments in the crypto and blockchain space:



2012

Launched the first regulated crypto exchange, itBit



2015

First company to secure a New York State Department of Financial Services Trust Charter for Digital Assets



2018

Issued the world's first regulated stablecoin, PAX



2019

Issued the world's first regulated gold-backed token, PAX Gold  
First and only company to receive SEC permission to pilot using blockchain technology to settle stock trades



2021

First crypto-native company to receive preliminary approval for a de novo national Trust Bank charter

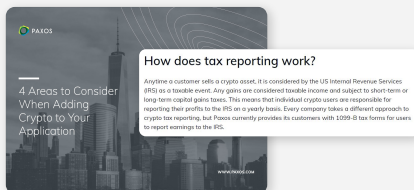
# We've Primed the Market with Content

With years of experience working with the public and press about the benefits of blockchain and digital assets, Paxos has been building towards the mainstream adoption of digital assets

## Content Development and Thought Leadership

### Published Content

[4 Considerations for Adding Crypto to your App](#)  
[Is Crypto Right for Your Business?](#)



### Paxos-Hosted Events

[In Conversation with Robinhood & Paxos](#)  
[Blockchain Master Class](#)



### Conference Presentations

[Singapore Fintech Festival](#)  
[Paris Fintech Forum](#)  
Money20/20  
Bitcoin 2021  
[CB Insights Future of Fintech](#)  
[Microstrategy World](#)



# Established with Stakeholders

Paxos engages with key stakeholders - helping to guide policy, offer commentary, and contribute expertise in the rapidly evolving digital assets space

## Relationships: Coordination, Dialogue, and Guidance

### Regulators

Weekly and monthly engagements with:

NYDFS

SEC

FinCEN

State regulators

Singapore MAS

and others

### Policy-Makers

Continuous dialogue with Capitol Hill, lawmakers, and international groups, including:

[Senate Banking Committee Testimony](#)

Founding Member of [ADAM](#)

Member of the [Chamber of Digital Commerce](#)

### Media & Press

Financial, technology, political and crypto outlets including: CNBC, WSJ, FT, Bloomberg, Reuters, Fortune, Forbes, TechCrunch, Politico, S&P, The Hill, Coindesk, The Block, Decrypt

# Robust Media Relationships

Paxos regularly works with and maintains reporter relationships with leading news publications for Paxos, partner, and industry updates



**A number of very large institutions are coming into bitcoin, it's just the tip of the iceberg, says Paxos CEO Charles Cascarilla**

**POLITICO**

**Crypto bank Paxos secures national bank charter**



BY ZACHARY WARMBRODT | 04/23/2021 01:00 PM EDT



**Cryptocurrency firm Paxos to apply for clearing agency license**

**coindesk**

**Charles Cascarilla: PayPal Whisperer**

Dec 8, 2020 • Updated Dec 9, 2020

[MOST INFLUENTIAL BLOG](#)

**FT**

FINANCIAL  
TIMES

Opinion **Blockchain**

**Blockchain may change equities trading for good**

It allows for faster and safer settlement than the current monopolistic clearing houses

GILLIAN TETT

[+ Add to myFT](#)

**Forbes**

**Same-Day Stock Settlements Are Here: Using Paxos Blockchain, Credit Suisse And Nomura Instinet Hit T + Zero**



Nina Bambysheva Forbes Staff

Crypto & Blockchain

*I cover cryptocurrencies and other applications of blockchain*

And more, including:

