

NEOPR.



# PITCHDECK

Marketing, Public Relations and Strategic Advisory  
for Crypto, Fintech, Emerging Tech and Blockchain  
Industries







NEO PR

# WELCOME

We have earned a reputation for delivering consistent, strategic and creative solutions that deliver on clients' objectives.

Coming out of the big agency and brand environment, the partners experience helped identify a need for clients to enjoy equally big thinking, but in a more focused and engaging environment.





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# ABOUT US

We are a marketing, public relations and strategic advisory operating globally. Our clients are focused in the Crypto, Fintech, Emerging Tech and Blockchain Industries.

Our culture is hands-on. As a team and partnership, we're accountable. We nurture an attitude that fights for what is right for the project. We develop solutions that make a difference. Personal beliefs and opinion are left at the door.



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## SERVICES.

With a focus on saving our clients both time and resources

## ADVISORY.

- Tokenomics
- Exchange Listings
- Growth Plans
- Marketing Strategies
- Thought Leadership
- Board Introductions
- Partnerships and Co-branding





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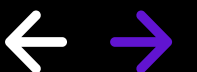
*"You cannot buy engagement. You have to build engagement."*  
— Tara-Nicholle Nelson

- Social Media Management
- Forum Management
- Moderators (TG & Discord)
- Content Creation
- Translation Services
- Influencer Management
- Guerrilla Marketing Strategies
- AMA's (Ask me Anything)



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**MARKETING.**







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# PUBLIC RELATIONS.

Organise communication, promote yourself, and build a positive reputation

- Press Releases
- Interviews
- Articles
- Publications
- Reputation Management
- Crisis Control
- Conferences
- Event Planning
- Speaking Slots and Panels



*"Your brand is a story unfolding  
across all customer touch points."*  
— Jonah Sachs

- Logo
- Corporate Identity
- UI/UX
- Web Design/Development
- Brand Strategy
- Whitepaper

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## BRANDING.





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# INVESTOR RELATIONS.



## Strategic Partnerships

Combine forces with our network to expand your brand reach to add value, increase brand awareness and create brand trust.



## Fund Raising

Seek financial contributions by engaging individuals, businesses, or governmental agencies.



## Networking Events

We find and analyse conferences or networking events which best suit your project, and represent you.



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## MEDIA COVERAGE.

Our team will leverage their contacts and reach out to appropriate global media, aiming to get your project on regionally targeted traditional and crypto publications.



By projecting the credibility, expertise, and image you want to convey to your target audience, it positions your business in a positive light.



