



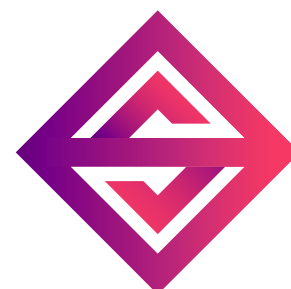
socialmedia market

# MONETIZE YOUR INFLUENCE

INFLUENCERS ADVERTISING MARKETPLACE

SHORTER | OCTOBER 2017





**socialmedia.market**

**SOCIALMEDIA.MARKET - THE FIRST  
DECENTRALIZED MARKETPLACE CONNECTING  
SOCIAL MEDIA BLOGGERS AND ADVERTISERS.**

SOLVING MAJOR INFLUENCER MARKETING PROBLEMS IT WILL CREATE  
**NEW OPPORTUNITIES FOR CONTENT MONETIZATION, COMMUNITY ENGAGEMENT  
AND AUDIENCE EXPOSURE.**

NEW ECOSYSTEM, DRIVEN BY **BLOCKCHAIN TECHNOLOGY  
AND SOCIAL MEDIA TOKEN**, WILL SIMPLIFY MARKETING INTERACTION  
**BETWEEN BUSINESS AND INFLUENCERS.**

**3.03b**

TOTAL SOCIAL  
MEDIA USERS

**\$77.3b**

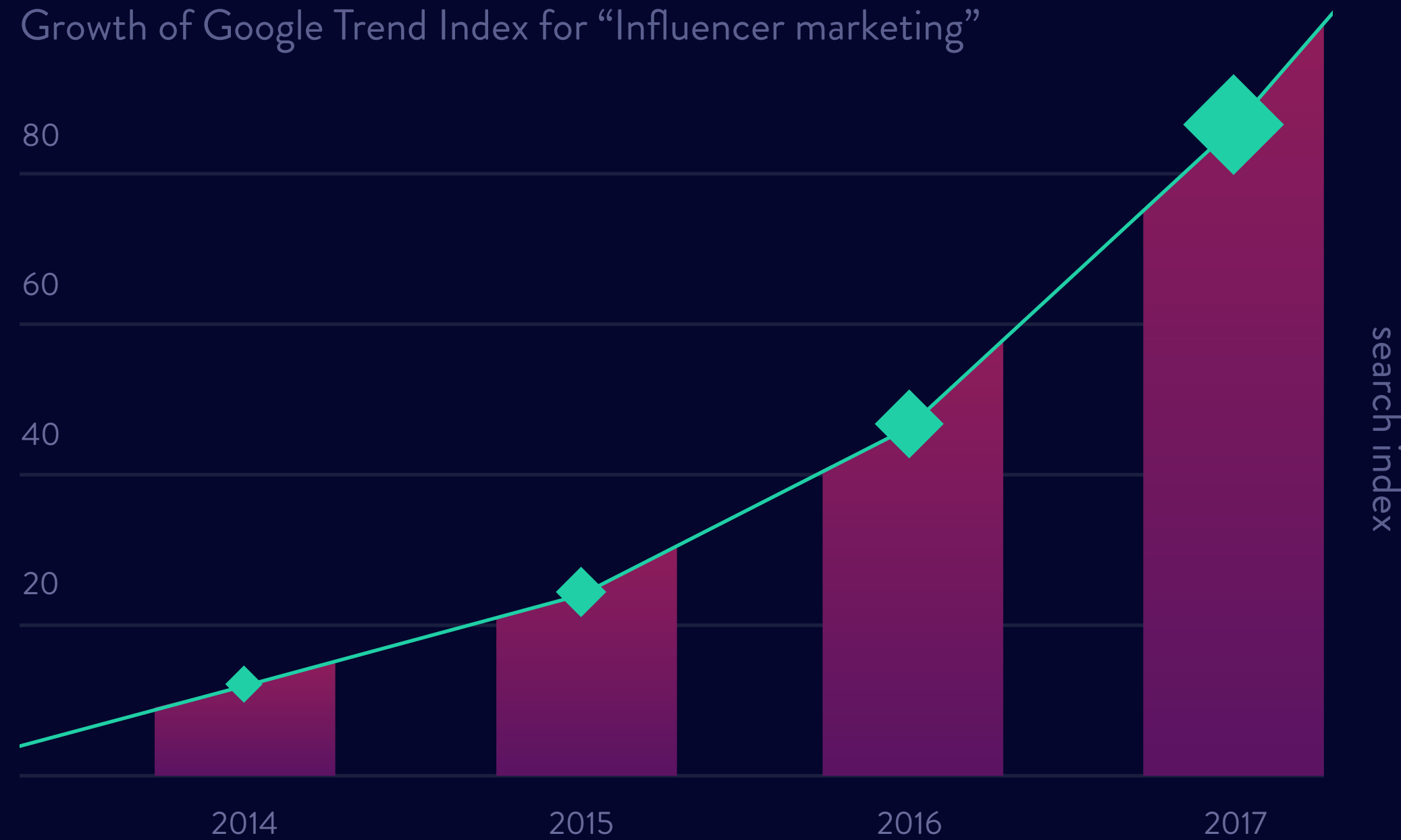
WORLDWIDE DIGITAL  
MARKETING BUDGET

**JOIN TOKEN SALE**



# MARKET OVERVIEW

Growth of Google Trend Index for “Influencer marketing”



EVERY \$1 SPENT  
CREATES \$11.69 IN RETURN

INFLUENCER MARKETING IS THE MOST FAST GROWING  
AND COST-EFFECTIVE ADVERTISING CHANNEL

SocialMedia.Market targets one of the fastest-growing markets, Influencer Marketing. Analytical reports show an increase in almost all metrics related to Influencer Marketing. Growing exponentially, by recent estimates this market will turn into a \$5–10 billion industry by the end of 2020.