**Bloomberg**

**THE WALL STREET JOURNAL.**

**FORTUNE**

# Paxos as Your Launch Partner

## Launch Squad

Marketing & Communications



**Allison Whaley**

Director, Product Marketing



**Becky McClain**

Director, Communications



**Emma Tupa**

Sr. Product Marketing Manager

## Our Edge in Crypto Launches

Network, Expertise, Amplification

Content Strategy

Press/Reporter Introductions

Social Media Co-Marketing

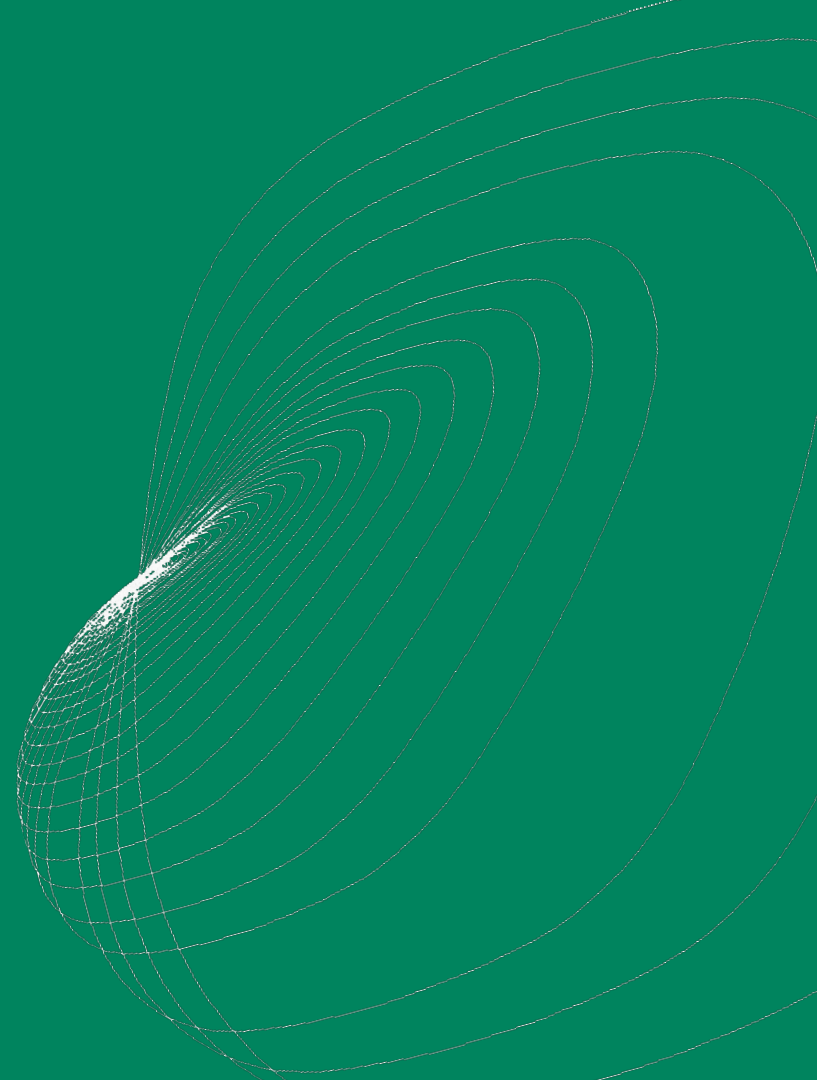
Echo Chamber Marketing

Product Marketing Consulting



# Communications & Press

Considerations for Your Comms Plan



# Communications Approach

Crypto is entirely new territory - which unlocks many great opportunities for you!



## An Unsure Audience

Press, consumers, lawmakers  
are all not sure what to think...  
but are very interested in  
following industry news and  
developments

Use this to capture attention



## Demystify & Simplify

Demystification is key to combat  
skepticism - blockchain is just a  
database that anyone can access

Minimize jargon when possible, since  
technical language is not needed to  
understand the basic benefits of crypto



## Educate, Educate, Educate

Consider yourself the crypto expert,  
but never assume anyone knows  
what you're talking about

Repetition of the same core  
messages will carry you far

# Your Communications Timeline

Start with a timeline, then back into key milestones

## DAY 1

### Announcement

Day 1 is the announcement of your upcoming crypto offering

This is when the public will start to comment and engage

## OTHER MILESTONES MAY INCLUDE

### Launch

Official launch of the offering to your customers

### Ramp-Up

Any customer ramping schedule

### Updates

Dates when new features or tokens are added

## KEEP IN MIND

### Industry News

Is there any big news in the crypto market that could impact visibility of your news?

### Competitors

Do they have any key moments that you should plan around?

# Recommended Launch Channels



## Press Release

Easiest to reach mass markets and international audiences simultaneously



## Blog Posts

Use to announce and launch the offering; share your unique market positioning



## Website Collateral

FAQs for target customer segments, dedicated informational webpage



## Pre-Briefing

Schedule pre-briefings with key reporters in market, trade, tech outlets  
Consider influencer strategies for retail consumer users



## Surrogates

Use key industry voices, such as research analysts, influencers, and big partners, to amplify your message



## Social Media

Keep aligned to your usual practices, use to engage and activate your community

# Stakeholder Groups To Shape Your Strategy

## Partners

Who needs to be alerted?

Which team member is responsible for notification?

**Develop an internal list to track and manage partners.**

## Regulators

Are you required to notify any regulatory bodies in advance?

Are any of your regulators outspoken on crypto?

**Consider engaging regulators to educate where necessary.**

## Press

Do your current reporters understand the crypto landscape?

**Prepare educational material based on your reporters' level of familiarity with crypto.**

## Surrogates

Does your company maintain relationships with any highly visible people that can speak to the benefits of your offering on your behalf?

**Engage surrogates and arm them with key messages.**

# Be Ready to Answer...

You will be (repeatedly) asked several questions, so have responses prepared for:



## Strategy

Why are you adding crypto?

What is the benefit to your company?

What is the benefit to your customers?



## Monetization

How is your company making money from this new offering?

Are you targeting new or current customers?



## Risk

What are the risks in offering crypto to your customers? In launching crypto in your market?

What do regulators say or think?



