



"Building Trust in ICOs Through Due Diligence"

AMA Guidelines

Welcome to ICOCrypto. We look forward to helping you hold a successful AMA on our Subreddit. An AMA can help you build awareness for your business, establish your credentials, promote news about your product, dramatize your difference and create a rationale for investors and/or end users.

These guidelines explain the minimum requirements for holding an AMA at ICOCrypto and some suggested AMA best practices.

AMA Minimum Requirements

These are the minimum requirements for holding an AMA event on ICOCrypto:

- Holding an AMA requires a \$10 donation to Charity of our choice
- Book AMA at least 2 days in advance (availability may be limited)
- Create your post immediately
- Post title must include: [Company Name] AMA on [Day/Month/Year] at [Time] GMT [include more info for people browsing post titles, what do you do, etc.]
- Provide a "Proof photo" (of presenter holding sign confirming their attendance at the scheduled AMA)
- Follow our [Rules & Regulations](#)
- Provide at least 3 hours of AMA Host availability during scheduled event

How To Post an AMA

- To get started, click here to [schedule your AMA](#)
- Once approved, you will be invited to create your AMA post
- Your upcoming AMA will be promoted in our sidebar
- During the event, your AMA post will be pinned to the top of our Subreddit

AMA Best Practices

As a startup you may be challenged to attract AMA participants. Here are five proven strategies for increasing traffic, building value, and creating engagement.

1. Preparation
2. Education
3. Promotion
4. Launch
5. Ongoing Marketing



“Building Trust in ICOs Through Due Diligence”

1. Preparation

- Create an AMA project plan (*business goals, audience, strategy, budget, implementation milestones, next steps*)
- [Schedule your AMA](#) at least 2-4 weeks in advance
- Prepare AMA marketing materials prior to launch

2. Education

- Give AMA visitors easy access to your white paper, interviews, articles, videos
- Provide easy access to research and other relevant materials
- Make it easy to understand who you are and why that matters

3. Promotion

- Create a contest with prizes (e.g. airdrop)
- Promote your event both on and off Reddit (with posts, articles, PR)
- Leverage your existing community to get the word out

4. Launch

- Start answering questions in advance (1 week or more)
- Promote the fact that your AMA is now active
- Manage spam, don't duck difficult questions and give really good answers

5. Ongoing Marketing

- Use the questions and comments from your AMA to create FAQs
- Use questions and comments to create new marketing content (blogs, articles, etc.)
- Copy your AMA post and comments over to your own Subreddit (or just create link)

AMA Case Study

The following AMA held on ICOCrypto is an example of a successful event:

- [Dominium](#) (website)
- [AMA post](#) (71 comments/43 upvotes)
- [Interview article](#) (promoted on Medium.com)
- [AMA promotional post](#) (research, articles, etc. - posted in advance of event on Subreddits)
- [AMA press release](#) (promoted on Medium.com)
- AMA advertising (*Reddit, LinkedIn, PR*)
- Comments moderation
- [Results summary](#) (*posted on Telegram, Medium.com, LinkedIn*)



"Building Trust in ICOs Through Due Diligence"

AMA Advanced Services (paid - not obligatory)

Services provided by Derek Little, CEO TrailblazerWriting.com: derek@trailblazerwriting.com

- AMA Project Plan
- Copywriting (Interview, press release, promotional post)
- AMA promotion (*Reddit, LinkedIn, PR*)
- AMA Comments Moderation (*removed 6 comments*)
- AMA Q&A Results Report (*Clickable Q&A PDF, posted to Telegram*)
- AMA Contest Management (*Winners notified, Subreddit post*)
- Custom Subreddit Development
- Subreddit Community Management
- Subreddit Community Development (*Event planning & coordination*)