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# **Digital currency: how digital marketing and sales have changed the world of currency and channels for trade**

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# Table of Contents

<b>INTRODUCTION .....</b>	<b>5</b>
- <b>BACKGROUND AND CONTEXT .....</b>	<b>6</b>
- <b>OBJECTIVES.....</b>	<b>6</b>
- <b>SIGNIFICANCE OF THE STUDY .....</b>	<b>7</b>
- <b>THE PURPOSE OF THE STUDY AND RESEARCH QUESTION .....</b>	<b>7</b>
<b>I. LITERATURE REVIEW.....</b>	<b>8</b>
<b>1.1 DEFINITION AND TYPES OF DIGITAL CURRENCY .....</b>	<b>8</b>
<b>1.2 HISTORICAL OVERVIEW OF DIGITAL CURRENCY DEVELOPMENT .....</b>	<b>9</b>
<b>1.3 THE ROLE OF DIGITAL MARKETING IN PROMOTING DIGITAL .....</b>	<b>11</b>
<b>CURRENCY ADOPTION .....</b>	<b>11</b>
<b>1.4 OVERVIEW OF EFFECTIVE DIGITAL MARKETING TACTICS FOR DIGITAL .....</b>	<b>15</b>
<b>CURRENCY ADOPTION .....</b>	<b>15</b>
<b>1.4.1 ONLINE DIGITAL MARKETING .....</b>	<b>15</b>
<b>1.4.2 HISTORY OF DIGITAL MARKETING.....</b>	<b>16</b>
<b>1.4.3 TYPES OF ONLINE DIGITAL MARKETING.....</b>	<b>17</b>
<b>1.5 IMPACT OF DIGITAL SALES CHANNELS ON THE ACCESSIBILITY AND .....</b>	<b>25</b>
<b>USABILITY OF DIGITAL CURRENCY .....</b>	<b>25</b>
<b>II. MATERIAL AND METHOD .....</b>	<b>27</b>
<b>2.1 RESEARCH APPROACH .....</b>	<b>27</b>
<b>2.2 RESEARCH METHOD .....</b>	<b>28</b>
<b>2.3 RESEARCH STRATEGY .....</b>	<b>29</b>
<b>2.4 POPULATION AND SAMPLE SELECTION .....</b>	<b>30</b>
<b>2.5 DATA COLLECTION.....</b>	<b>31</b>
<b>2.6 DATA ANALYSIS .....</b>	<b>31</b>
<b>III. RESULTS AND THEIR EVALUATION .....</b>	<b>34</b>

<b>3.1 EMPIRICAL DATA.....</b>	<b>34</b>
<b>3.1.1 CASE STUDY 1_ COINBASE COMMERCE.....</b>	<b>34</b>
<b>3.1.2 CASE STUDY 2_ BITPAY .....</b>	<b>37</b>
<b>3.1.3 CASE STUDY 3_ COINSPOT.....</b>	<b>38</b>
<b>3.1.4 CASE STUDY 4_ LIVING ROOM OF SATOSHI .....</b>	<b>40</b>
<b>3.2 IN-DEPTH ANALYSIS OF SELECT CASE STUDIES HIGHLIGHTING THE INTEGRATION OF DIGITAL MARKETING, SALES, AND DIGITAL CURRENCY. ....</b>	<b>42</b>
<b>3.2.1 CASE STUDY 1 _ COINBASE COMMERCE .....</b>	<b>42</b>
<b>3.2.2 CASE STUDY 2_ BITPAY .....</b>	<b>46</b>
<b>3.2.3 CASE STUDY 3_ COINSPOT.....</b>	<b>50</b>
<b>3.2.4 CASE STUDY 4_ LIVING ROOM OF SATOSHI .....</b>	<b>53</b>
<b>3.3 COMPARATIVE ANALYSIS OF DIFFERENT APPROACHES AND OUTCOMES .....</b>	<b>56</b>
<b>3.3.1 APPROACH TO CURRENCY ADOPTION: .....</b>	<b>56</b>
<b>3.3.2 IMPACT ON CURRENCY AND TRADE CHANNELS: .....</b>	<b>56</b>
<b>3.3.3 GLOBAL REACH AND ACCESSIBILITY: .....</b>	<b>57</b>
<b>CONCLUSIONS AND RECOMMENDATIONS.....</b>	<b>58</b>
<b>SUMMARY.....</b>	<b>60</b>
<b>BIBLIOGRAPHY.....</b>	<b>61</b>
<b>LIST OF TABLES AND FIGURES .....</b>	<b>63</b>

## INTRODUCTION

The decision to explore Digital Currency as the topic for my thesis stemmed from a profound interest in the transformative potential of emerging technologies in the financial sector. Witnessing the rapid evolution of digital currencies, particularly Bitcoin and blockchain technology, sparked a curiosity to delve deeper into their impact on traditional financial systems and societal norms. The dynamic nature of this field, marked by ongoing innovations and regulatory developments, presented an exciting opportunity for scholarly inquiry and exploration.

