

REVO LLAND



TEAM

Teams under David control			
Team Marketing			
Name & Surname	Designation	Main tasks	
Management Team			
David Lolaev	CMO		
Alex Zarya	Marketing manager		
Anver	Head of SMM		
Technical Team			
Nikolay Chudov	Head of Shilling and Community Management		
Vasily Danilov	Head of KOL's relation management		
Oksana Trufanova	Copywriter		
Ilya Mart, Rudolph Goldenberg	Design & Graphics		
Vladislav Nikitenkov	Head of posting in Shilling		
Dina Gordeeva	Posting manager		
Alex Evstifeev	Leadgen in LinkedIn		
Roman Dovzhenko	Traffic & Analytics		
Team Fundraising			
David Lolaev	Business Development & lead generation		
Kati Aronson	IR Lead		

REVOLAND GLOBAL STRATEGY

Revoland marketing, PR and content plan strategy and deliverables	Status
1. Top level Strategy	
Main focus: Increase community size - and Engagement	
- AMA series	Made 6 AMA sessions with top exchanges (Bitget,Phemex, Huobi, Lbank, Gate..etc)
- Top KOL's for allocations	49 publications done
- Paid KOL's	35 publications done
- Discord, Twitter, Reddit, tg partnerships & Co marketing	2 IDO launched on Everstart and Gamestarter, 6 Guilds partnered
SEO activities	Not started yet
Fb/Instagram, Twitter advertisement	https://docs.google.com/spreadsheets/d/1IreFFF5tjEniS0MbdckEkIYYqse6AKB7wQ6M2T
Offline advertisement	Not started yet
Partnership activities	
	Structuring
Local event	AIBC DUBAI March 2022 (Done)
Global events	AIBC Malta November 2022 (Done)
Achievements	
	Status
Trends	Top 10 trending projects by KOL's 2022 June - https://twitter.com/MyMetadata_io/status
Listing	Top 1 project listed on biggest amount of exchanges by 1 month
Listing	10 Exchanges listing in one day
IDO oversubscribe	Gate.io Oversubscribe 61,827.48% (30,913,740 USDT)

