ATHENA LABS

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The Web3 Bear-Market Growth Agency

Jan 2023

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THE SITUATION

The Crypto Industry is in the middle of a **deep Bear Market**.

Luna, 3AC, FTX - **2022's collapses** have shaken confidence in Crypto to its core.

THE INDUSTRY WILL NEVER BE THE SAME AGAIN.

What does this mean for you?

1   **Your Product Is Harder To Sell.**

2   **Your Potential Audience Shrinks By The Day.**

3   **Old Marketing Tactics Don't Work Anymore.**
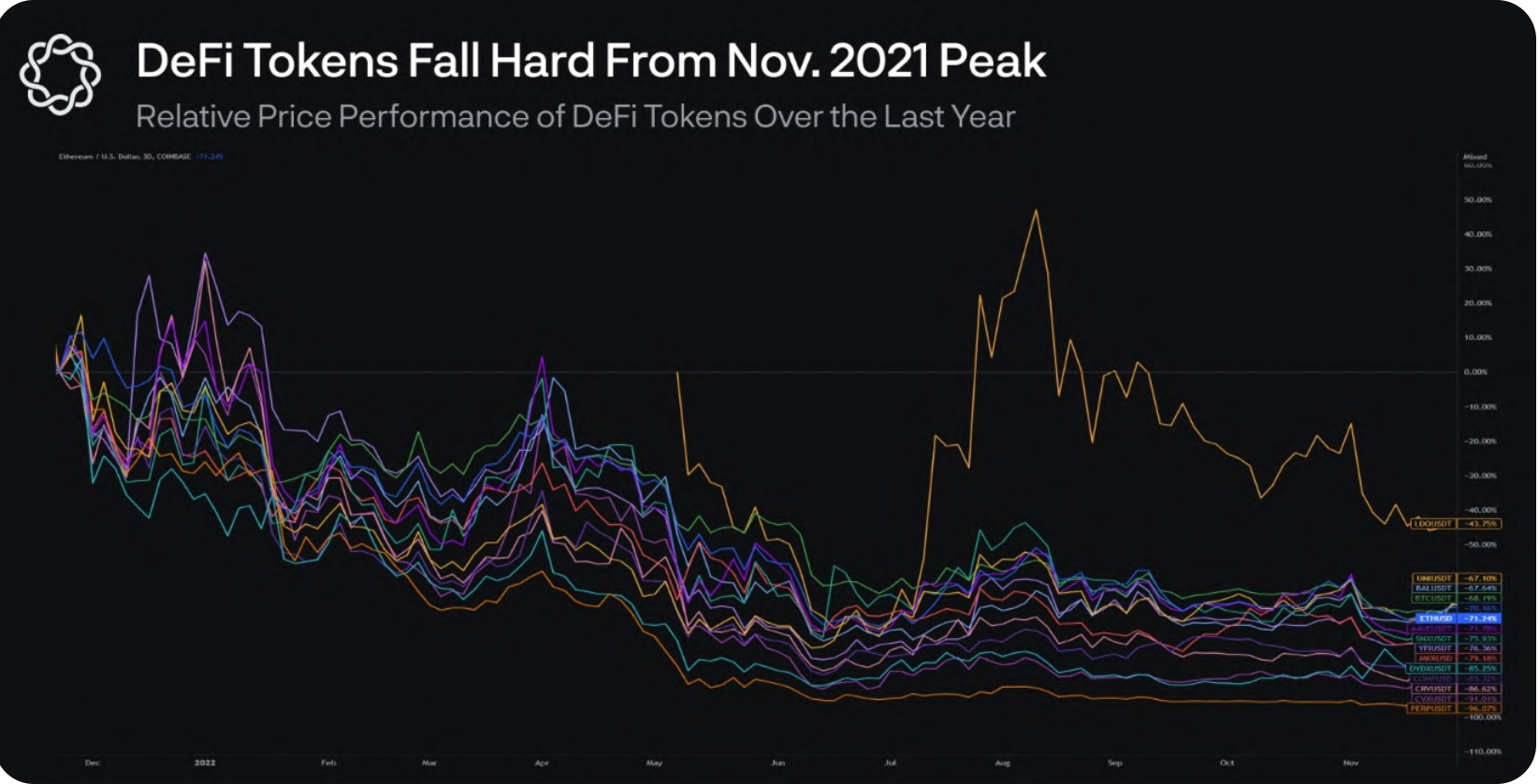
The Numbers as of January 2023:
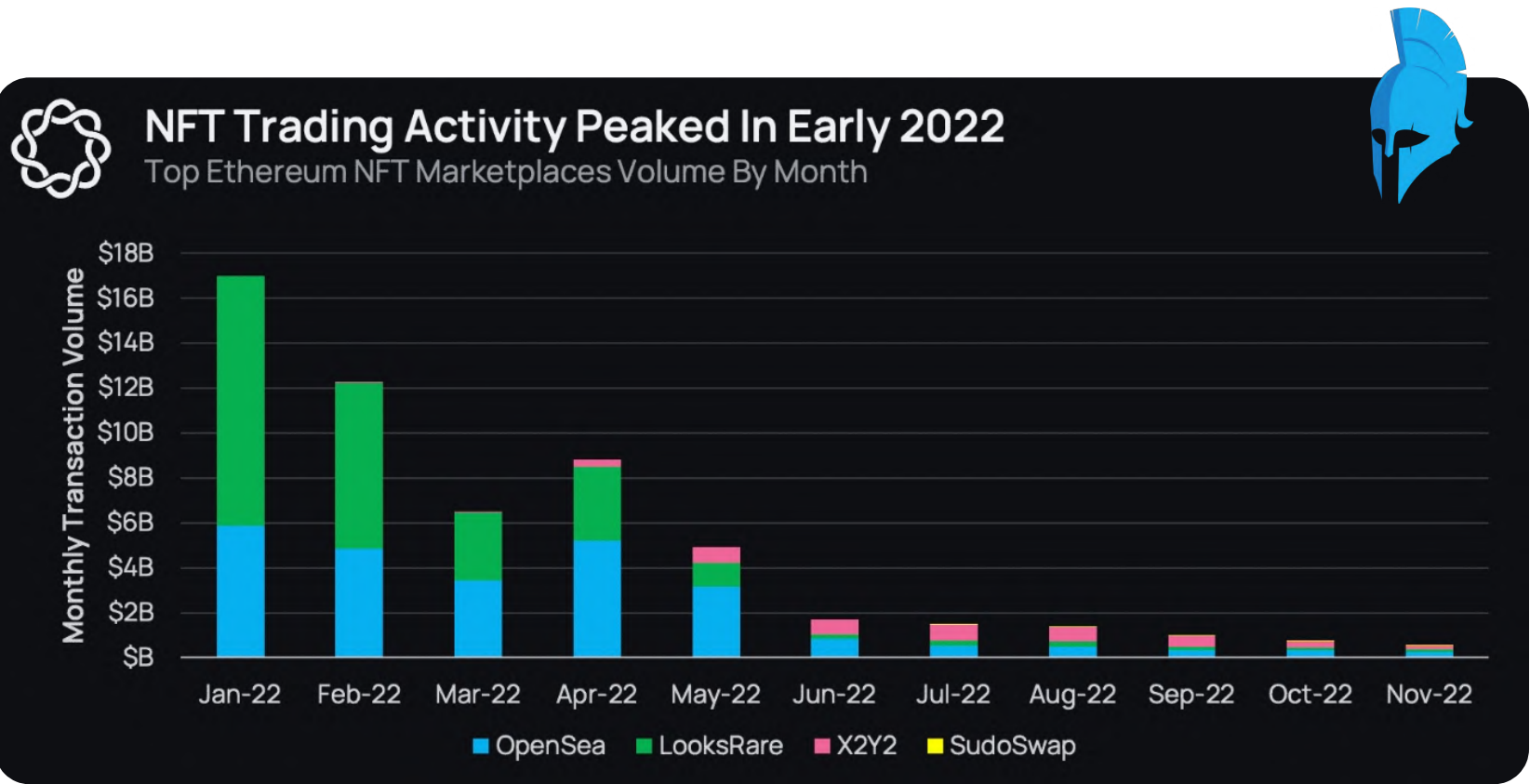
−74%
BTC and ETH from ATH