Furthermore, the growing recognition of digital currencies as viable alternatives to fiat currencies, coupled with their potential to revolutionize various industries, fueled my desire to delve into this topic. Understanding the underlying principles of digital currencies, their mechanisms of operation, and their implications for economic systems and individual autonomy became a compelling intellectual pursuit.

Moreover, the global discussions surrounding digital currencies, ranging from their potential as investment assets to their role in facilitating financial inclusion, underscored their significance as a subject of academic inquiry. Exploring the intersection of technology, finance, and regulation within the realm of digital currencies promised to yield valuable insights into future trends and possibilities.

Ultimately, the decision to choose Digital Currency as my thesis topic was driven by a desire to contribute to the scholarly discourse surrounding this rapidly evolving field and to gain a deeper understanding of its implications for society, economics, and technology. It represents a journey of intellectual curiosity, exploration, and a commitment to understanding the complexities of our increasingly digitized financial landscape.

In recent years, the rise of digital currency has revolutionized the way we perceive and conduct financial transactions. This transformation, fueled by advancements in technology and changing consumer behaviors, has reshaped traditional notions of currency and trade channels. Innovative marketing and sales strategies have made digital currencies a key

player in the global economy, Challenges traditional financial systems and presents new possibilities for both businesses and consumers.

## **- BACKGROUND AND CONTEXT**

In the history of finance, digital currency represents a pivotal moment. Stemming from the development of blockchain technology and cryptographic principles, digital currencies have evolved into a multifaceted ecosystem, encompassing various types tailored to different purposes. Bitcoin and Ethereum, among other cryptocurrencies, have gained widespread attention as pioneers in the field and have demonstrated the potential for decentralized peer-to-peer transactions without the need for intermediaries. In addition to cryptocurrencies, stablecoins and Central Bank Digital Currencies (CBDCs) have become prominent players due to their ability to address volatility and regulatory compliance.

In parallel, The realm of digital marketing and sales has experienced its own revolution, taking advantage of technological advances to reach and engage consumers in ways that were previously unimaginable. Digital marketing strategies, ranging from social media advertising to influencer partnerships, have become indispensable tools for businesses seeking to enhance brand visibility and drive sales. Moreover, the integration of digital currencies into existing marketing and sales channels has opened new avenues for commerce, enabling seamless cross-border transactions and fostering trust among global consumers.

## **- OBJECTIVES**

This thesis aims to examine the influence of digital marketing and sales on the world of currencies and trade channels, emphasizing digital currencies. Specifically, the research aims to:

- Explore the evolution of digital currencies and how they are transforming traditional financial systems.
- Examine the connection between digital marketing strategies and digital currencies, highlighting the ways in which businesses use these tools to boost adoption and engagement.

- Evaluate the impact of digital currencies on various trade channels, which encompass e-commerce integration, peer-to-peer trading, and international remittances.
- Examine the challenges and opportunities that digital currencies present in the context of regulatory compliance, consumer trust, and market volatility.

#### - **SIGNIFICANCE OF THE STUDY**

This study holds significant implications for various stakeholders within the financial, marketing, and business sectors. By examining the dynamic interaction between digital currency, marketing techniques, and trade channels, the study intends to provide valuable insights for businesses navigating the changing world of commerce. Moreover, policymakers and regulatory bodies could gain more knowledge about the advantages and disadvantages brought about by digital currencies, which could guide future regulations and policies in the digital age. Ultimately, this study seeks to contribute to a broader discourse on the transformative potential of digital currency in shaping the future of global commerce.

#### - **THE PURPOSE OF THE STUDY AND RESEARCH QUESTION**

The study's primary purpose is to investigate the digital Currency challenges of digital marketing and sales company's proceeding in developing countries. The study has been conducted by analyzing case studies from two developing countries which are Australia and USA. Hence, there is more prudence in the research based on this cross-country analysis.