KOL REPORT

Channel name	Channel link	Subscribers	Country	Average num of v	Type	YT Statistic.	preparing time (days)	Video	Date	1st campaign	2nd campaign
Youtube											
Coin Post	https://www.yout	241000	Russia	38000	2 integrations	https://socialblad	06.01	https://youtu.be/	26.05	https://youtu.be/	10.06
Telegram											
		Subscribers	Average num of views			Type	preparing time (days)				
	https://t.me/Coin_Post	216000	Russia	33000	4 post		03.01	https://t.me/Coin	25.05	https://t.me/Coin	30.05
	https://t.me/CryptoDail	56000	Russia	10000	4 post		03.01	https://t.me/c/138	25.05	https://t.me/c/138	30.05
English											
Channel name	Channel link	Subscribers	Country	Average num of v	Type	YT Statistic.	preparing time (days)	Video	Date	https://www.revo	https://nft.revola
Crypto Gems	https://www.yout	29700	Great Britain	10000	dedicated	https://socialblad	7				
Ayman Mufleh	https://www.yout	59300	USA	6500	dedicated video	https://socialblad	7				
Rico Copeland	https://www.yout	88400	USA	2500	dedicated video	https://socialblad	7			https://cli.co/5dyz	https://cli.co/K-fs
Go Shiny Hunter	https://www.yout	57100	UK	5300	dedicated video	https://socialblad	06.01	https://www.yout	27.05	https://cli.co/n5V	https://cli.co/1khy
Tommy	https://www.yout	101000	UK	1000	dedicated video	https://socialblad	7			https://cli.co/asDe	https://cli.co/5W
CryptoStache	https://www.yout	95100	USA	2000	dedicated video	https://socialblad	15				
VoskCoin	https://www.yout	592000	UK	21500	2-3min promotion segment	https://socialblad	14.01	https://youtu.be/	05.06	https://cli.co/QRc	https://cli.co/9Ee
K Crypto	https://youtube.c	90100	UK	8700	integration video	https://socialblad	7				
Michael Wrubel	https://www.yout	312000	USA	15000	dedicated video	https://socialblad	06.01	https://youtu.be/	31.05	https://cli.co/aMK	https://cli.co/0S2
Asia											
Channel name	Channel link	Subscribers	Country	Average num of v	Type	YT Statistic.	preparing time (days)	Video	Date	https://www.revo	https://nft.revola
Crypto Adil	https://www.yout	56800	India	2300	dedicated video	https://socialblad	7				
Crypto Yug	https://www.yout	50100	India	6500	dedicated video	https://socialblad	06.01	https://www.yout	27.05	https://cli.co/1mC	https://cli.co/u16
Web Mastermind Crypto Bitcoin	https://www.yout	61000	India	6000	dedicated video	https://socialblad	06.01	https://youtu.be/	29.05	https://cli.co/Hg3	https://cli.co/oc
CryptoTamil	https://www.yout	105000	India	18000	dedicated video	https://socialblad	7				
Global Rashid	https://www.yout	146000	India	27000	dedicated video	https://socialblad	06.01	https://www.yout	30.05	https://cli.co/7IGn	https://cli.co/dPf
Crypto Lawyer क्रिप्टो	https://www.yout	18900	India	1400	dedicated video	https://socialblad	06.01	https://www.yout	26.05	https://cli.co/oeef	https://cli.co/nbs
Channel name	Channel link	Subscribers	Country	Average num of v	Type	YT Statistic.	preparing time (days)	https://www.revo	https://medium.c	link	date
Julius orillana vlogs	https://www.yout	81700	Philippines	3000	Dedicated video	https://socialblad	7	https://bit.ly/3aVc	https://bit.ly/3Ocl	https://youtu.be/	12.06
K Finance	https://www.yout	138000	Philippines	5000	Dedicated video	https://socialblad	7	https://bit.ly/3mC	https://bit.ly/3Ocl	https://www.yout	14.06
Maine Trend	https://youtube.c	140000	Philippines	12000	Dedicated video	https://socialblad	7	https://bit.ly/3Qg	https://bit.ly/3MIE	https://youtu.be/	15.06
Kirsten PH	https://www.yout		Philippines	4000	Dedicated video		7	https://bit.ly/3zAf	https://bit.ly/3mC	https://www.yout	12.06
Julius Clete TV	https://youtube.c	34500	Philippines	4500	Dedicated video	https://socialblad	7	https://bit.ly/3xGc	https://bit.ly/3zAt	https://youtu.be/	14.06

PR REPORT

KPIs.

Tier 1/ Tier 2 crypto, nft and gaming media:

3+news release focus on NFT promotion/investors

1+interviews with CEO and CMO about the projects and future plans+industry general

1+op-eds by CEO and CMO about the industry in general

1+press release distribution

2+comments in the press/ brand mention

Type of publication	Media	Content	Link
Commentary	Metaverse Post	Instagram is adopting NFT	https://mpost.io/instagram-is
Brand mention	Coingape	NFT projects that solve indus	https://coingape.com/case-st
Company news	Coinspeaker	NFT sale	https://www.coinspeaker.com
Company news	NFT NEWS TODAY	NFT sale	https://nftnewstoday.com/20
Op-ed	Hackernoon	How to bring the Web 2.0 trad	https://hackernoon.com/takin
Company news	Financefeeds	Investors	https://financefeeds.com/rev
Press release	Yahoo finance, Benzinga, Yah	Investors	https://www.benzinga.com/p
Commentary	Finance Magnates	Binance get license in France	https://www.financemagnate
Interview	Cointext	About Revoland	https://cointext.com/news/bl
Interview	de.BeinCrypto	Web3 Adoption through Gami	interview will be on 22 of Jun

SMM STATS

Revoland social media Goals KPIs										
Twitter Performance										
Date	# of posts	# followers be	Net Followers	Target follower growth	Total Likes	Total retweet	Engagement r	Top performin 1	Top performin 2	Meet the targ
1-30 April - Plan	21	0	500	500			5%			
1-30 April - Result	29				88	165				
1-30 May- Plan	21			5000						
1-30 May- Result	39			-54	1545	895				
1-30 June- Plan	21									
1-30 June- Result	219			10000	21737	20378				