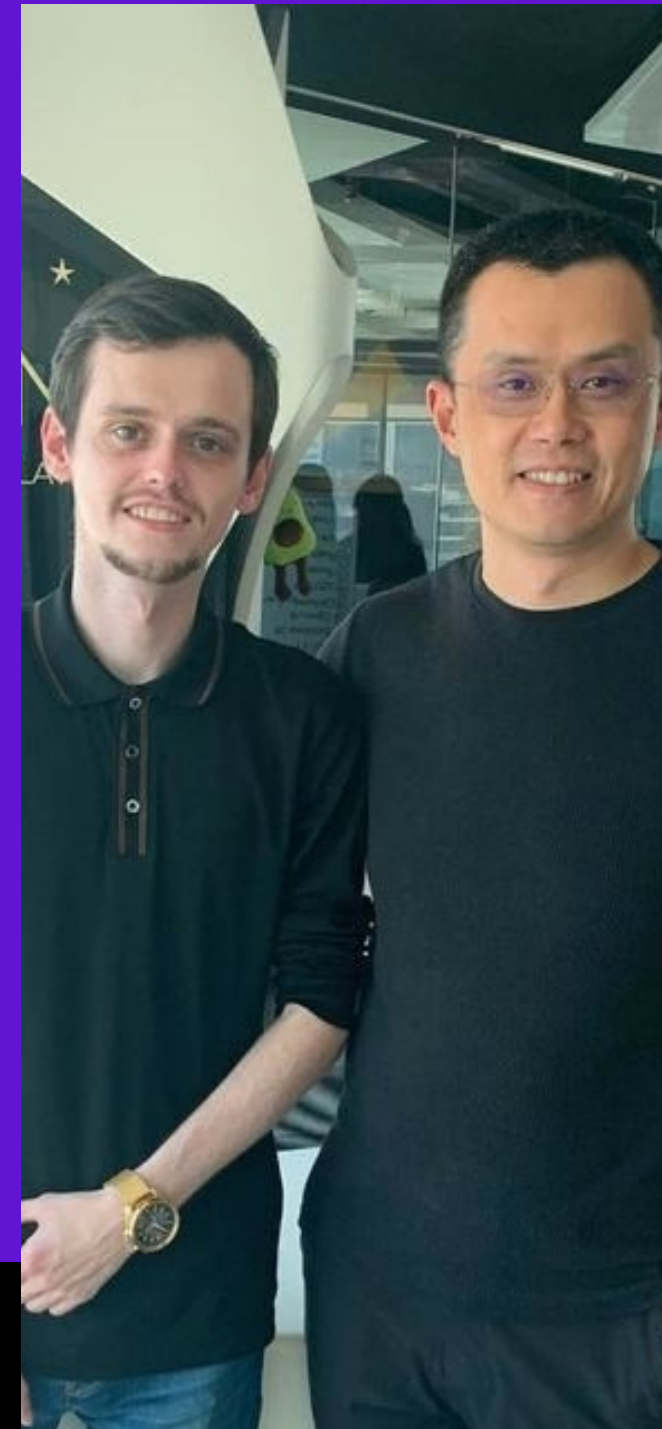
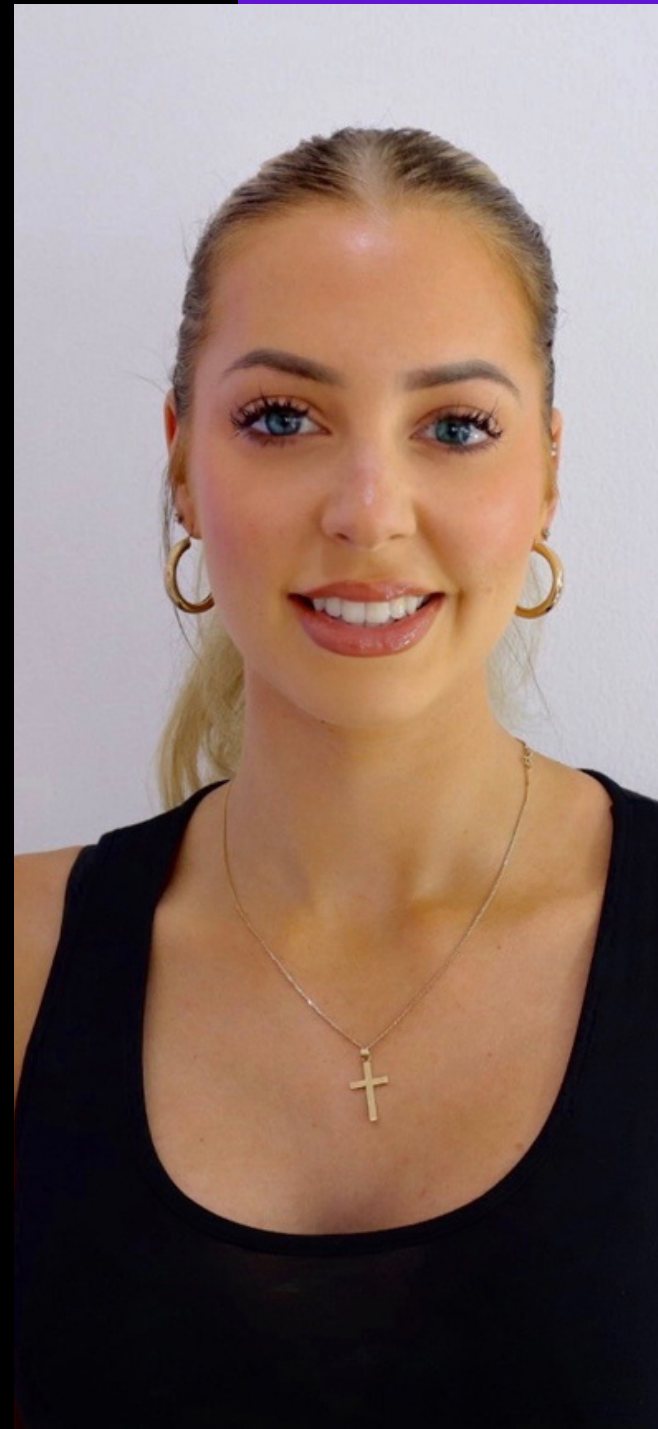
# NEO PR.

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## CORE TEAM.

We are a full stack digital marketing agency, equipped to raise your profile, enhance your reputation and boost your project awareness. Our team are ready to inspire, engage and deliver for you.

From tokenomics to articles & press releases, we have everything covered.





### 1. Immersion

Client briefs are distilled, reviewed and agreed upon. We immerse ourselves into the clients business and brand and conduct as much research as possible.



### 2. Distilling

A media-neutral approach is utilized to develop brand and communication strategies, define our target audience and set objectives. Overarching brand positioning is refined and integrated with the brand essence.



### 3. Conception

Brainstorm sessions, creative conceptualisation and solutions are crafted, assessed, scrutinized and benchmarked against the strategic objectives and the best solution is selected to ensure the optimal ROI.



### 4. Execution

Strategy, creative and execution are all interlinked. When one of these elements is not correct, even the greatest work can fail. Our internal quality control processes (from brief to implementation) help to ensure successful execution.



### 5. Investigation

Post-campaign analysis is done as a means of reviewing and evaluating the effectiveness of each campaign. ROI is vital to the success and growth of any brand. The insights gleaned are the utilised to guide the next phase of clients work.





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FOR ALL YOUR ATTENTION  
**THANK YOU**

We would love to have a chat about your project!  
Contact us or schedule a call online.

Phone: +353 85191 6908

Website: [neopr.io](https://neopr.io)

Email: [info@neopr.io](mailto:info@neopr.io)

