

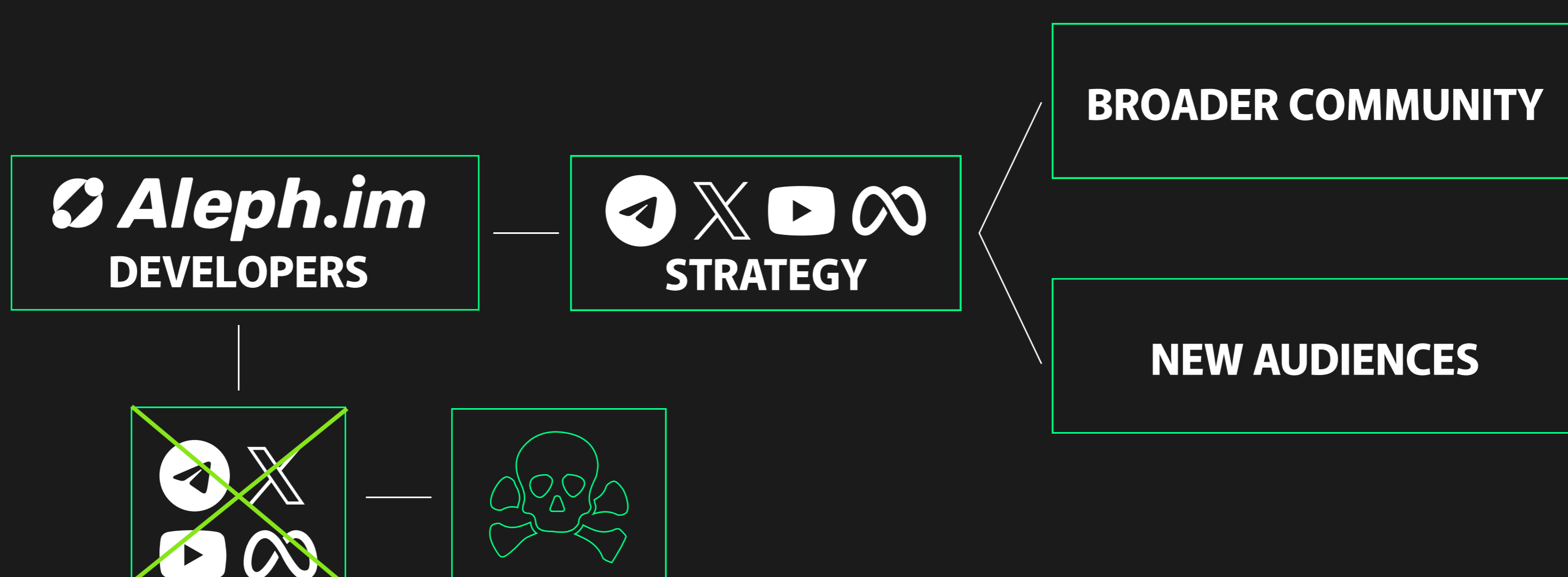
# ALEPH.IM

## OVERVIEW

Aleph.im, a distributed cloud platform for dApps across any blockchain, partnered with Multiplied to develop a social media strategy, increase brand awareness, grow its community, and boost account engagement on X.

## CHALLENGE

Aleph.im had organically attracted developers interested in building decentralized products on its platform. However, the team lacked a comprehensive social media strategy to reach new audiences and grow its community. Initial analysis showed community growth had stagnated due to a lack of strategic direction.



## GOALS

- 01 INCREASE AWARENESS OF ALEPH'S PRODUCT AND VALUE
- 02 IDENTIFY KEY COMMUNITY CHARACTERISTICS, INTERESTS, AND NEEDS
- 03 BOOST X FOLLOWER GROWTH AND ENGAGEMENT