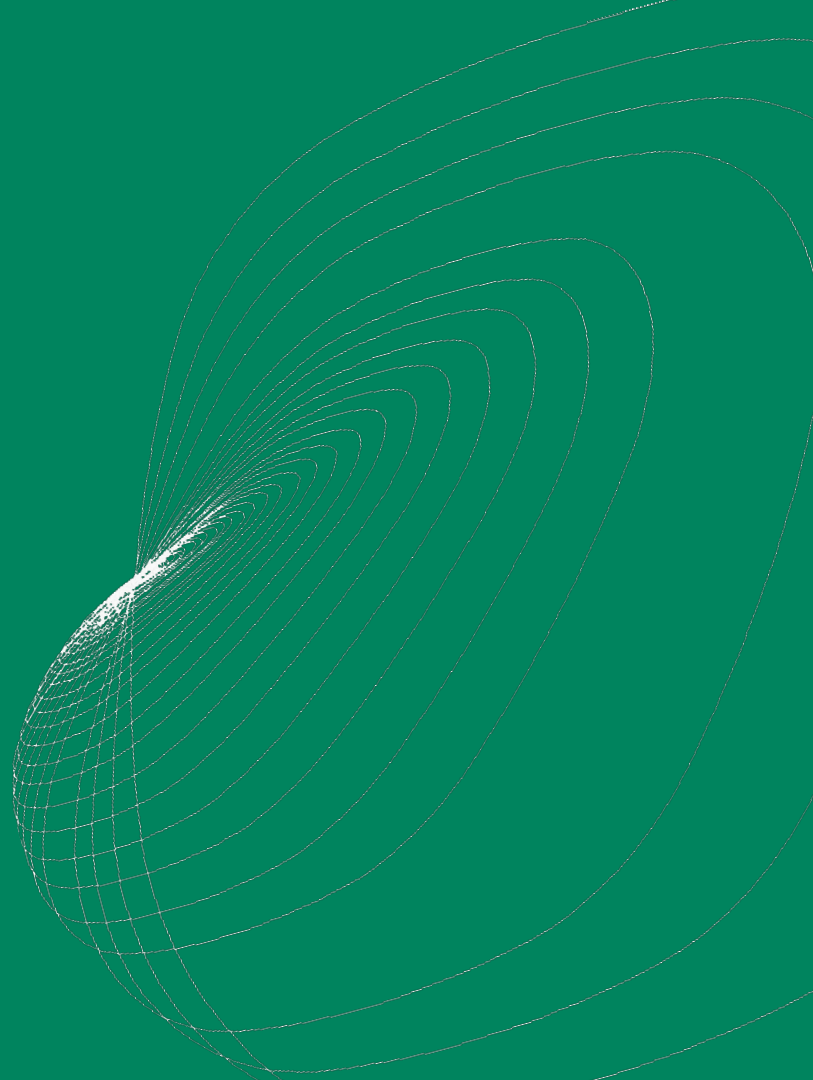
## Landscape

How does your offering compare to your competitors?

Why did you partner with Paxos?

# Crypto Content

Strategy and Examples



# Developing Your Content Strategy

Start by understanding your customers' level of knowledge in crypto and investments. This, combined with channel placement, will inform your content strategy



## User Personas

- How much do your customers know about investing? Are your target users avid investors or novice?
- How much do your customers know about crypto? Have they already purchased crypto, or are you introducing them to crypto for the first time?



## Channel

Where will the content live?

- Within a mobile app, as part of the crypto purchase flow?
- Within an online content resource site, like a blog or knowledge center?
- Sent via email?



## Content Dimensions

### Length

- In-app content should be short, ≤ 250 words
- Content within a knowledge center should be longer, 300-2,000 words

### Depth & Tone of Voice

- Do you need research and citations?
- Should the tone be educational, enthusiastic, or formal?



# Content Example

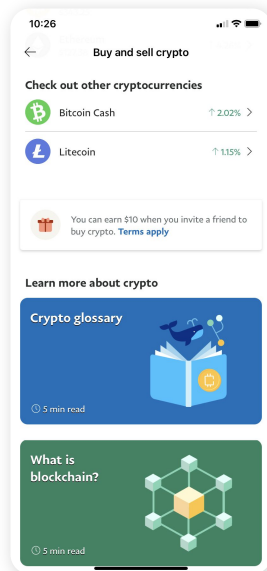
# PayPal

## TARGET USER

Novice investor  
Unfamiliar with crypto

## CHANNEL

PayPal's crypto content  
lives within the crypto  
purchase flow of their  
mobile app and browser UI



Articles appear under the mobile app Buy/Sell functionality, each one is a 1-5 minute read.

Here's the "Understanding your crypto" article. This is the full length of the piece!

### Understanding your crypto

#### What it's worth

The value of your crypto is based on the current exchange rate for each cryptocurrency you own and how much of it you have.

#### It'll go up and it'll go down

Crypto exchange rates are constantly changing because they represent the average buy and sell prices over the past 24 hours. So as the prices rise and fall, so too will the value of your crypto. You can use the interactive graph for each cryptocurrency to track changes in market prices.

