

Remme Case Study

PURPLE
MINDS

Back Ground Story

As a traditional developer focused team with no previous exposure for their project, and they bootstrapped most of their marketing campaign.

To achieve their goal they had to change their marketing strategy radically. Getting external help was the most logical step for REMME, however choosing a correct partner always proves challenging. As PurpleMinds met the criteria perfectly REMME chose to trust and work with us.

Remme Problems

**POOR PR
PERFORMANCER**

**POOR ADS
PERFORMANCE**

**LACK OF
EXPOSURE**

**LOW INVESTOR
LEVELS**

**HIGH ACQUISITION
COST**

**CORE COMMUNITY
UNHAPPY**

PurpleMinds Solution

After evaluating the whitepaper, market trends and REMME marketing strategy PurpleMinds identified the main services that would help the company overcome their current problems and achieve their goals.



Increase PR Outreach

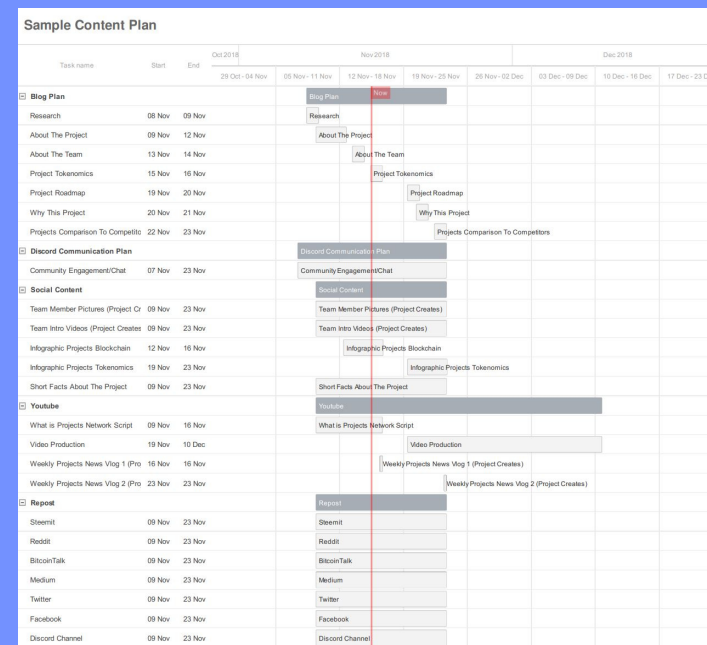
Up to August, there were around 4 publications out on the prominent news channels. This is not even close to the number necessary to garner any kind of attention. Thus TokenMinds planned a 2-month outreach to a larger variety of Tier 1 channels like newsbtc.com, cointelegraph.com and Tier 2 channels like altointoday.com and insidebitcoins.com to generate public interest in the project. TokenMinds also suggested starting a concentrated blast of PR releases before the ICO to generate widespread hype lasting throughout the ICO period.

Develop Content Strategy

The PurpleMinds team helped to create and establish a 2-month content plan to ensure a streamline of news, insights, and updates.

To view the plan please visit the link:

<https://drive.google.com/file/d/1O2XtiVOhwEHqWqNmRUoPFZ6hGv-rQMPE/view?usp=sharing>



Create Well-Converting Content

PurpleMinds helped in creating not only informative but also interesting, SEO friendly, newsworthy and most importantly exciting content.

You can find some of the examples below:

- <https://www.coinspeaker.com/remme-aims-provide-next-gen-access-protection-making-passwords-obsolete/>
- <https://bitcoinwarrior.net/2018/02/remme-the-cure-to-expensive-company-password-login-servers/>
- <https://coinidol.com/remme-aims-to-provide-next-gen-access-protection/>
- <https://www.bitcoinpapers.com/block-chain-buff-meet-remme/>

*Remme
Achievements*



REMME SOCIALS BEFORE & AFTER

Twitter	Followers: 1650	Posts: 649, Followers: 6598
Telegram	Subscribers: 472	Subscribers: 12700
Reddit	Subscribers: 19	Subscribers: 858
LinkedIn	Subscribers: 27	Subscribers: 288
Facebook	Subscribers: 3490	Subscribers: 5683
Youtube	Subscribers: 20	Posts: 11, Subscribers: 507



ROI 647%



CPL 3.8\$



20 500 000
Impressions



100 000 true
views Youtube

Thank you.

PURPLE
MINDS