Research shows us, that 92% of consumers are more likely to trust a brand that advertises using Influencer Marketing. More over, it is more cost-effective than paid advertising and leads to more credible brand recommendations. For these reasons, Influencer Marketing has arguably become the most effective long term marketing strategy.



Check out more information in our Marketing Research  
«DIGITAL MARKETING STATE 2017»





# HOW IT WORKS?

Despite the quick growth and development, the Influencer Marketing industry is highly opaque and chaotic with no regulations and an army of agents and scammers. This causing inefficiency in pricing, while agent fees and fraud consume a large portion of the influencer's revenue and the brands' marketing budgets.

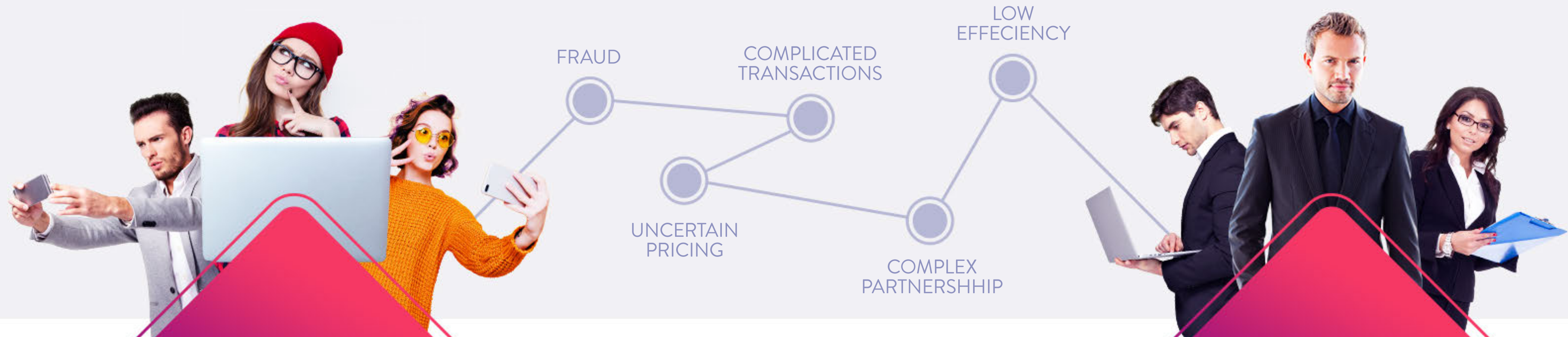
SocialMedia.Market is designed to solve these problems by making Influencer Marketing an accessible, transparent and competitive marketplace that will open opportunities for thousands of influencers and brands all over the globe, forming targeted audience exposure and engaging consumers in the most relevant and efficient way.