Telegram				
Date	# of posts	# followers be	Net Followers	Target follower growth per week
1-30 April - Plan	5	0	1000	1000
1-30 April - Result	58			
1-30 May- Plan				4000
1-30 May- Result	41			-1140
1-30 June- Plan				7000
1-30 June- Result	134			

Discord				
Date	# of posts	# followers be	Net Followers	Target follower growth per week
1-30 April - Plan	5	0	1000	1000
1-30 April - Result				
1-30 May- Plan				4000
1-30 May- Result				-573
1-30 June- Plan				7000
1-30 June- Result				

TELEGRAM COMMUNITY STATS

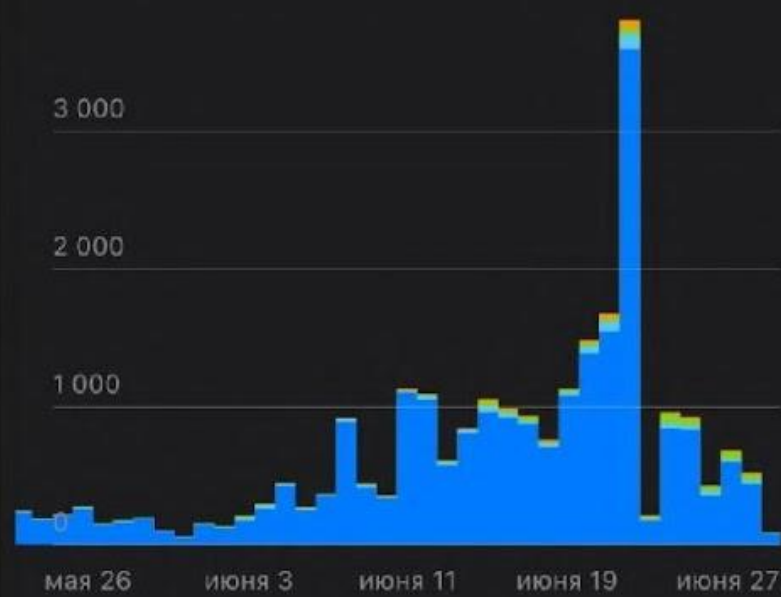
OVERVIEW

19 Jun 2022 – 26 Jun 2022

85.7K <small>-2.5K (2.90%)</small>	51.1K <small>+8.8K (20.96%)</small>
Members	Messages
2.8K <small>+521 (22.57%)</small>	925 <small>+211 (29.55%)</small>
Viewing Members	Posting Members

MESSAGES

23 мая 2022 г. - 27 июня 2022 г.



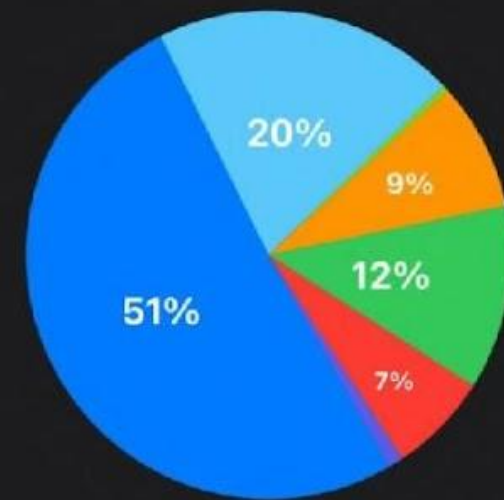
мая 26 июня 3 июня 11 июня 19 июня 27



- ✓ Text
- ✓ Link
- ✓ Photo
- ✓ Sticker
- ✓ GIF
- ✓ Video
- ✓ File
- ✓ Voice message
- ✓ Poll

