

## **MicroInfluence — Pitch Deck**

Web3 Marketing Agency

*Bridging Projects, Exchanges with the right Communities*

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### **Problem**

- Projects struggle to connect with the right audience in Africa & beyond
  - Exchanges seek trading volume but lack authentic community entry points
  - KOLs need sustainable partnerships with credible projects
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### **Our Solution**

- Connect projects ↔ Exchanges ↔ KOLs
  - Tailored marketing strategies for Web3
  - Community-first growth model
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### **Who We Are**

- 5+ years of Web3 experience
  - Team of business developers, ads specialists, and affiliate managers
  - Deep knowledge of DeFi, Degen, Futures, Forex and other sectors
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### **Services**

1. Affiliate & Partnership Connections
2. Negotiations & Deal Structuring
3. Advertising & Promotions
4. Community Management
5. Social Media Management

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## Why Choose Us

- Strong African crypto community insights
- Proven record of exchange/KOL partnerships
- Skilled ad specialists & business developers
- Trusted Web3-native team

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## Revenue Model

**From Exchanges:** Campaign Packages, Consulting, Affiliate Commissions (5–80%)

**From KOLs:** Management Fees, Deal Brokerage (%), Growth Services, Affiliate Commissions (%)

**From Both:** Campaign Management, Subscription Access, Performance-based

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## Example Scenario


- Exchange pays \$5000 campaign
- Microinfluence keeps \$1,000 (20% fee)
- KOLs get \$4000 distribution
- Plus: Affiliate commissions

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## Call to Action

### Let's Build Together

 [contact.microinfluence@gmail.com](mailto:contact.microinfluence@gmail.com)

 Telegram - <https://t.me/Microlove> X (formally Twitter) <https://x.com/microfluence>

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