**SOCIALMEDIA.MARKET WILL CREATE A NEW GENERATION OF ADVERTISING ACCESSIBLE TO MILLIONS OF **NOVICE** AND GROWING **INFLUENCERS**, STARTUPS, **SMALL** AND MEDIUM **BUSINESSES**.**



CURRENT SITUATION

UP TO 35% BUDGET LOSES



socialmedia.market

UP TO 30% BUDGET ECONOMY

- 

FRAUD PROTECTED
- 

REDUCED OPERATIONAL COSTS
- 

SAFE AND FAST TRANSACTIONS
- 

EASY GLOBAL PAYMENTS
- 

DECENTRALIZED DISPUTE SOLUTIONS
- 

EASY ENGAGEMENTS



# ADVANTAGES OF SOCIALMEDIA.MARKET

## FOR INFLUENCERS



### HIGH-QUALITY BUSINESS OPPORTUNITIES FOR CONTENT MONETIZATION

For beginners and minor opinion leaders, searching for ways of monetization is a difficult and time-consuming task. Our service will give Influencers of any size an opportunity to choose brands, creating the most interesting and beneficial partnership.



### ACCESSIBILITY FOR ANY INFLUENCER EVEN NOVICE

Most Influencer platforms require specific numbers of followers to be listed. Unlike others, SocialMedia.Market is accessible even for new Influencers in the early stage of social presence.



### SERVICES FOR OWN CHANNEL DEVELOPMENT

There is a lack of data driven tools giving Influencers insights into the audience's interactions with their content. SocialMedia.Market will give bloggers complete information about their channel, tips and tools to increase the level of engagement received based on insights provided by the platform.



### SAFE AND FAST TRANSACTIONS

Delays or non-payments are problems typically associated with an Influencer's platform. The advertisers and influencers have very little control over payments. Our Ethereum based platform uses an escrow payment system which holds the contract fees until the set obligations are met.



### FAIR DECENTRALISED DISPUTE SOLUTION

Content created by Influencers is mostly perceived subjectively. This may cause disputes and dissatisfaction of parties with achieved results. Our service has several preventive measures that will allow parties to resolve disputes on their own in most cases, as well as an arbitration system that will resolve disputes between participants with the help of independent platform experts.



### OWNERSHIP VALIDATION

One of the major problems contributing to most of the unforeseen costs is fraud, when a fraudster impersonates an Influencer by hacking into his accounts. SocialMedia.Market applies special procedures providing a transparent and reliable marketplace. Influencers are verified and authorized to ensure they are really who they claim to be.



### ADDITIONAL WAYS TO EARN

Using our Dispute Solution system platform members will be rewarded with SMTs for their engagement in dispute arbitrations. This will be available only for users who hold a certain number of tokens in their accounts.

## FOR BRANDS & AGENCIES



### ACCESS TO INFLUENCERS ALL OVER THE WORLD

Influencers of lower rank, also known as Tier 2 Influencers or micro-Influencers can result in outstanding campaign results, and they are easier to engage with. SocialMedia.Market will allow users to interact with Influencers globally with no limitations caused by complicated payments policies.



### OPERATING COSTS OPTIMIZATION

Managing of Influencer Marketing programs is a very time-consuming process and Influencer Marketing platforms, or agencies require an advertiser to pay up to 50% commission for such services. With the help of our services, brands can expect to reduce the costs associated with launching Influence Marketing campaigns significantly.



### AVAILABILITY FOR SMALL AND MEDIUM BUSINESSES

Small businesses, which value every spent dollar, encounter even more challenges when working with Influencers. Our platform is designed to deliver Influencers to businesses of any size and any budget. For instance, our service provides the most convenient tools and tips for marketers; whether the brand can work with influencer for products samples only, or with a dedicated sponsorship budget.