MEMBERS' PRIMARY LANGUAGE

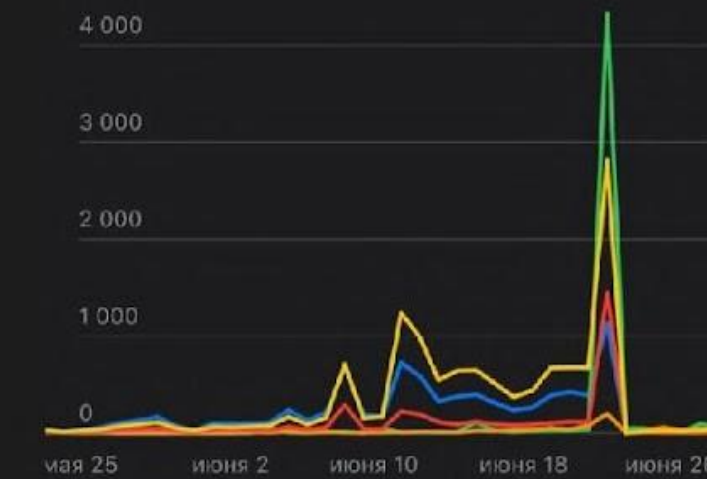
Zoom Out 26 июня 2022 г. - 27 июня 2022 г.



- ✓ English
- ✓ Chinese (Simplified)
- ✓ Persian
- ✓ Russian
- ✓ Indonesian
- ✓ Vietnamese
- ✓ Ukrainian

ACTIONS

22 мая 2022 г. - 26 июня 2022 г.



- ✓ Message Deleted by Author
- ✓ Message Deleted by Admin
- ✓ Message Edited
- ✓ Member Banned
- ✓ Member Restricted

AMA - MONEY BASED

Ссылки	Комментарии	followers	contacts	
https://t.me/cryptodep	10 news posts + AMA (or 2 Posts/Overview) - \$6,000 15 news posts + AMA (or 2 Posts/Overview) - \$8,000 20 news posts + AMA (or 2 Posts/Overview) - \$10,000 News posts are the following: Partnership announcement, Listing, TGE, Private/seed sale closure, Testnet/Mainnet announcement, etc.	19к	https://t.me/kupermanA	
https://t.me/emprendedesde		3к	https://t.me/matiascyt	
https://t.me/inversionar		3к	https://t.me/Emaa1995	
https://t.me/CryptosPlus		4к	https://t.me/Crypt0rell	
https://t.me/CriptoTradingLT		1к	https://t.me/Felipe_LATAM	
https://t.me/CoinGenzo		28к	genzocrypto@gmail.com	
https://t.me/kriptocapris		23к	https://t.me/CaprisHoca	https://t.me/+224EjfuLVslzZD
https://t.me/bitcoinaltcoinbil		16к	https://t.me/CryptoXero	
https://t.me/kriptobi		45к	info@kriptobi.com	
https://t.me/multichainstar		8к	https://t.me/CarCry	
https://t.me/the_4_cryptoeag		80к	https://t.me/hamidowaisi	
https://t.me/cryptonationam		15к	https://t.me/Nihar_CN	
https://t.me/CryptoMarketWi		12к	https://t.me/CryptoGrandWiz	
https://t.me/imcommunityitv		60к	https://t.me/havanhuuloc	https://t.me/+LzshyOihfPdIN
https://t.me/GlobalCryptoWo		43к	https://t.me/CryptoLeader00	https://t.me/+gFJHW3i01as2H
https://t.me/BOOSTODROME		38к	https://t.me/CMSHotTop1	
https://t.me/cryptoscreencha		25к	https://t.me/RahmatDakenzo	https://t.me/+uoLDtl-2-akzYn
https://t.me/cryptopandaglob		56к	https://t.me/hamza_ibn	https://t.me/+JlevTaBcBnJkM
https://t.me/Cryptowolfchat1		42к	https://t.me/Rafsan_CW	