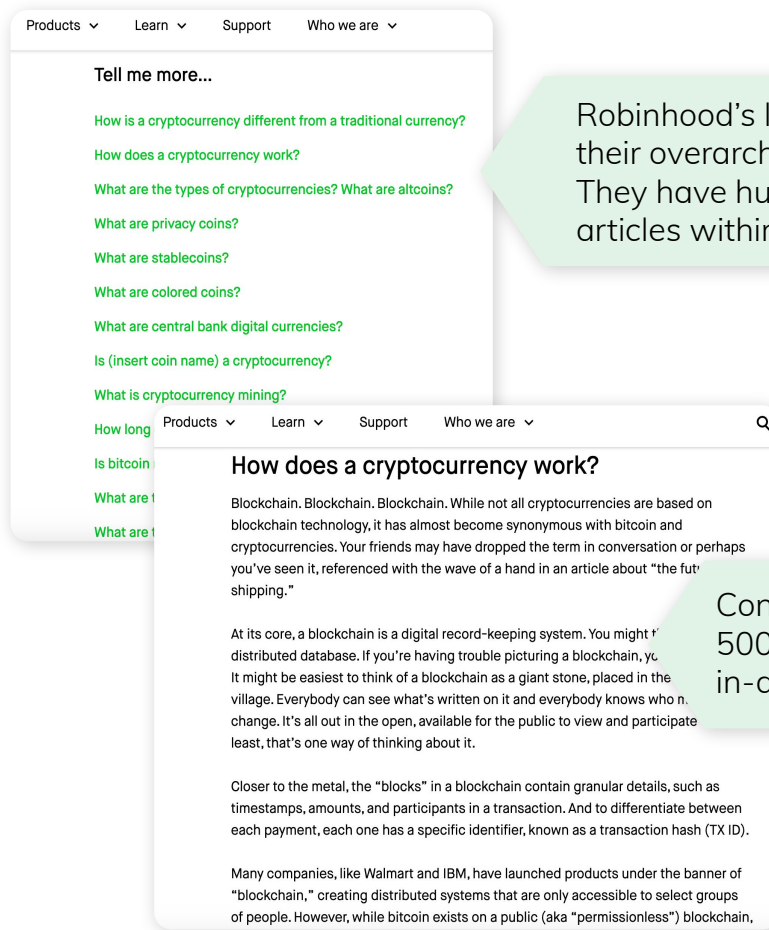
#### Sales go straight to your balance

When you sell your crypto, the money will go directly to your PayPal Cash or PayPal Cash Plus balance for easy accessibility.

# Robinhood

Avid investor  
Somewhat familiar with  
crypto

Robinhood's crypto content lives within the "Learn" center of their website




Robinhood's long list of articles fits into their overarching content strategy. They have hundreds of comprehensive articles within their Learn center.

Content is long-form,  
500-2,500+ words, going  
in-depth into crypto topics.

# Crypto Topics

Regardless of channel or user persona, we recommend you include the following topics in your crypto launch content:

History of cryptocurrency	What is blockchain technology?	<div>Crypto 101 Content</div> <div>Examples: <a href="#">Coindesk 101 Guides</a> <a href="#">Binance Academy</a></div> 
Crypto glossary - key terms	What is bitcoin?	
How does crypto custody work?	What are altcoins?	

## Crypto News Beyond Launch:

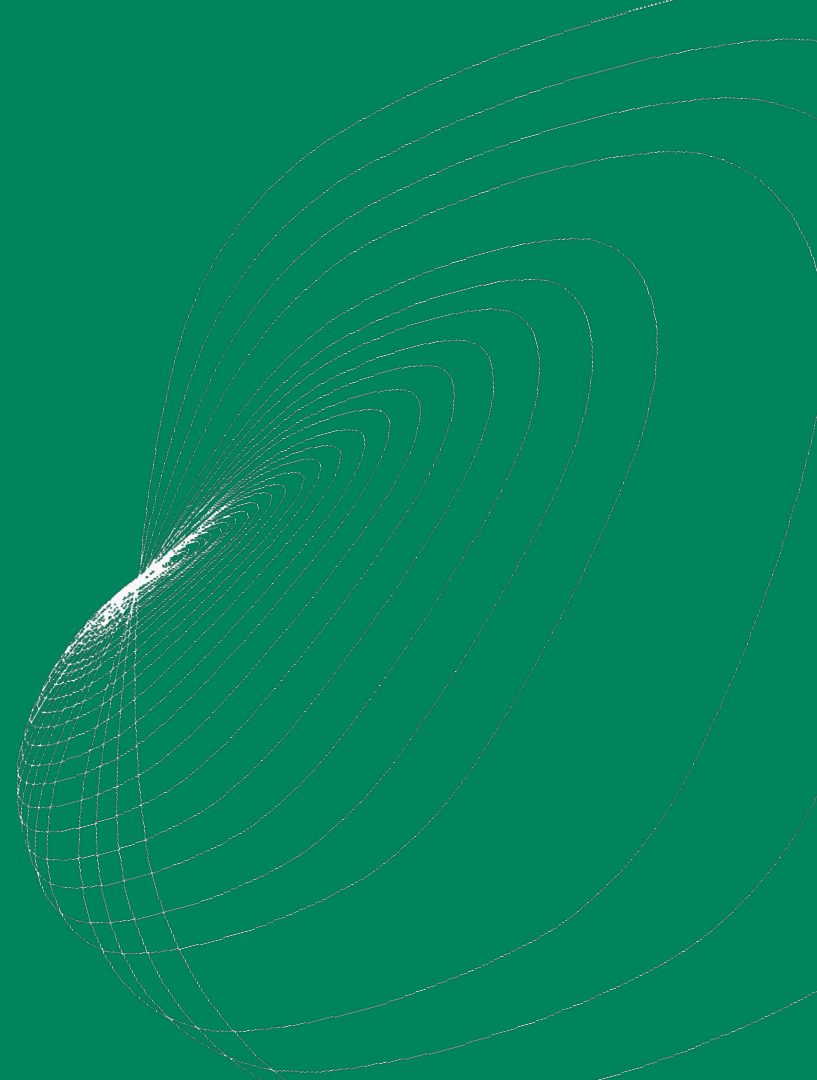
Does your company have a newsfeed or offer timely insights on market updates?

If so, consider adding crypto news to your ongoing publications.

Great resources for this are **Coindesk** and **The Block**, both of which offer licensing options.






