

HOW WILL WE ACHIEVE A GLOBAL IMPACT AND GENERATE REGIONAL TRAFFIC?

GLOBAL

REGIONAL

ENGAGEMENT



TRAFFIC

On global level we will boost engagement through a **creative content strategy**.

Regionally we will generate traffic through **re-targeting** and a **full-funnel media strategy**.

STRATEGY FOR BOOSTING ENGAGEMENT & TRAFFIC

EDUTAINMENT FOR THE WIN

- Being on the forefront of promoting **financial literacy** with **educational** and **entertaining** content to help people around the world **succeed** in life
- Trading and investing **content** delivered to our audience in **simple, easy to understand language**
- **Prioritizing video** content as one of **the key drivers of high engagement**
- **Strong focus on TikTok** to maximise engagement
- **Promoting consumer games** that lead people to our platform

COLLABORATE TO INNOVATE

- Partnering up with **bright minds** and **content creators** to drive **engagement, reach** new audiences and build a vibrant **community**
- Being **bold, creative** and **dynamic** in the choice of **topics** we discuss, making our content **interesting, valuable** and **anticipated**
- **Standing out** from the competitors by having **high production quality**
- Positioning Tickmill as a **forward-thinking** company **increases brand equity** and **attracts** new clients

ALWAYS ON

- Achieving a **high** enough posting **frequency** of **quality** content is key in **building** a **following** and getting people to **sign up** or **switch** to Tickmill
- **Repetition** is the most **efficient** way to make **information stick** because it creates **long-term memory** – having multiple **touchpoints** during the day is important for increasing **brand recognition**
- However, repetition must be delivered to the audience from **different angles** to **avoid** advert **blindness**
- Most social media **algorithms** also prioritize **recency** or content **freshness** – ranking **fresh content higher** than content that's older than a day

ALWAYS REAL

- **Authenticity** will be a crucial component in our road to **success** – so no unnecessary flashiness, flexing or BS
- **Relatability** beats **popularity** – **digging into what matters** to our audience to create meaningful connections
- Putting **names and faces** behind Tickmill breeds **trust** – more life @ Tickmill content/ employer branding
- Being **approachable** to increase **engagement** means we are there for our followers by answering questions in the comments