## STRATEGY

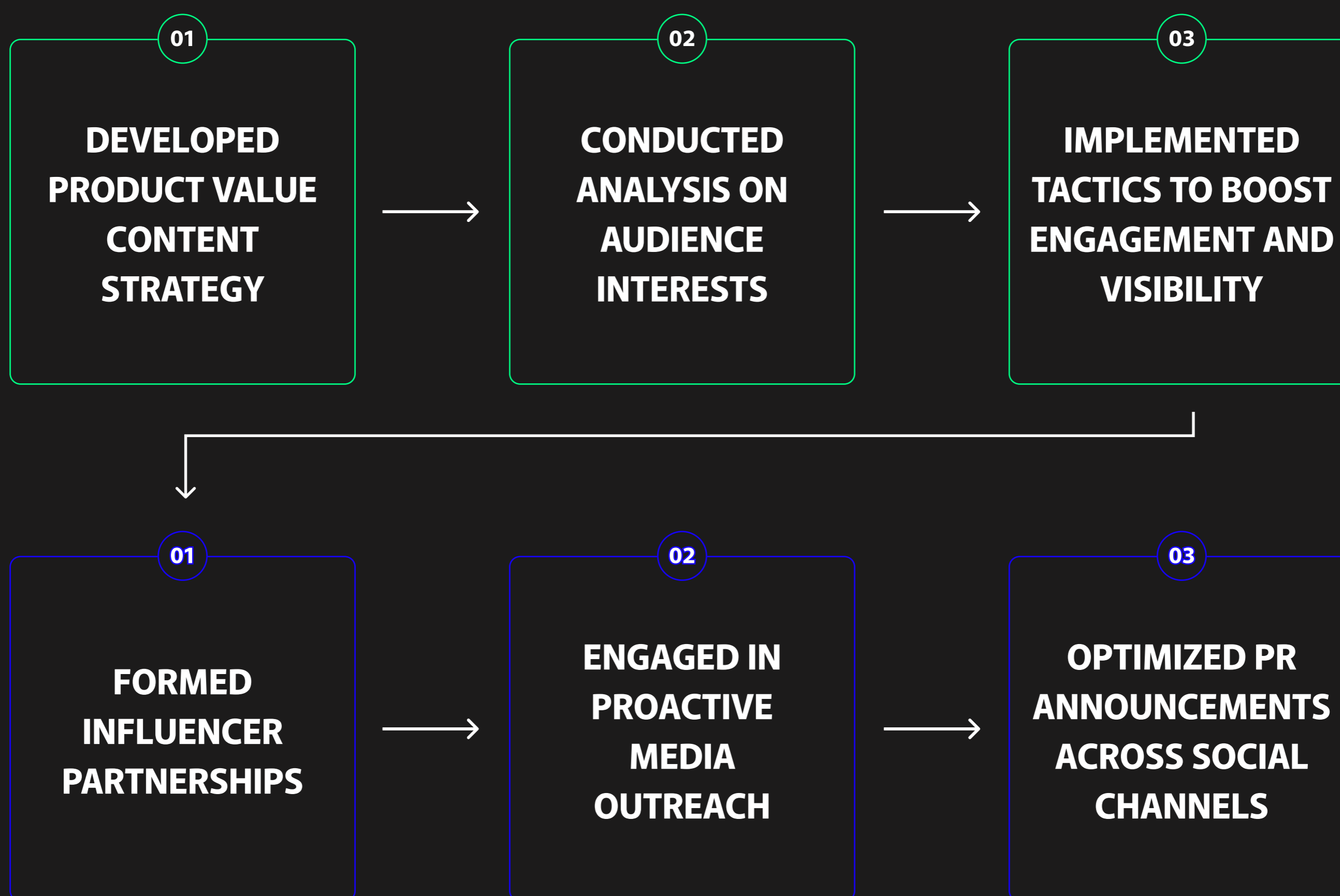
Phase 1:

- 01 DEVELOPED A CONTENT STRATEGY FOCUSED ON SHOWCASING ALEPH'S PRODUCT VALUE
- 02 CONDUCTED A COMPETITIVE ANALYSIS TO IDENTIFY AUDIENCE INTERESTS
- 03 IMPLEMENTED AUDIENCE GROWTH TACTICS TO BOOST ENGAGEMENT AND VISIBILITY

