

CAMPAIGN BRIEF

Campaign Objective: Reach/awareness and Conversion/traffic

Who are you speaking to:

- Male & female (mostly male)
- Age 25-40
- Individuals who have the financial means to invest but feel confused or hesitant about where to start.
- People looking for opportunities to improve their financial situation and secure a better future.
- Mothers seeking a side income to support their family.
- Individuals who are easily influenced by others showcasing their wealth.

Direct competitors: Exness, HFM, FBS, Weltrade, OctaFX

Product USP:

- Our trading execution is without rejections and requotes
- 92.9% of withdrawals are approved automatically and quickly
- 8.5 million trades have been executed on the XM platform
- Tight spreads as low as 0.8 pips
- Trading without swap fees and commissions
- Direct pricing from the market

We want KOLs that can promote us in soft selling style:

- Lifestyle KOLs
- KOLs that like to story telling
- KOLs that expert in finance
- Game or tech KOLs (as we found in similar web the highest keyword search)