TWITTER TOP'S

Top Global Twitter Influencers								
Name	Link	about	Channel	GEO	Followers	Campaign	Prime Cost (USD)	Predictable engagement
Vitalik Buterin	@VitalikButerin	Vitalik Buterin - @VitalikButerin						
CZ	CZ Binance	CZ is the CEO of Binance, one the most influential crypto exchange in the world						
Tyler Winklevoss	@tyler	Tyler Winklevoss – @tyler (804K+ followers) Tyler is one of the most recognizable personalities in the crypto space, as the co-founder of the leading exchange, Gemini. You can expect frequent delvings into Bitcoin's and crypto's place in financial markets.						
Winklevoss	@tyler	Winklevoss – @ (804K+ followers) is one of the most recognizable personalities in the crypto space, as the co-founder of the leading exchange, Gemini. You can expect frequent delvings into Bitcoin's and crypto's place in financial markets.						
Roger Ver	@rogerkver	Roger Ver @rogerkver						
Andreas M. Antonopoulos	@aantop	Andreas M. Antonopoulos - @aantop						
Tim Draper	@TimDraper	Tim Draper - @TimDraper						
Charlie Lee	@SatoshiLite	Charlie Lee - @SatoshiLite						
Mike Dudas	@mdudas	Mike Dudas – @mdudas (59K+ followers) <u>Mike is an investor, the founder of The Block, and a VP at Paxos. You can expect frequent content about NFTs, DeFi, Web3/Metaverse, and crypto markets</u>						
Erik Voorhees	@ErikVoorhees	Erik Voorhees - @ErikVoorhees						
Tone Vays	@ToneVays	Tone Vays - @ToneVays						
Ivan on Tech	@IvanOnTech	Ivan on Tech - @IvanOnTech						
SushiChef	@SushiSwap	SushiChef – @SushiSwap (110K+followers) SushiChef is the founder of the popular DEX platform, SuhsiSwap. You can expect a lot of content about Decentralized Finance (DeFi).						
José Maria Macedo	@ZeMariaMacedo	José Maria Macedo – @ZeMariaMacedo (7K+ followers) José is one of the partners of the leading research and investment firm, Delphi Digital. You'll find a lot of content about DeFi						
Mason Nystrom	@masonnystrom	Mason Nystrom – @masonnystrom (14K+ followers) Mason is a research analyst at a leading crypto research house, Messari. He explores Web 3, DeFi, and NFTs						

MARKETING PLAN REVOLAND JULY

List of deliverables	Benchmarks / goals existing month JULY 2022	Team responsible	April	May	June	July	August	September
Active Services								
Global Tasks				Growing brand awarens and engagement towards token and business - start foundations, marketing Coi	IDO Sold out and Listin	Game Release	Userbase grow	Tokenholders and userbase gr
Targeting & search traffic (Fb/instagram & Twitter) traffic	3% CTR	Roman, David	5 000,00	5 000,00	5 000,00	5 000,00	5 000,00	5 000,00
AMA sessions	3000 new users	David, Artem	3 000,00		3000	1500		
YT, Twitter influencers - to build a community, and test different GEO's , Game influencers, Twitch influencers, Esports competition sponsorship	2000 new active users in Discord, Telegram, Twitter	David, Vasil	100 000,00	30 000,00	30 000,00	30 000,00	30 000,00	30 000,00
SMM maintenace	With the traffic and media buying maintenance		8 000,00	8 000,00	8 000,00	8 000,00	8 000,00	8 000,00
PR & Media Coverage	Tier 1/ Tier 2 crypto and tech media: 1+ brand mention/ feature article; 2+ news articles / reviews / interviews / columns; 3+ quotes from the spokespersons on a relevant to 1+ booked podcast guest appearance (popular mainstream or top blockchain and crypto podcast or participation in offline/ online event.	David, Mary	12 000,00	12 000,00	15 000,00	7000	7000	7000
Growing brand awareness and engagement towards token and business - more agresive								
Events	No relevant events now	28-29 may	60000 + 5000 organization					
Shilling internal & External in (Telegram, Discord, Twitter, YT)	24/7 active communities	Nikolay, Vlad	5 000,00	5 000,00	5 000,00	5 000,00	5 000,00	5 000,00
Reddit Gaming shilling and subreddit creation and maintenance	Redit creation and Maintenance	Anita				2000	2000	2000
Email blast	NFT Sales promotion to 200.000 email adresses	Anton, David				1000		1000
pop up advertisment	CPM ads on popular crypto websites			1000	1000	3000	3000	3000
Total costs			150000	50000	67 000,00	62 500,00	60 000,00	61 000,00

PROJECT LISTING

Huobi Phemex Bitget Bitmart xPlus Gate Lbank Pancake swap Hotcoin Mexc



LAUNCHPADS AND IEO

Everstart, Gamestarter, Gate, Phemex, Bitget