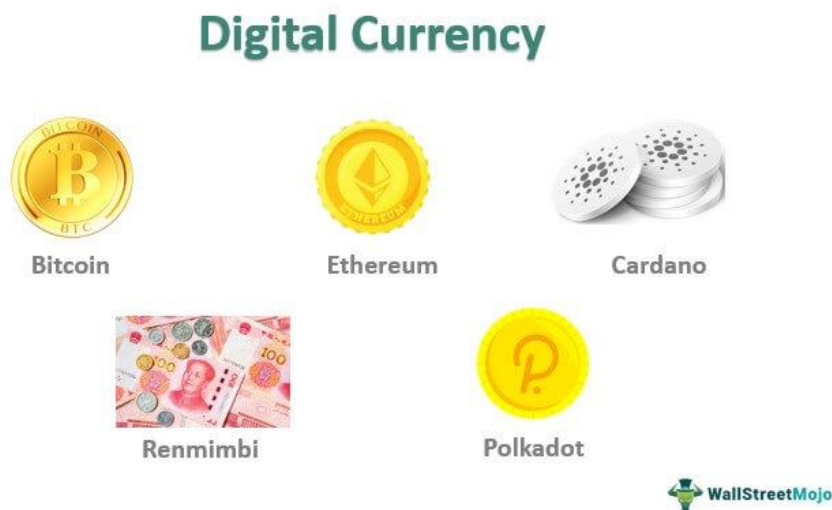
RQ: What are the digital Currency challenges faced by digital marketing and sales company's in Australia and USA?

## I. LITERATURE REVIEW

### 1.1 DEFINITION AND TYPES OF DIGITAL CURRENCY

Digital currency, also known as cryptocurrency, is a form of currency that exists solely in electronic or digital form. It relies on cryptographic techniques for secure transactions and operates independently of central banking systems. There are various types of digital currencies, including:

**Figure 1:** Types of digital currency



*Source: WallStreetMojo, updated on March 11, 2024*

- **Bitcoin** is the most famous and most valued cryptocurrency currently in existence, and it was created in 2008 by a group of people going by the alias Satoshi Nakamoto. It's decentralized and uses peer-to-peer transactions to connect users worldwide without the need to pass through the bank system. It is the trendsetter for the crypto world, and its price fluctuates with the depreciation of fiat money.
- **Ethereum** is a smart contract platform that allows to leverage of blockchain technology to create numerous different digital portfolios. It can create more cryptocurrencies to operate on the blockchain. It can also be sent, received, or held as



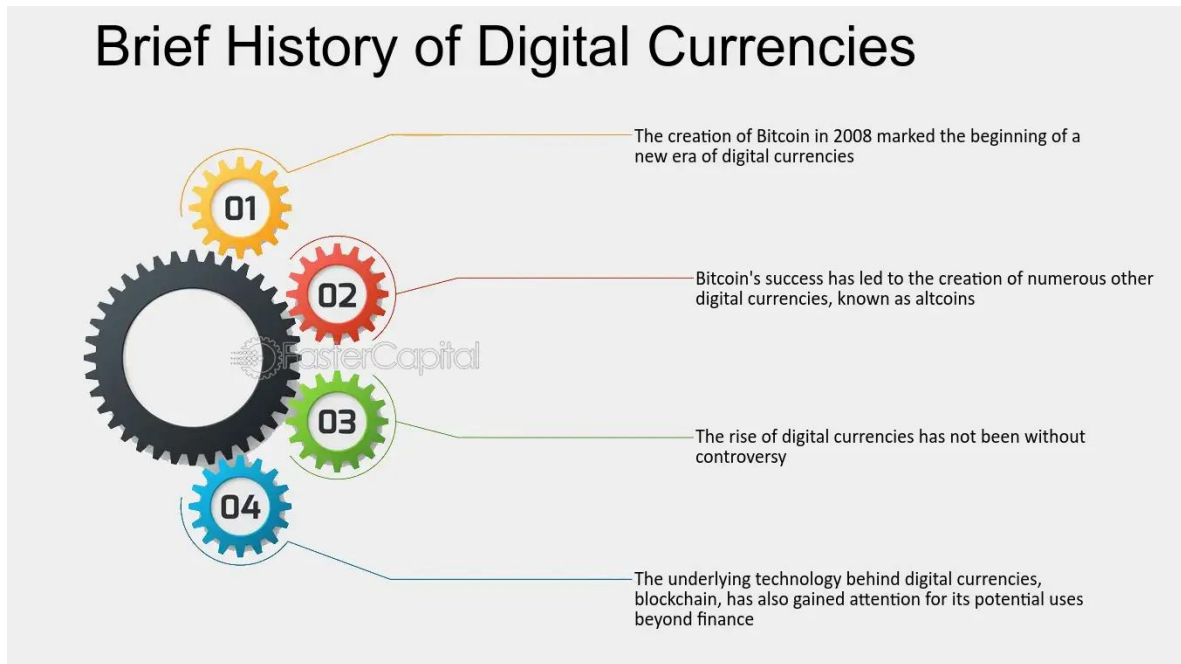
digital money. It's the second-biggest cryptocurrency and is the most used one since its applications are many and it keeps adding new useful features.

