



BitKE

THE HOME OF BLOCKCHAIN & CRYPTO IN AFRICA
Promotion & Marketing
Rate Card

Product Overview

BitcoinKE offers promotional and marketing options for your product, service, and events around finance, crypto, and the blockchain ecosystem in Kenya and the entire Africa.

We have a dedicated audience that cares about the digital revolution, especially around the blockchain and crypto space



We report on blockchain industry news in Kenya and the region.

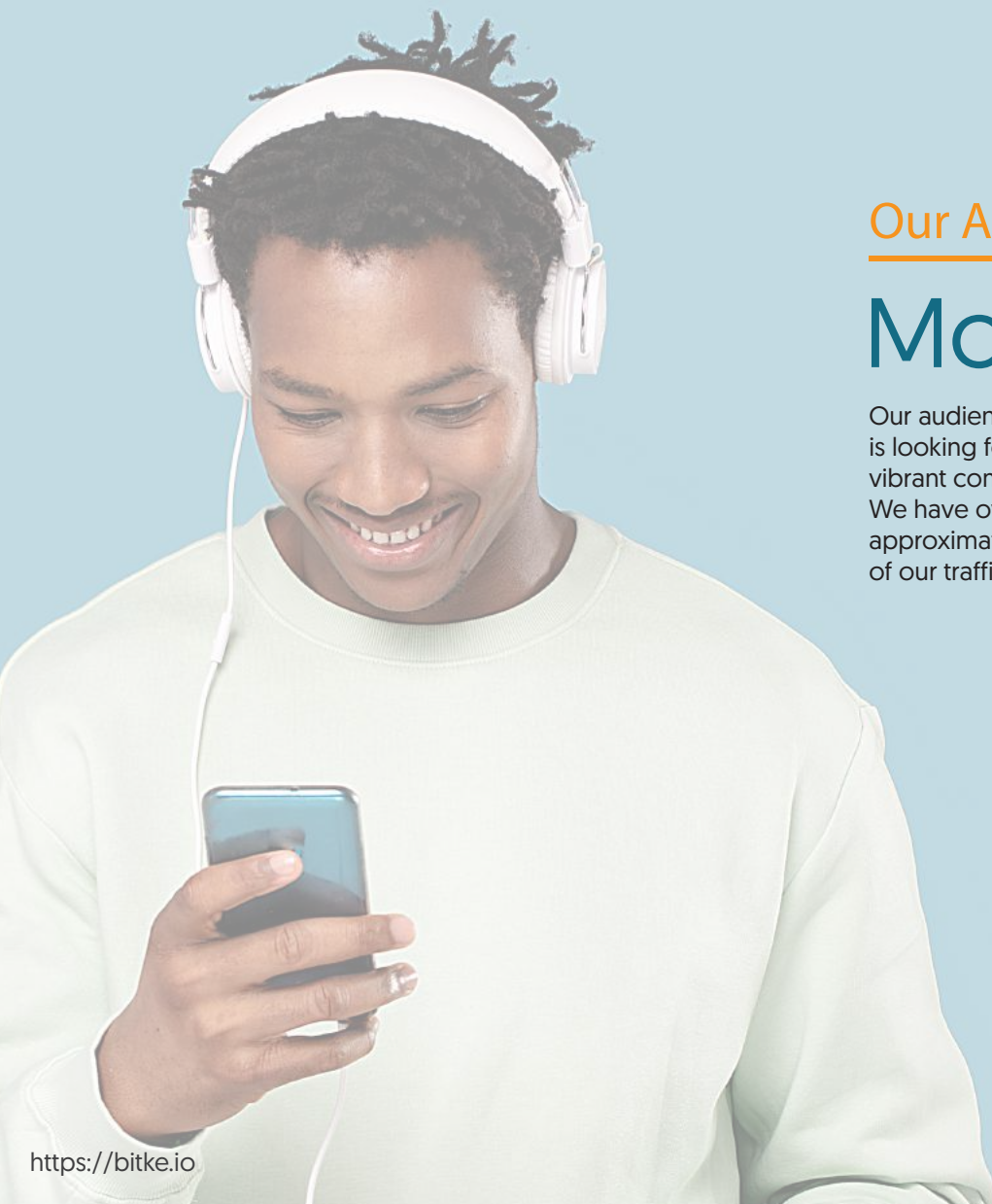
We are also actively involved in the blockchain education and events space



Our Audience is ...