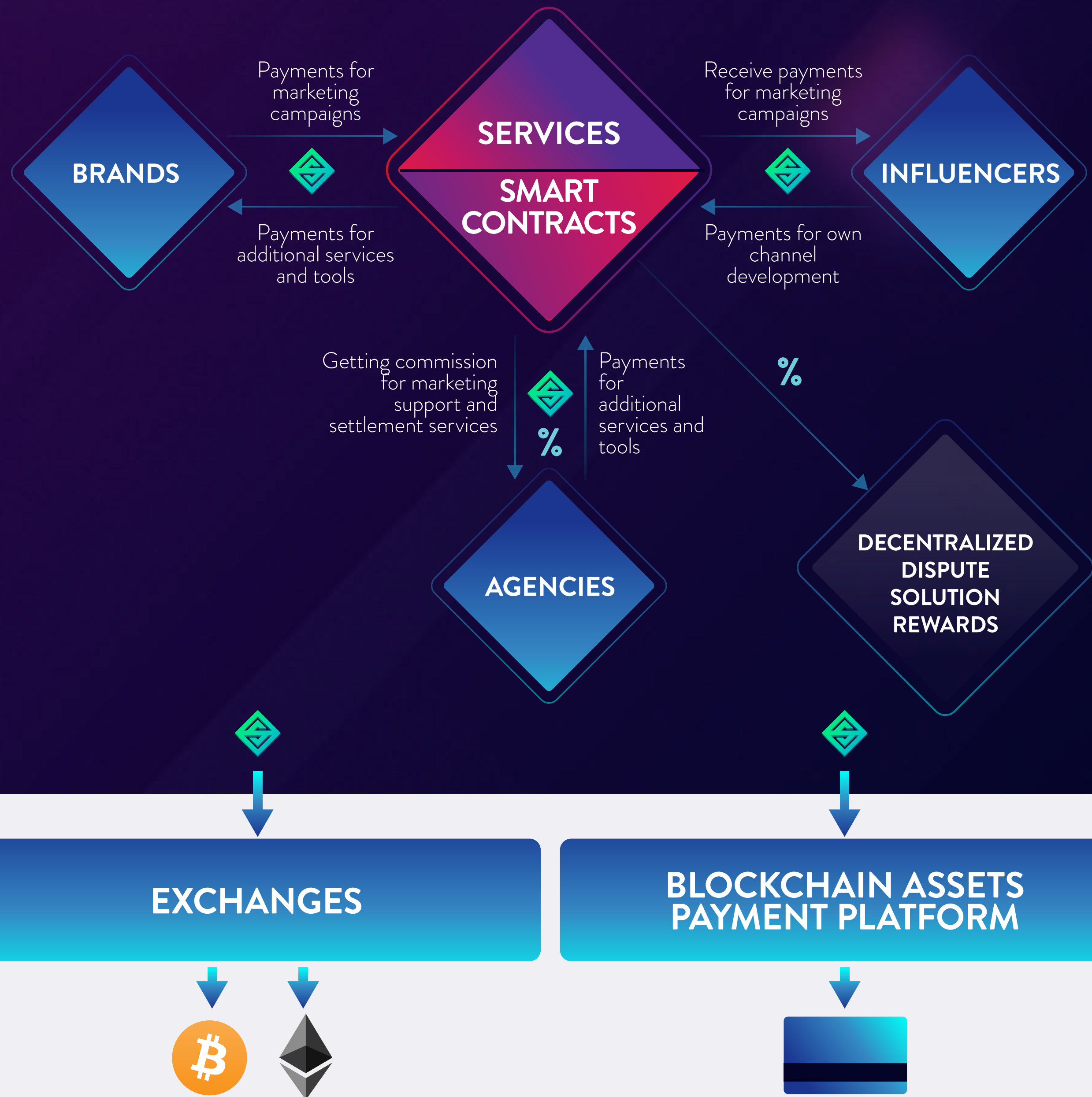
# MEET SOCIAL MEDIA TOKEN (SMT)

All operations within the SocialMedia.Market ecosystem are executed with its utility cryptocurrency token - Social Media Token (SMT), which ensures high standards of services and prevents any unauthorized manual intervention in the processes within the system. Social Media Token will create a self-driven economy based on constant cooperation between influencers, advertisers, marketing agencies and agents.