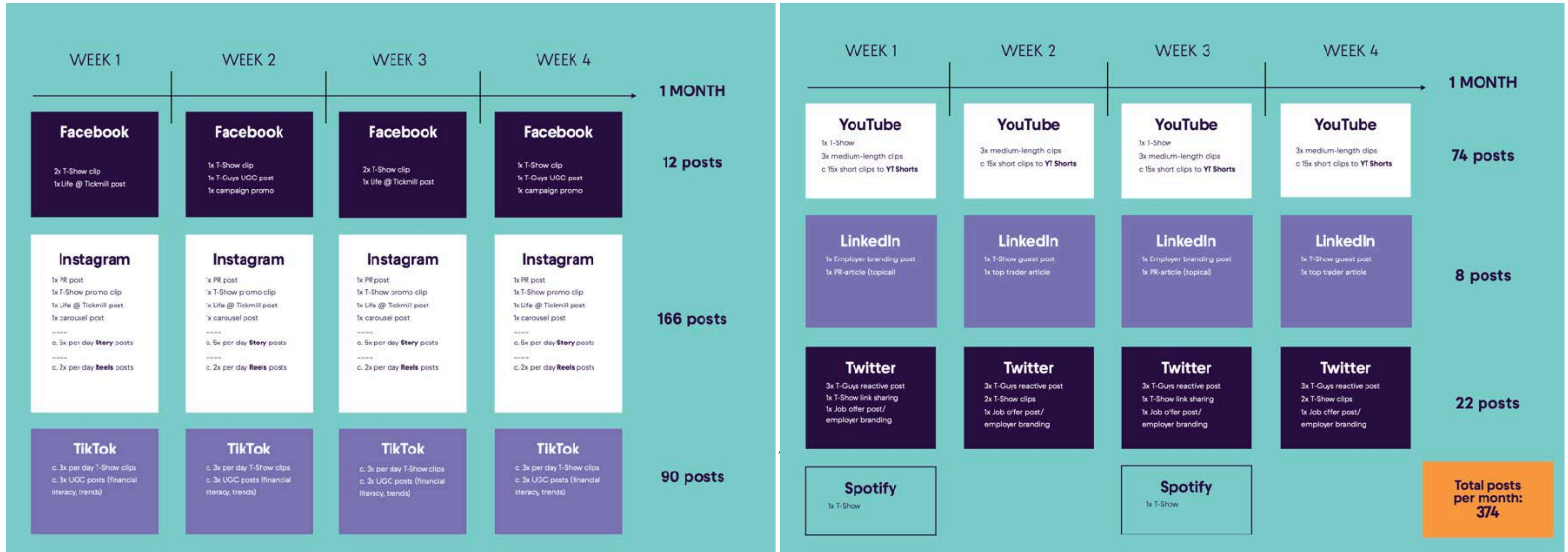
KNOWN GLOBALLY, LOVED LOCALLY

- Creating **communication** that is **understood universally** and **well received** on a global level to get the highest ROI
- Having **local influencers** in key markets for **strong regional** presence, higher **relevance** and **likeability**
- Maintaining **similar content principles** to ensure **consistency** but driving the **conversation** based on **local insights**
- **Thriving on ads** – boosting content locally for higher engagement and traffic

THE SOLUTION: T-SHOW

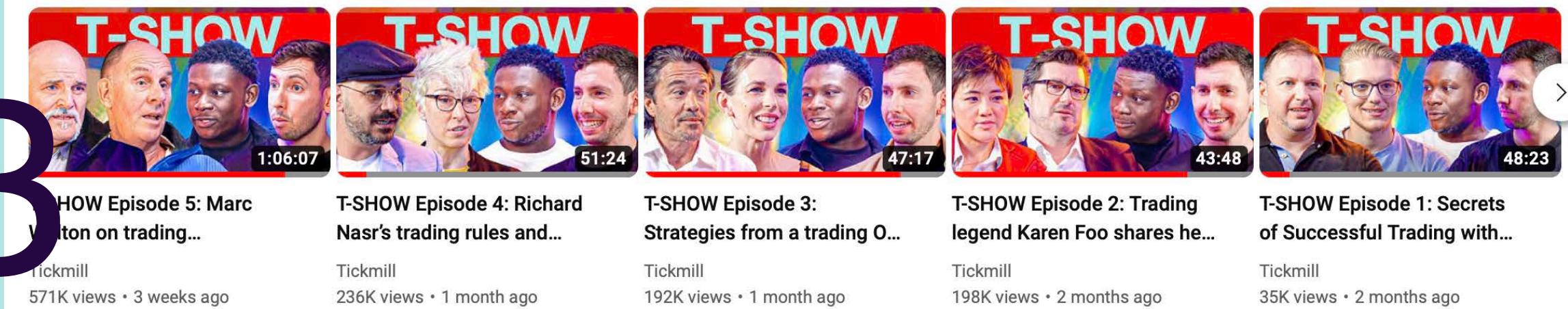
- * **ONE SHOW IN EVERY TWO WEEKS, CUT INTO MANY SHORTER BITS**
- * **CREATING CONTENT THAT STANDS OUT & IS EDUTAINING**
- * **GLOBALLY MINDED, LOCALLY REPRESENTED**
- * **ENGAGING DIRECTLY WITH FOLLOWERS**
- * **BECOMING MORE APPROACHABLE TO WIDEN OUR AUDIENCE**
- * **BRIGHTEST FINANCIAL MINDS ASSOCIATED WITH TICKMILL,
CONNECTED WITH THE MEDIA CAMPAIGN**

PREVIOUS CONTENT OVERVIEW: 1 MONTH





T-SHOW 2023



1 300 000 000+
Media impressions

200 000 000+
People reached

70 000 000+
Video views

REACH GROWTH ACROSS SOCIAL MEDIA: **+610%** Facebook **+270%** Instagram **+93%** YouTube