Mobile

Our audience is a mobile-first generation that is looking for solutions on-the-go. It is a young, vibrant community that is always engaged. We have over 40,000 monthly page views and approximately 1,500 page views per day. 70% of our traffic comes from mobile.



Our Audience is ...

Social Savvy

Our audience is also a social-savvy community of entrepreneurs, freelancers, and young working class ready to share and engage on the popular social platforms.

Below are our social media community numbers as of July 2020:

- Facebook - Over 20, 000 followers across our various groups and pages
- Twitter: Over 3, 000 across our various handles
- Telegram: Over 3,000 across various groups
- WhatsApp: Over 2,000 across various groups



Digital first

The BitKE community is a digital savvy audience that considers digital as the first and last point of contact. It is a community that understands the digital landscape and interacts across the digital landscape seamlessly.

It is also highly accommodative and comfortable and prefers more digital communication over traditional.

Videos ready

In order to build traction and reduce bounce rates, we create highly-actionable and audience-retaining video content. Our audience consumes visual media more easily over other types of content and is ready to engage more with such type of content.

Our video content covers:

- Interviews with reputable industry thought leaders
- Event coverage and documentation in the fintech, blockchain, and technology space
- Live-streaming and updates at events
- Pre-event and post-event marketing video content
- Product video demos and walkthroughs



Syndicated Content on Partner Sites

We have partnered with various brands and media outlets to ensure our content is syndicated across the board for increased exposure.

Some of these outlets include:

- African Blockchain Alliance
- Crypto TV Plus
- Opera News App
- Incrypts News App
- Blockchaintalk.org
- DiutoCoin News Nigeria

Other sites in the finance and tech space include:

- <https://diutocoinnews.com.ng/>
- <https://hedgemaven.maven-data.com/>
- <https://live.mystocks.co.ke/index.php>
- <http://www.nutcracker.africa/>
- <https://shika-app.com/>

among others

We're always adding to this list to continue growing



Engaged & Dedicated Email Newsletter

In order to reach a targeted audience, our email newsletter offers access to a truly engaged and dedicated list of subscribers that is growing by the day.

All subscribers have visited our website and signed up making them a dedicated audience.

Our Offering

Below is what we offer in order to reach our audience:

Featured Posts:

These are long and short form posts that are regularly shared across our social and email contacts.

\$200 per post

Email Newsletters Sponsored Content:

We feature your product and service to our subscribers on our weekly newsletter

\$500

(Featured posts will be edited to fit our audience and website style).

Website Banners:

These are graphic banners that are shown and displayed on the homepage and in-posts.

\$300 - Sidebar ads

\$700 - In-post ads

\$1,000 - Main top website ads

Events Management

We offer events management services in the following areas:

- Pre-event organization (location, logistics, software)
- Speakers and panel outreach
- Audience reach-out campaign
- Event coverage (video, social media, and post publishing)
- Post-event promotion

Our events management services rates start from \$300 upwards depending on client needs and requirements.

Social Media Promotions and Mentions:

We offer social media exposure for brands, products and services.

- \$300 - Facebook/Twitter (One week promo)
- \$300 - WhatsApp / Telegram (one week promos)
- \$200 - Social Media Graphics (Includes different sizes and format)

Video Promos

We offer a variety of video services, both as BitKE, and as an independent media service as shown below:

- Event video coverage
- Interview videos
- Promo videos
- Product walkthrough videos

Our video content creation rates start from \$200 upwards depending on client needs, requirements, and expectations.

Everything Decentralized!

<https://bitke.io>



Email: info@bitke.io | Website: www.bitke.io + in-app contact form



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