## SHORT LIST OF ADVANTAGES SMT WILL PROVIDE TO ALL PARTIES AS A SINGLE CURRENCY

- ◆ 100% safe escrow transactions based on Blockchain technology
- ◆ Simplified and fast global payments
- ◆ Donations method for bloggers and streamers
- ◆ Agent commission within the platform
- ◆ Low-cost transactions with less operation fees
- ◆ Rewards earned by participating in Decentralized dispute solution system
- ◆ Utility tool for acquiring outstanding marketing services, premium analytics and development instruments





# TOKEN ECONOMY

SocialMedia.Market's platform will create a global marketplace for Advertisers and Influencer Marketing publishers among every major social network, providing convenient and transparent tools for the interaction of any party involved. For maintaining commercial relationships between participants, SocialMedia.Market will collect a service fee from every executed contract.

Token value is going to be upheld not only by simple transaction means within platform services, but also supported with the decentralized dispute solution system which will bring rewards to token holders for active personal participating.



Read more in our [«WHITE PAPER»](#)



# ROADMAP

With our core team know-how and expertise in entertainment, marketing, analysis and product development, we have a clear vision of how to implement blockchain and smart-contract technology as a day-to-day solution that will resolve market needs and help develop it, exponentially.

**EARLY 2016**

Founded Digital Marketing agency



**7 DEC 2017**

**TOKEN SALE PHASE 1**



**9 FEB 2018**

**TOKEN SALE PHASE 2**

Listing on exchanges



**Q1 - Q2 2019**

Brand awareness active phase

**WORLDWIDE LAUNCH**



**SINCE 2015**

~ngaged in Influencer Marketing for own projects



**Q2 2017**

Created SocialMedia.Market concept



**FEB 2018**

**LAUNCH OF SOCIALMEDIA.MARKET BETA**



**Q3 2018**

**PLATFORM RELEASE FOR US, UK, CIS MARKETS**

Reach turnover of \$250M budgets spent by agencies and brands

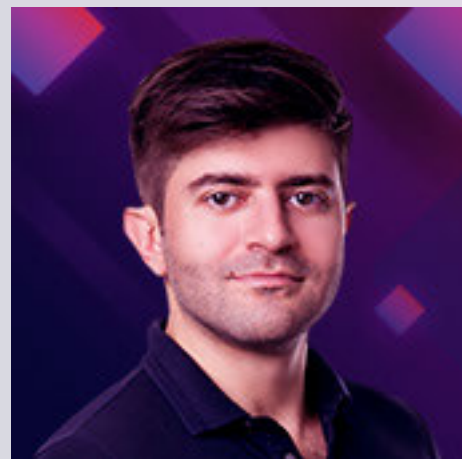


**Q1 2020**

Reach turnover of \$2.8B budgets spent by agencies and brands



# OUR TEAM



## DMITRY SHYSHOV

CEO, Founder

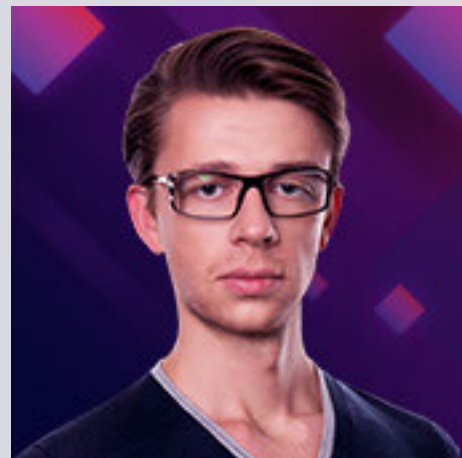
A passionate entrepreneur, the CEO and founder of R.Games and Nontita Limited, operating in games and Esports industries. Over the past 3 years R.Games sold more than 10M games and engaged over 2M of active users in a year. Nontita Limited operates on a market of virtual items and digital goods, being the entity behind CSGO.CASH. As an early adopter of influencer marketing strategy, Dmitry has a vast experience in it, as well as understanding of the internal operations on the market.