500+
Assets

LIVE Globally
Asia, MENA, LatAm, Europe, SA

10 Languages
Represented

ALL TIME HIGHEST TRAFFIC GROWTH ON PLATFORM

3.2 M
visits

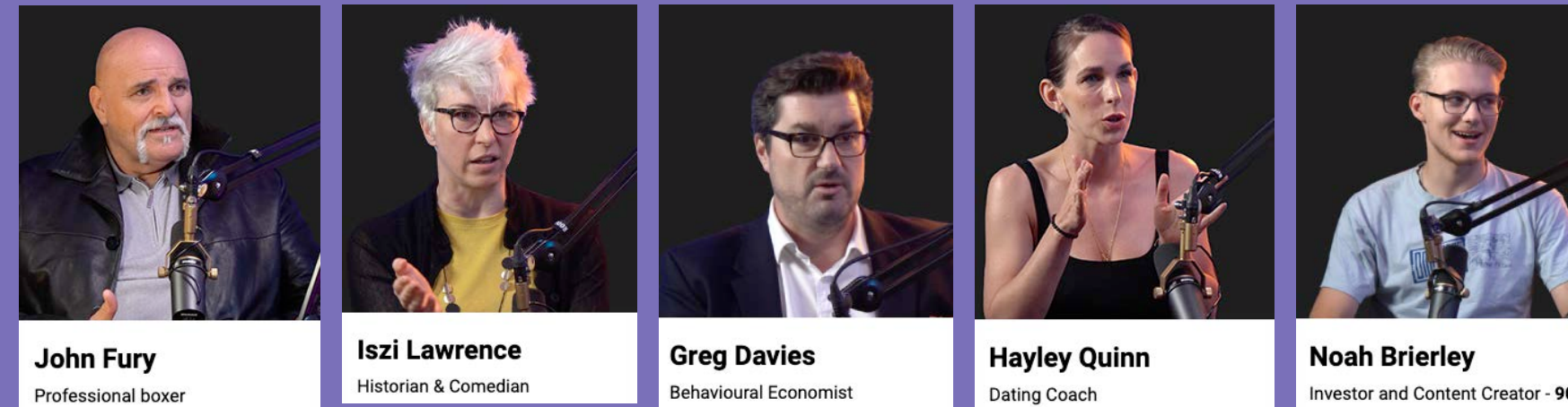
1.3 M
unique visitors

2x
traffic

UNLOCKING THE TRADING WORLD OF IB'S & BRINGING NEW TO MARKET TRADERS

"I have been interviewed on a number of podcasts over the past 10 years & **this experience has been the most exciting.**"

-Jason Sen



John Fury
Professional boxer

Iszi Lawrence
Historian & Comedian

Greg Davies
Behavioural Economist

Hayley Quinn
Dating Coach

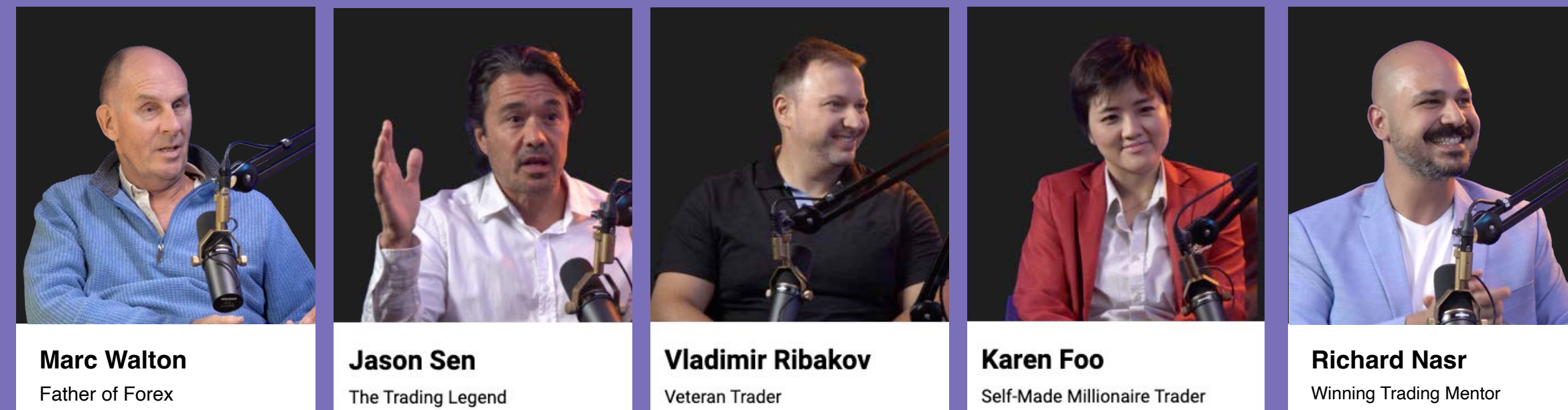
Noah Brierley
Investor and Content Creator - 90k

*"It was **the first time I have done something like this** so it was good to feel welcome!"*

-Marc Walton

*"I got really great feedback from the members of the club and from those who I shared the video with; **they all said it was on the highest level!**"*

-Vladimir Ribakov



Marc Walton
Father of Forex

Jason Sen
The Trading Legend

Vladimir Ribakov
Veteran Trader

Karen Foo
Self-Made Millionaire Trader

Richard Nasr
Winning Trading Mentor

"Thank you Sweep, T-Guys and Tickmill for giving me such a memorable experience! **Looking forward to working with them in the future too!**"

-Karen Foo

"It has been outstanding, from A to Z, **salute to your attention to details** and for being amazingly professional!"

-Richard Nasr

74,000,000 ENGAGEMENTS

(likes, comments, shares, video views)

10 GUESTS.

3.5 M FOLLOWERS.

WITH OVER 200 000 TRADING STUDENTS.

GLOBAL & LOCAL INFLUENCE.

5 STAR REVIEWS FROM HIGH VALUE IB'S.