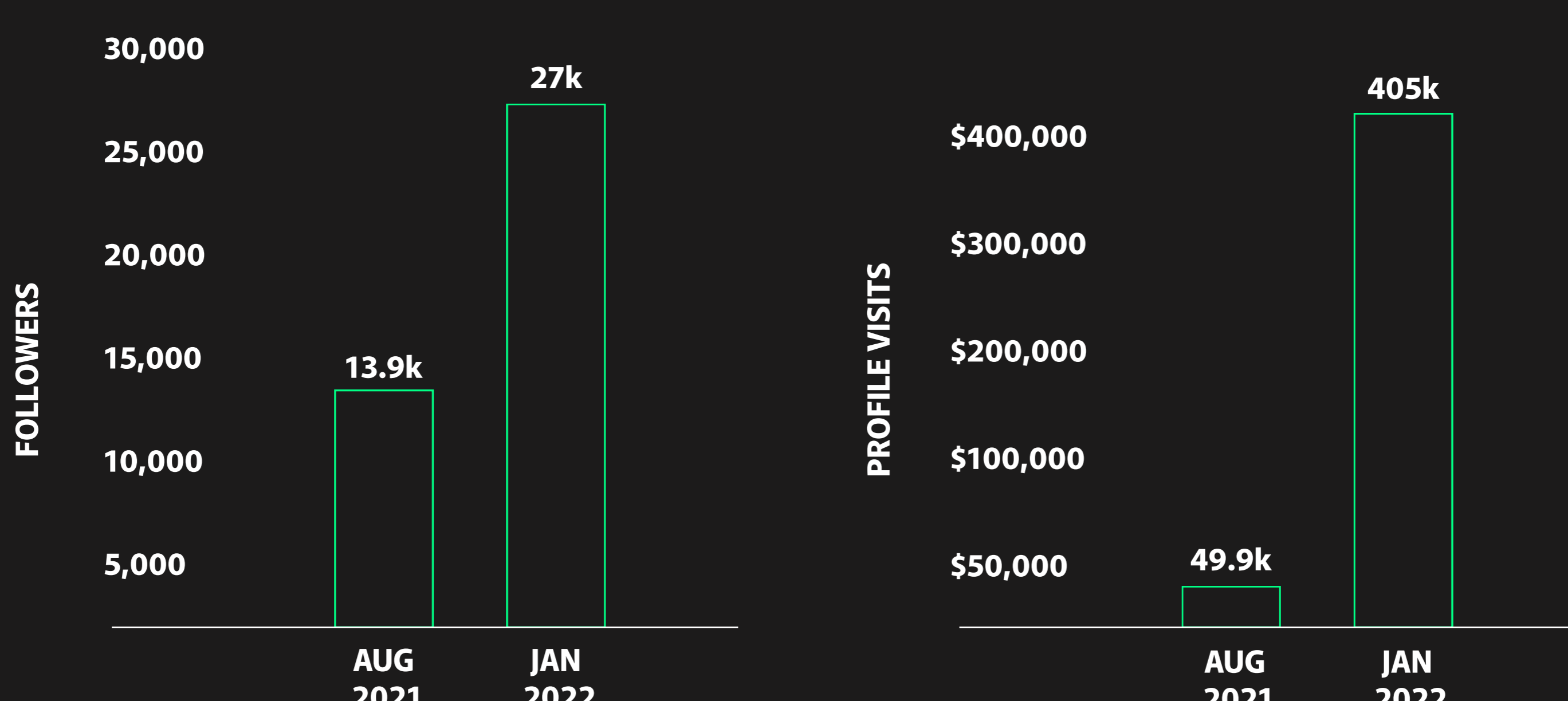
Phase 2:

SCALED ALEPH'S SOCIAL REACH THROUGH A THREE-PRONGED GROWTH PROGRAM:

- 01 FORMED INFLUENCER PARTNERSHIPS
- 02 ENGAGED IN PROACTIVE MEDIA OUTREACH
- 03 OPTIMIZED PR ANNOUNCEMENTS ACROSS SOCIAL CHANNELS



## PERFORMANCE AND ANALYTICS



## NOTABLE RESULTS

811%

GROWTH: 8X INCREASE IN PROFILE VISITS

190%

GROWTH: 2X INCREASE IN FOLLOWERS

95%

PERCENTAGE SENTIMENT ANALYSIS: CONVERSATIONS WERE POSITIVE OR NEUTRAL