## ALEXANDRA MOROZOVA

Co-founder, Chief Marketing Officer

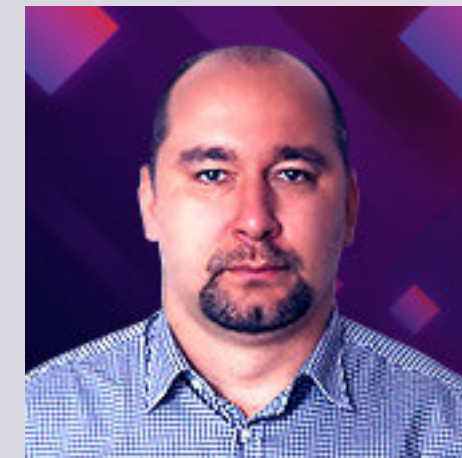
Alexandra is the marketing person behind the R.Games and Nontita Limited - the one, who is working with influencers in Game and Esports industries on daily basis. She has more than 7 years of experience in digital marketing and worked on marketing campaigns for Apple, Sony, Dell, Asus, Lenovo, Microsoft Xbox, Fibrum.



## VIKTOR PEREKHOD

Business Development Manager

Viktor has more than 8 years of expertise in building strategic marketing campaigns for new products and identifying new business opportunities. He has over 2 years of experience in KPMG (Big Four accounting firms) and worked with numerous industry leaders, like Volvo, Samsung, Vodafone, G2A.



## MAKSYM CHURKIN

Tech Lead

Maksym is an experienced full product modular architecture specialist and Scrum master. He has more than 7 years of technical expertise in development of SaaS applications. Maksym is responsible for all the technical parts of the project, making the SocialMedia.Market platform go live.



 20+

MEET OUR FULL TEAM ON LINKEDIN



# OUR ADVISORS



## ALEX YASTREMSKI

Legal Counsel  
San Francisco, California  
Blockchain regulatory/compliance expert

General counsel at Bitfury Group Ltd  
Fintech counsel Bingham McCutchen LLP



|| Influencer Marketing is rapidly gaining popularity among brands and marketers as one of the most effective advertising tools. SocialMedia.Market solves problems related to Influencer Marketing and has the potential to completely change the digital advertising industry. The project impressed me with its ambitious goals that could increase value for market participants and maximize sales for marketers. With the team's expertise, this project can become a successful and effective all-in-one solution for digital advertising



## CHAFIK ABDELLAOUI

Entrepreneur, the founder ACBMC, Bizzant, and XEDYAS IT HYBRID SOLUTIONS.

The person behind G2A explosive growth, as well as ~ontributor to Mobile Go ICO success. Chafic is an accomplished business development professional with an extensive experience in eCommerce, gaming and electronic payments.



|| Esports was always my passion and I hold a firm believe in the industry. After several years in Esports I realized that its potential is way beyond imagination. As Esports rely strongly on vloggers and streamers, I believe that the organized influencer marketing ecosystem will become a tripping point for the industry. SocialMedia.Market creates an opportunity, one can't ignore.



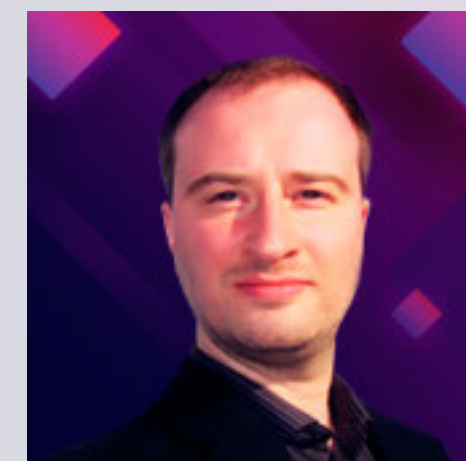
## SLAVIK NENAYDOKH

COO, Centuria Natural Foods  
San Francisco, CA

Head of M&A Emerging Markets, Exigen Capital  
Principal, Delphi Software International



|| SocialMedia.Market is wisely leveraging their know-how in a bid to enact social marketing change. Finally, creating more of an equilibrium in a David vs Goliath market setting and balancing out theright type of money connecting with the right type of influencer that understands how to deploy eachand every dollar in the most effective way toward the right type of audience. I am humbled toparticipate in this vision with the SocialMedia.Market team and looking forward to walking alongside them throughout its stages of corporate maturity.



