

# A New Cryptocurrency Disrupts a Down Market with PR Strategy, Social Media and Crypto Expertise Positioning

## The Customer



Seasonal Tokens are a Bitcoin-inspired decentralized cryptocurrency designed to be profitable using cyclical trading, as the prices of the four tokens oscillate around one another. The project's creator, Ruadhan O., wanted to create a new investment that wouldn't plummet during the bear markets that arise from Bitcoin's seasonality.

Once every nine months, production of the fastest-produced token is cut in half, making it the slowest-produced token. As the market adjusts to the drop in supply, that token also becomes the most expensive. This allows investors to increase their holdings over time by continually trading the more expensive tokens for the cheaper ones.

The mission of the project is to make the investment opportunity provided by the tokens a reality, using industry-standard best practices and ensuring compliance with financial regulations. The interests of investors have been the highest priority at every stage.

## The Challenge



As a new-to-the-crowded-market cryptocurrency, Seasonal Tokens' creator wanted to raise awareness, drive interest and investments, and educate a broad audience on how the tokens' unique investment potential differentiated them from other cryptocurrencies.

Specifically, Ruadhan was seeking media coverage to support the project's community-building efforts and to attract a wide range of investors, from novices to seasoned financial experts.

It was a challenging time. Many cryptocurrencies had already plunged from their pandemic-era highs of late 2021. News of FTX's collapse in November 2022 dragged the crypto market down even further.

## The Decision



Seasonal Tokens went with Quantum because of its expertise in the crypto space. They were looking for general brand exposure about the company.

Seasonal Tokens also knew that Quantum could cut through the noise among the many crypto companies clamoring for attention and secure substantial media exposure through newsjacking, keeping tabs on the industry, and inserting Seasonal Tokens into the national conversation when opportunities arose.



**"Working with Quantum Media's talented team of professionals has been both enjoyable and extremely beneficial for our project. Thanks to their expertise and assistance, we've achieved a level of visibility and recognition beyond what we could have hoped for. Quantum Media's team are incredibly competent, experienced, and dedicated to achieving their clients' goals. I'd recommend them to anyone seeking a PR partner that consistently delivers excellent results."**

**- Ruadhan O. Creator of Seasonal Tokens**

## The Solution

Quantum Media began by targeting highly regarded journalists and major outlets, including Benzinga, MSN, Jane King, and others.

Quantum then began an outreach campaign, leveraging Ruadhan's expertise and knowledge to those select outlets. Quantum positioned him as a go-to expert and innovator to watch - one who was helping a platform with a built-in mechanism for increasing holdings, a unique hedge during a down crypto market.

This was a particular challenge given that Ruadhan goes by his first name only and had no social media presence. Positioning an anonymous CEO/founder as an expert can be a hard sell, but Quantum guided and created a LinkedIn strategy to help grow visibility into both the company's and the CEO's brand.

## The Results

Through the Quantum team's efforts, Ruadhan was featured in several high-profile media outlets, a big win for a relatively new project. In only two years, Seasonal Tokens saw 125 placements for a combined total of more than 720 million impressions.

Media appearances, placements and recognitions included:

- An interview with a NASDAQ reporter
- [UK Investing](#)
- [Benzinga](#)
- Acceptance on the Forbes Business Council
- Selected for Finders Cryptocurrency Predictions Panel
- Three interviews on Innovators with Jane King
  - [Seasonal Tokens](#) 10/22
  - [Seasonal Tokens](#) 11/22
  - [Seasonal Tokens](#) 2/23
- CoinsNews
- UK Investing
- ePodcast Network; Player.fm
- Authority Magazine

Quantum publicists were able to secure regular contributorships for Ruadhan to Investing.com and Seeking Alpha. He was also asked to be a part of Finder's Cryptocurrency Predictions Panel three times. The information was shared and published on dozens of sites including Yahoo! Finance, Bitcoin.com, Weiss Ratings, Crypto News and more. Because of Quantum's ability to turn opportunities around so quickly and reliably, press would reach out to us when working on relevant stories.

Starting in August 2022, Ruadhan became a more familiar presence on LinkedIn, with the Quantum team optimizing his profile and posting, engaging and making connections for him. Over 10 months, the Quantum social team created and published 56 posts, resulting in almost 24,000 impressions, 710 reactions, 55 comments and 64 shares. His followers grew from zero to 568 in that time. Quantum built a dedicated group of followers, which drove astonishing engagement rates of up to 8%. Posts averaged 400 views, which is particularly impressive considering that for more than half of that time Ruadhan didn't have that many followers and it is very unusual to get as many views on posts as followers. With that growing social media presence, both the founder's and the company's brands gained more visibility and credibility.

### Success in Numbers:

**125 Media Placements  
in 5 months**

**720M  
Impressions**

**3 Innovators with Jane  
King Interviews**

To discuss how more media exposure will get you in front of the right audiences  
and how Quantum helps increase value:

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