# Product Marketing & Campaigns

Rollout Tactics and Examples







# Feature Rollout

There are 3 main approaches companies use to launch crypto features

	Waitlist	Percentage Rollout	All at Once
Description	Release crypto to a select group of users who have signed up in advance	Release crypto to a small percentage of random users, ramping up from there	Turn the feature on for all users simultaneously
Rationale	Generates buzz before launch and creates an engaged group of early adopters who feel like VIPs - who become product evangelists	Ensures no bugs or issues before full roll out, and allows you to test the waters	Makes a big bang with your crypto launch and engages your entire user base quickly
Companies	 		 
Results	Robinhood's 1M+ new user waitlist within 5 days of announcement garnered <u>great press</u>	Venmo extended features safely and steadily to a large user base, executing a smooth rollout with no issues	With a manageable user base of 80K, SoFi launched to all eligible users at once to maximize news

# Marketing Crypto Features

Consider these proven tactics to get the word out about your crypto features and encourage crypto engagement

Marketing	Purpose	Objective
 <b>Email Marketing</b>	Inform your users about your upcoming crypto launch and get them excited	Customer engagement and retention
 <b>In-App Marketing</b>	Ensure your users see the crypto features/ interface and encourage engagement	Customer engagement and retention
 <b>No Fee Periods</b>	Motivate users to sign up and try crypto features during a special limited time period	Customer engagement and retention New user acquisition
 <b>Promotions</b>	Incentivize users to buy crypto or market the crypto features via monetary rewards	Customer engagement and retention New user acquisition



# Email Marketing

## Tips and tricks to nail your email marketing

### SEGMENT THE AUDIENCE

For all emails, segment your list as much as possible

- Users who have downloaded the app vs. those who haven't
- Avid investors vs. non-investors
- Deposit vs. credit account holders

### TAILOR THE MESSAGE

Tailor messaging to each segment to maximize your crypto launch success

- For non-app users: crypto can be an interesting, compelling reason to download & engage
- For credit-only customers: crypto can be a compelling cross-sell opportunity to open a deposit account

### DRIP... BEFORE, DURING, AND AFTER

Develop crypto drip campaigns for pre-launch, launch announcement, and post-launch

#### Pre-Launch

- Generate excitement about crypto
- Invite users to waitlist (if used for crypto launch)
- Begin feature education, with app screenshots and basic "Crypto 101" content

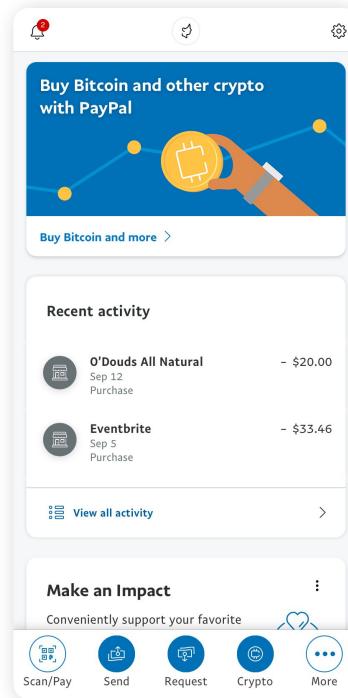
#### Launch Announcement

#### Post-Launch

- Crypto educational series, linked to 101 content
- Announce promotions, crypto programs like referrals and competitions
- Share news on additional features or tokens listed

# In-App Marketing

Ensure your users see the crypto features in your app and encourage them to engage



Excellent ways to emphasize new crypto features to users already in your app:

Pop-up boxes

Overlays

Tutorials





# No Fee Periods

Offering crypto features for no fees for the first few months makes you the best option in the market for buying crypto

## Crypto Novices

For new crypto users unfamiliar with crypto, no fees entices them to try it



## Crypto Experienced

Users familiar with crypto will want to take advantage of no fees

### Examples



PayPal launched with no fees for the first 3 months

## Revolut

Revolut US launched with no fees for the first 30 days

# Promotions

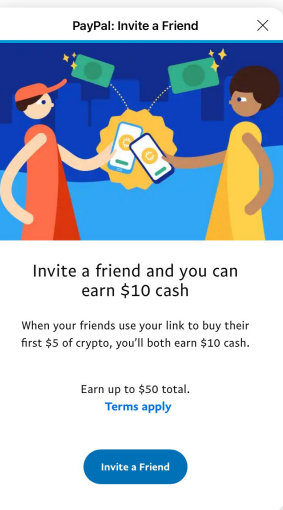
Promotions provide monetary incentives for engaging with crypto  
A few tried and tested methods are:

## Referrals

A significant driver of new user acquisition, especially for features like crypto, where the intrigue (and hype) is high

### Example

Get [X] worth when you invite a friend who buys [Y] of crypto



## Raffle

Giveaways generate major public excitement, interest, and action

### Example

First 1,000 crypto users are eligible to receive [X]