−90%
Overall NFT Market Cap

−74%
Total Global Crypto Market Cap

−79%
DeFi Market Cap

NFT Trading Activity Peaked In Early 2022
Top Ethereum NFT Marketplaces Volume By Month

Legend: OpenSea, LooksRare, X2Y2, SudoSwap

DeFi Tokens Fall Hard From Nov. 2021 Peak
Relative Price Performance of DeFi Tokens Over the Last Year

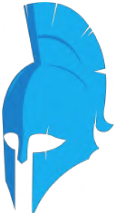Source: DelphiDigital Navigating Crypto in 2023

The truth is…

This is a
make-or-break moment
for Web3.

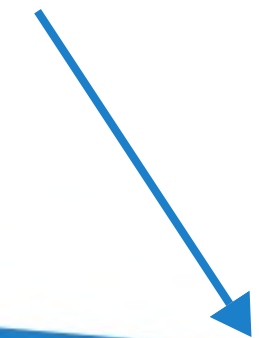Growth is **slowing** and investment is **drying up**.

Many projects **will not survive** this crypto winter and their communities will not return.

ONLY THE PROJECTS THAT ADAPT TO THE BEAR MARKET WILL MAKE IT.

You are here.
(But your brand
doesn't have to be)

THE PROMISED LAND

Most of your competitors still **haven't worked out** how to grow in this market.

We'll show you how,

USING OUR INNOVATIVE BEAR-MARKETING GROWTH TACTICS...

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BEAR MARKETING SERVICES

BEAR-MARKET CONTENT CREATION

Your audience thinks differently now. It's harder to gain their trust and harder to hold their attention. We know what content actually works and which social channels are still worth pursuing.

CRYPTO-WINTER COMMUNITY BUILDING

We can give your Discord and Telegram communities a **real reason** to stay with crypto-winter activations that keep them interested and entertained.

BEAR MARKETING SERVICES

BEAR-MARKET PR

Build your brand narrative and maintain presence in the outlets and crypto newsletters that are growing the most in this market.

SOCIAL MEDIA
GUERRILLA MARKETING

The days of easy giveaway + promoter strategies are over. Growing a Web3 brand on Twitter and beyond requires you to think outside the bull-market box.

BEAR MARKETING SERVICES

WEB3 SEO

Market volume may be down, but Google search volume is more important than ever. Capture the high-intent web visitors that are already looking for your product. Our experts think like degens and execute high-level SEO strategies.

CMO-AS-A-SERVICE

Our Web3 marketing experts have built brands through the cycles and are on call to give you the specific advice you need for those difficult business decisions.

BEAR MARKET CASE STUDIES

1 year of
Bear-Market growth.

$10M+
Token Value Created

18
Websites Designed and Built

170M+
Social Media Impressions

$2M+
NFT Revenue Generated

2M+
Website Traffic Driven

20M+
Video Engagements Inspired

20
Bear-Market Brands Built

10
Athenians and Counting

CASE STUDY | Carbon Credit Technology

SUMMARY

In 2022 Athena Labs were hired to launch Carbon Credit Technology. The Algorand based environmental token seeks to revolutionise climate action through unlocking access for retail investors to the world's largest carbon market for the first time.

Athena built and led the brand from day one and grew it into **the 2nd largest project by market cap on the entire Algorand blockchain**.

RESULTS

- Two successful centralised exchange launches
- $9,684,864 Market Cap
- The 2nd largest Algorand project by MarketCap

15.8K Followers   **5K Members**

CASE STUDY | Bolide - DeFi Aggregator

SUMMARY

Bolide is a DeFi Aggregator platform and are the #1 Yield Aggregator of choice for BTC holders. Their social media performance and community engagement had been severely damaged by the recent market crash. Athena Labs were hired to turn this around.

We refreshed their entire content strategy using high-value twitter threads, educational videos, and guerrilla marketing tactics. Within two months their engagement metrics had skyrocketed and the community was revitalised (see results below):

RESULTS – (From Start Date to 2 Months On)

- Tweet Impressions **+432%**
- Twitter Profile Visits: **+251%**
- Twitter Mentions: **+157%**

5,850 New Followers

CASE STUDY | Generative AI NFT Project

SUMMARY

Athena Labs' core team was consulted to run the marketing for an NFT brand that uses neural networks to combine existing NFT art with historical aesthetics. This combination of new technology with historical art forms was the perfect way to onboard people into NFTs and educate them on the artistic possibilities on offer.

We built a strong community of NFT enthusiasts across Twitter and Discord. Our **deep-learning engine** was used to create marketing content and build brand awareness across social channels. Athena led the marketing strategies for the two mint cycles.

RESULTS

The marketing strategies we deployed were successful and resulted in the entire collection **selling out in 2 minutes**.
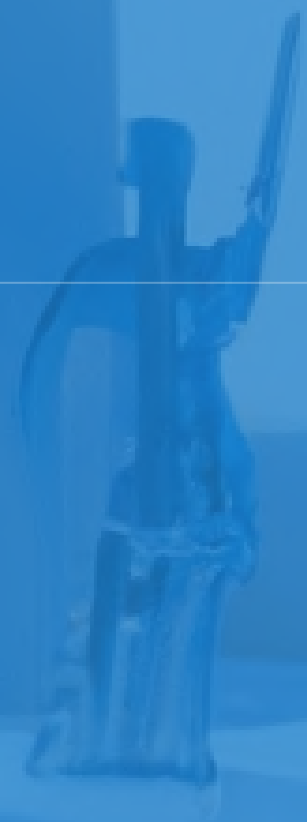
10.1K Followers

2.5K Followers

THANK YOU