## PETER ZHALOV

Former VP Marketing & Advertising at Wargaming.net, eSports and blockchain enthusiast



|| Today consumers use ad-blockers and ignore traditional digital advertisements. Influencer and eSports Marketing are becoming two most effective ways to reach Millenials and Generation Z audience. These growing exponentially markets are among the most attractive for disruptive businesses. Socialmedia.market has the solution of creating a transparent marketplace for Influencer Marketing, and I'm excited to join the Advisory Board of this project.





# TOKEN SALE

**JOIN TOKEN SALE**

COMMIT FOR PRE-SALE

## TOKEN SALE: PHASE #1

**START DATE:** 7 December 2017 12:00 pm GMT (1:00 pm CET)

**END DATE:** 14 December 2017 12:00 pm GMT (1:00 pm CET)

**PRE-SALE:** Will be opened 14 days prior to Phase 1

[Commit for Pre-Sale for special terms](#)

**MINIMAL GOAL:** 2.000.000 SMTs

**PHASE HARD CAP:** 10.000.000 SMTs

**Token exchange rate:** 1 ETH = 800 SMTs

**Minimum contribution amount:** 0,01 ETH / 8 SMTs

**Maximum contribution amount:** unlimited

**Contribution methods:** ETH, BTC

**Bonuses:** Day 1 - 10%, Day 2-3 - 7%, Day 4-5 - 5%, Day 6-7 - 3%

After Token Sale: Phase 1, all unsold tokens will be added to Token Sale Phase #2 amount

## TOKEN SALE: PHASE #2

**START DATE:** 9 February 2018 12:00 pm GMT (1:00 pm CET)

**END DATE:** 23 February 2018 12:00 pm GMT (1:00 pm CET)

**PRE-SALE:** TBD

**SOFT CAP:** 2.000.000 SMTs

**HARD CAP:** 30.000.000 SMTs

**Token exchange rate:** 1 ETH = 700 SMTs

**Minimum contribution amount:** 0,01 ETH / 7 SMTs

**Maximum contribution amount:** limited

**Contribution methods:** ETH, BTC

**Bonuses:** NO BONUSES WILL BE PROVIDED

After Token Sale: Phase 2, all unsold tokens remaining from both sale phases will be burned.



# WHY SHOULD YOU INVEST IN SOCIALMEDIA.MARKET?

1

Influencer Marketing - is **THE MOST FAST GROWING SECTOR** of online advertising that will turn into a \$5-10 billion industry by the end of 2020

2

Influencer Marketing is the most interesting channel for brands as it is **THE MOST COST-EFFECTIVE** advertising channel

3

SocialMedia.Market solves all major issues, that interfere with a **HYPE GROWTH** of Influencer Marketing

4

Our platform will **STIMULATE MARKET GROWTH** even further by allowing a vast majority of micro-influencers and small businesses to be involved into influencer marketing campaigns

5

Token holders can **EARN ADDITIONAL TOKENS** and **INCREASE TOKEN VALUE**, participating in a decentralized dispute solution

6

Social Media Token is unlikely to be considered a security. **SEC HOWEY TEST RESULTS IS 20 POINTS**

**CHECK TEST**

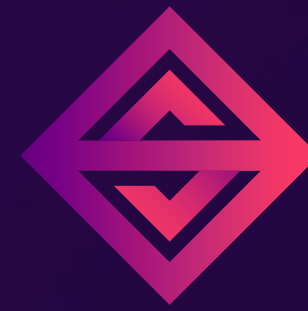
7

We're **SUPPORTED BY BLOCKCHAIN REGULATORY/COMPLIANCE EXPERT** and legal council at Bitfury - Alex Yastremskiy, which will guarantee security and transparency

8

SocialMedia.Market sells 80% of all its tokens to **ELIMINATE THE POSSIBILITY OF MARKET CONTROL** and manipulation





socialmedia.market

# MEET THE NEW GENERATION OF ADVERTISING

For all the questions or inquiries write us on

[INFO@SOCIALMEDIA.MARKET](mailto:INFO@SOCIALMEDIA.MARKET)

Official website:

[HTTPS://SOCIALMEDIA.MARKET](https://socialmedia.market)

Join the conversation on:



TELEGRAM



BITCOIN TALK



TWITTER



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MEDIUM



YOUTUBE



REDDIT