## Buy Crypto, Get Crypto

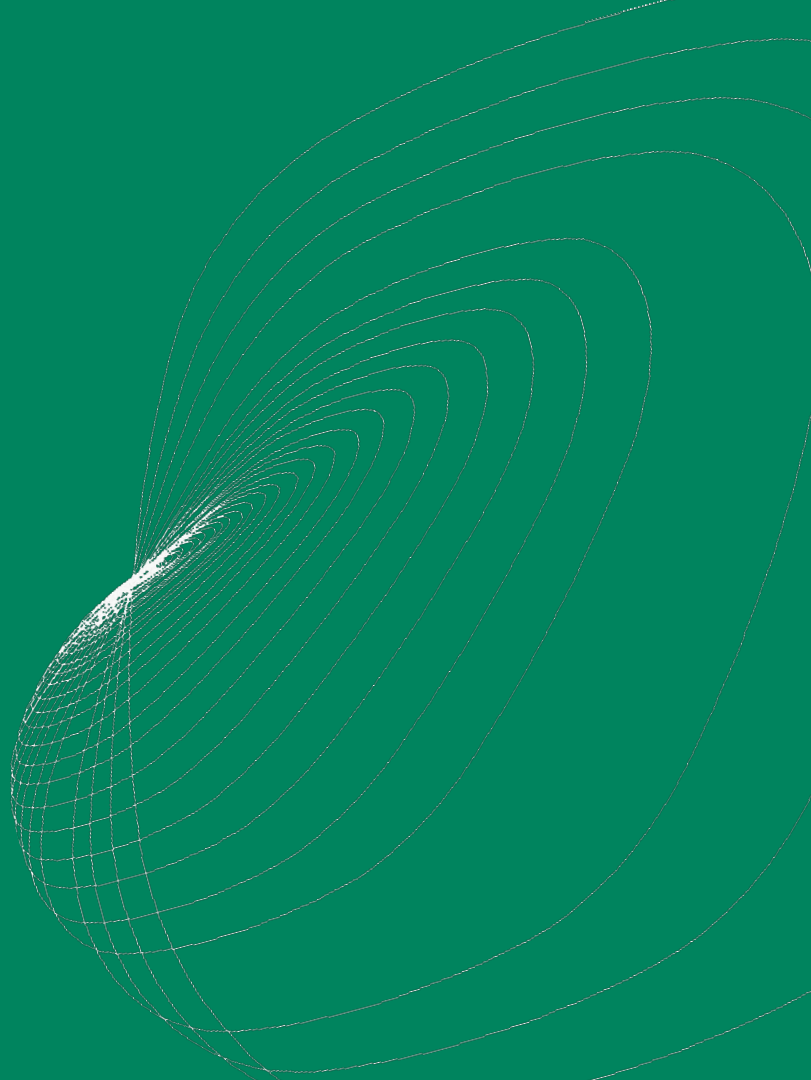
A strong motivator to try out crypto

Useful to galvanize your non-early adopters to engage



# Case Study


PayPal Crypto Launch



October 2020 Launch

# PayPal

“ The biggest news of the year in crypto”

 REUTERS BARRON'S

 TechCrunch FORTUNE

FINANCIAL TIMES 

## PayPal launches crypto in its platform

### POSITIONING

Reinforce PayPal's global leadership in online payment solutions, leading the way for modern, digital financial infrastructure

### AUDIENCE

Attract early adopters and evangelists with a waitlist, but provide ample resources to convert non-crypto users to try features out

### COMPONENTS

- Waitlist
- In-app marketing and content
- Landing page
- Explainer videos
- Social media
- Help center content
- Introductory 3 month no-fee period

## Waitlist

Good morning, Vladimir

Crypto's coming to PayPal

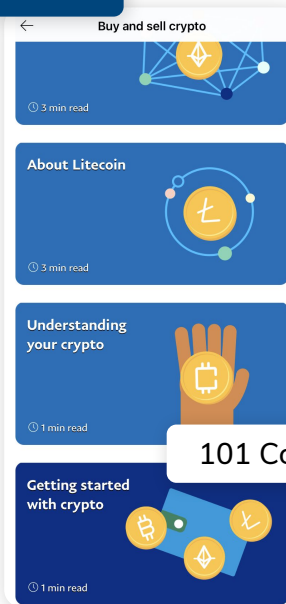
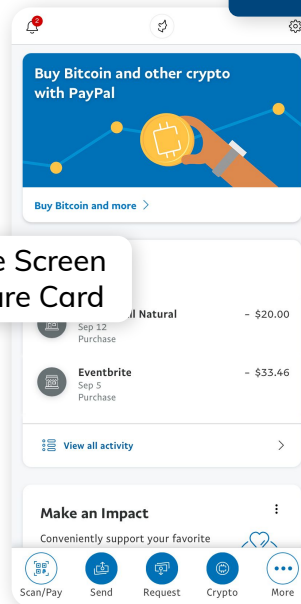
[Join the waitlist >](#)

The initial waitlist generated buzz and a sense of exclusivity amongst PayPal's users

The warm response and announcement to end the waitlist in November was widely covered by news outlets

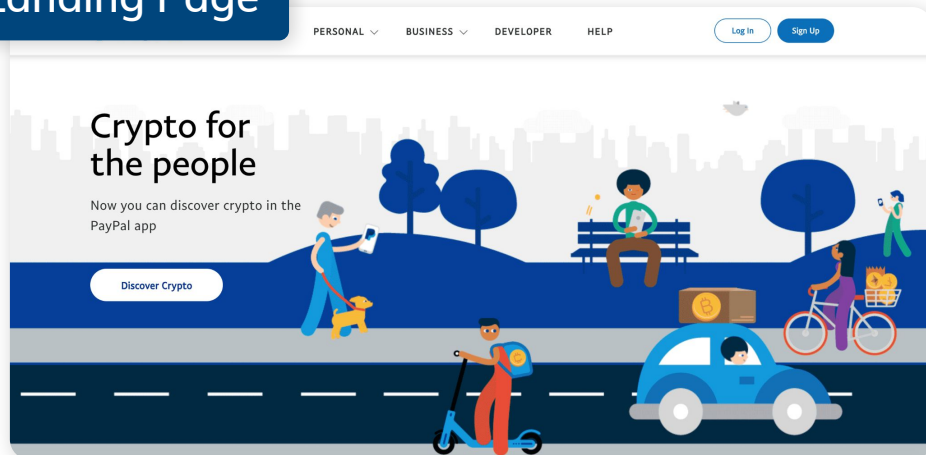
## In-App

### Home Screen Feature Card



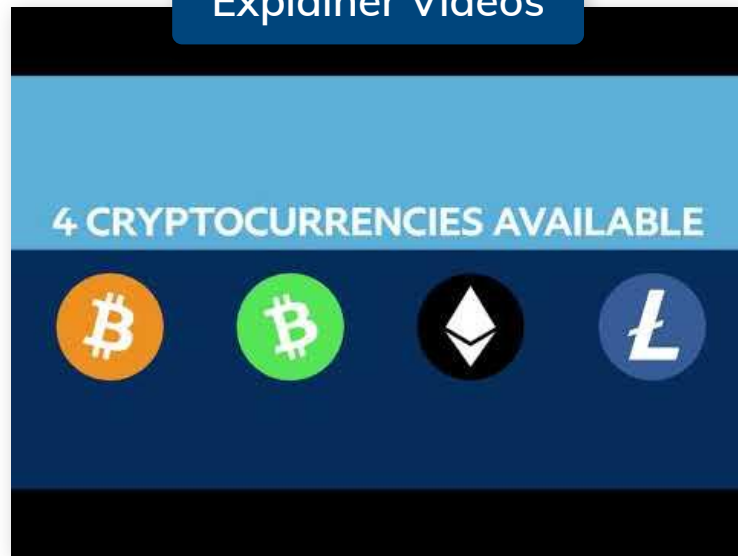
101 Content

## Landing Page



Clear, branded messaging in a centralized location  
Thoughtful flow of user-friendly how-to's and educational resources to get the word out and drive interest

## Explainer Videos

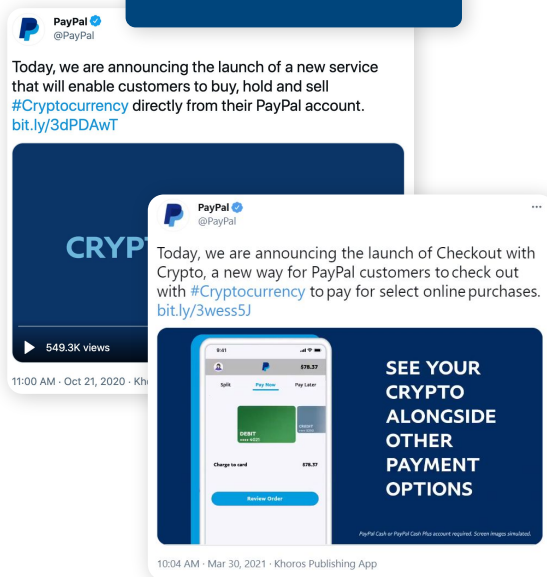


## No Fee Period

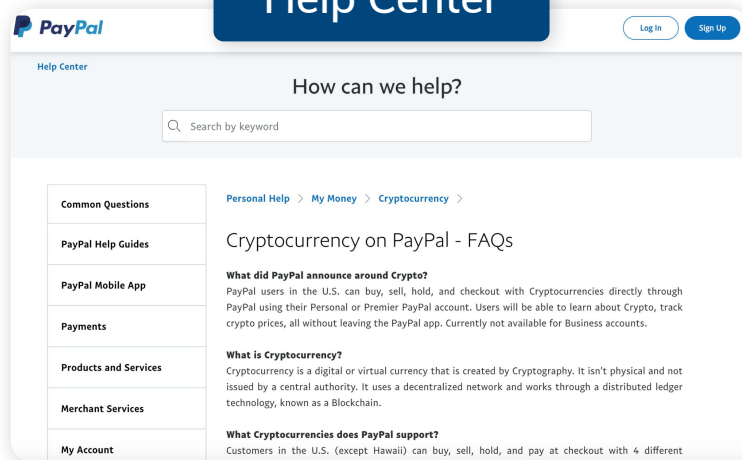
Introductory 3 month period with no fees

Drives competition by encouraging crypto enthusiasts to try PayPal over others, while converting crypto novices to try features for the first time

## Social Media



## Help Center



Short and simple FAQs covering topics on crypto functionality, common questions, purchase, pricing, fees, and protection

# Next Steps

This is an exciting time - and we're here to share our expertise to support your crypto go-to-market planning and launch. Bring us in for:

## **Content Strategy**

Inform content development and considerations

## **Press Engagement**

Support initial conversations with key reporters on crypto, as needed

## **Social Media Marketing**

Push specific social posts about your offering

## **Echo Chamber Marketing**

Amplify with Paxos blog posts, case studies, and newsletter updates

## **Marketing Campaigns**

Provide consultation and insights on your marketing plans



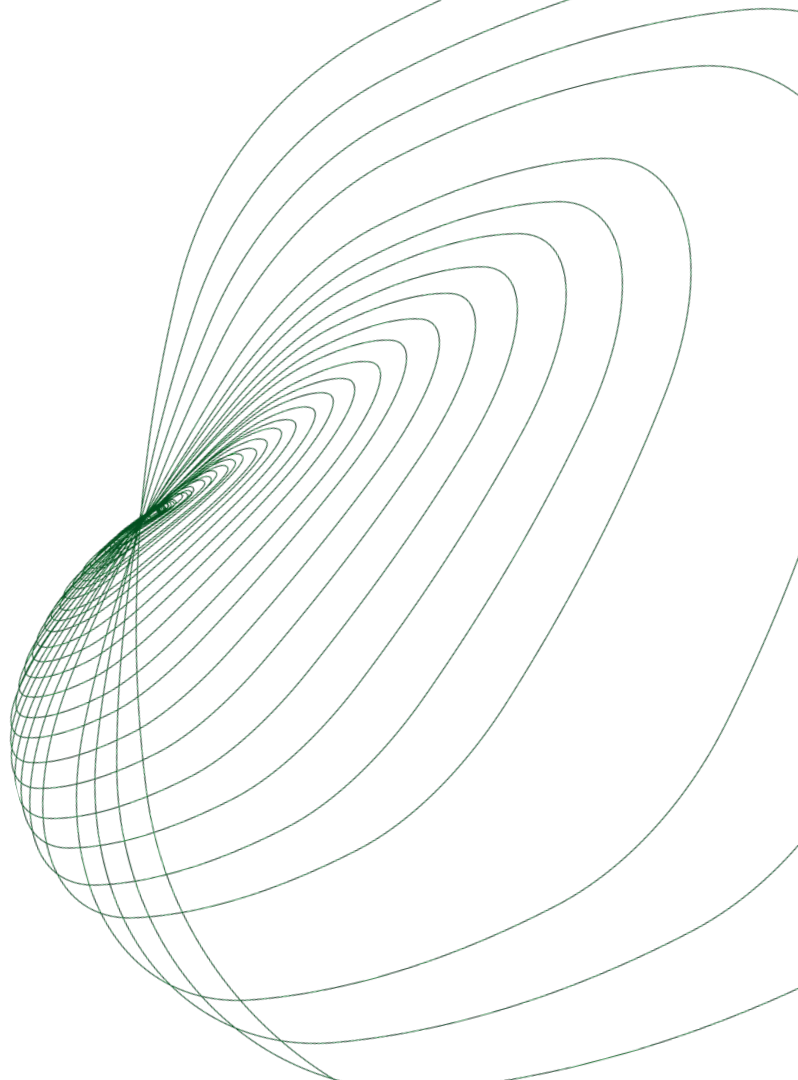


# Thank you

## KEY CONTACTS

Press: Becky McClain, [bmcclain@paxos.com](mailto:bmcclain@paxos.com)

Marketing: Allison Whaley, [awhaley@paxos.com](mailto:awhaley@paxos.com)



# Appendix

## Paxos

### Content

**Paxos, 4 Considerations for Adding Crypto to your App**

<https://insights.paxos.com/4-considerations-for-adding-crypto-to-your-app>

**Paxos, Is Crypto Right for Your Business?**

<https://www.paxos.com/is-crypto-right-for-your-business-observations-based-on-experience-from-paxos/>

**Paxos, In Conversation with Robinhood & Paxos**

<https://insights.paxos.com/robinhood-paxos-why-traditional-infrastructure-is-broken-and-how-we-can-fix-it>

**Paxos, Blockchain Master Class**

<https://insights.paxos.com/blockchain-master-class>

**Singapore FinTech Festival**

<https://www.fintechfestival.sg/speakers>

**Paris Fintech Forum**

<https://members.parisfintechforum.com/speakers>

**CB Insights Future of Fintech**

<https://events.cbinsights.com/future-of-fintech/page/1506194/speakers>

**Microstrategy World**

<https://www.youtube.com/watch?v=Kxf0GY-5Vro>

**Senate Banking Committee, The Digitization of Money And Payments Hearing**

<https://www.paxos.com/paxos-ceo-co-founder-charles-cascarilla-testifies-to-senate-banking-committee/>

**Association For Digital Asset Markets, Founding Member**

<http://www.theadam.io/>

**Chamber of Digital Commerce, Member**

<https://digitalchamber.org/>

# Appendix Media Links

CNBC, A number of very large institutions are coming into bitcoin, it's just the tip of the iceberg, says Paxos CEO Charles Cascarilla

<https://www.cnbc.com/video/2020/12/17/a-number-of-very-large-institutions-are-coming-into-bitcoin-its-just-the-tip-of-the-iceberg-says-paxos-ceo-charles-cascarilla.html>

Coindesk, Charles Cascarilla: PayPal Whisperer

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<https://subscriber.politicopro.com/article/2021/04/crypto-bank-paxos-secures-national-bank-charter-3988467>

Financial Times, Blockchain may change equities trading for good

<https://www.ft.com/content/9e38bee8-d70a-4f28-a771-c3d77068e9ba>

Reuters, Cryptocurrency firm Paxos to apply for clearing agency license

<https://www.reuters.com/article/us-crypto-currency-paxos/cryptocurrency-firm-paxos-to-apply-for-clearing-agency-license-idUSKBN2BT1WV>

Forbes, Same-Day Stock Settlements Are Here: Using Paxos Blockchain, Credit Suisse And Nomura Instinet Hit T + Zero

<https://www.forbes.com/sites/ninabambysheva/2021/04/06/same-day-stock-settlements-are-here-using-paxos-blockchain-credit-suisse-and-nomura-instinnet-hit-t--zero>

# Appendix

## Resources & References

### Crypto Content

Coindesk, Learn - 101 Guides

<https://www.coindesk.com/learn>

Binance, Academy - Learn All About Blockchain & Crypto

<https://academy.binance.com/en>

### Launch Tactics

CNBC, Robinhood Waitlist News

<https://www.cnn.com/2018/01/29/more-than-1-million-people-sign-up-for-early-access-to-robinhoods-new-crypto-trading-service.html>

### Case Study

PayPal, Landing Page

<https://www.paypal.com/us/webapps/mpp/crypto>

PayPal, Explainer Video

<https://youtu.be/IIPDNu7fTtk>

PayPal, Help Center FAQs

<https://www.paypal.com/us/smarthelp/article/cryptocurrency-on-paypal-faq-faq4398>