- **Cardano** It's the first proof-of-stake blockchain platform based upon peer to peer-reviewed research. It combines new forms of technology to guarantee it's users the most secure decentralized applications. Like many cryptocurrencies, the principal use of Cardano is to shift back power from institutions and banks to the actual people making the transactions.
- **Renmimbi** One of the first fiat-based electronic currencies globally, this yuan alternative is the first step for China towards the digitalization of their cashflow. It's centralized, meaning it has an institution behind it and is used as an alternative to real cash. It has currently entered the testing phase in Shanghai and is seeing positive feedback for its ease of use and security.
- **Polkadot** allows for cross-blockchain transfers of assets of any kind facilitating a platform to connect with a wide web of networks. It's one of the most recent cryptocurrencies, and it tries to solve a few common problems in the space, like the need for specialized exchanges to trade between users.

## 1.2 HISTORICAL OVERVIEW OF DIGITAL CURRENCY DEVELOPMENT

In the new digital age, with the rapid development of electronic devices and the Internet, the transformation of money is also inevitable. Cash and credit card payments are beginning to be replaced by mobile, online payment methods. Advances in technology have hastened the spread of cryptocurrencies and created digital currencies. However, this development and the emergence of cryptocurrencies began decades ago. Although decentralized finance does not seem to be a substitute for the traditional financial system, it is unlikely that it will become an official currency in the future, but emerging digital currencies could play this role. The aim of this study is to present the background to the emergence of digital currencies and to seek answers to the challenges it will face in the future to become a full-fledged currency.

**Figure 2:** History of Digital Currencies



*Source - Satoshi's Masterpiece: Faster capital*

#### - The evolution of the digital currency

Digital currencies have been around for decades, with the first digital currency, DigiCash, being created in the early 1990s by David Chaum. However, it wasn't until the release of Bitcoin's whitepaper in 2008 by an anonymous person or group using the pseudonym Satoshi Nakamoto that digital currencies gained widespread attention. Since then, the world of digital currencies has exploded, with numerous digital currencies being created and traded on various exchanges.

Over the years, the digital currency landscape has evolved rapidly, with the emergence of numerous alternative cryptocurrencies and blockchain platforms. This evolution has been accompanied by regulatory developments, market fluctuations, technological advancements, and shifts in consumer attitudes towards digital assets.

The transformation of the monetary system has become increasingly rapid in recent decades. At first, it meant more a formal change in money, but with the development of technology, the focus was on convenience and efficiency, so the digitization of money also began. More than a decade ago, a person (or group) called Nakamoto, developed a new technology,

initially considered only a financial innovation to develop an alternative payment system to the banking environment. The technology is based on a chain of digital signatures. This is called a blockchain, which is basically a digital ledger that lists the previous owners and their associated transaction events through signatures. Blockchain technology was initially used by developers of cryptocurrencies to allow the exchange of financial assets without the involvement of a third party (Nakamoto, 2008). These cryptocurrencies opened a new era in the transformation of money. However, this was preceded by a number of failed attempts, such as DigiCash, Hashcash, or Bitgold. The first digital currency can be traced back to David Chaum, who produced the digital form of real cash in 1982. It is an encrypted sequence of numbers that can identify the values of cash and record all the information about transactions. However, it must not be forgotten that transactions must remain anonymous as in the case of cash payments, so a blind signature has been created. According to Maulid (2015), a good blind signature has four important characteristics:

- Non-falsification
- Non-repudiation
- Untraceable
- Invisible

### **1.3 THE ROLE OF DIGITAL MARKETING IN PROMOTING DIGITAL CURRENCY ADOPTION**

In recent years, digital marketing has advanced significantly across all countries. Many businesses now conduct the majority of their marketing activity digitally (Rrustemi, Podvorica, & Jusufi, 2020), which brings advantages and new challenges for SME business owners and managers when they conduct business. On the other hand, digital marketing has given consumers more power by giving them various options from large digital platforms (Mishra, 2020) and also, consumers are altering their purchasing habits in a similar way as businesses by spending more time on social media, which is where they are getting all the information they want and require about all the goods and services that are advertised online. Thus it is essential for SMEs to be aware of the challenges they can face in executing

digital marketing strategies in order to avoid them, minimize the negative impacts of the challenges, and get the expected results from digital marketing strategies.

Digital marketing is essential for cryptocurrency adoption because it can help to educate potential users about cryptocurrencies and their benefits. It can also help to build trust and credibility for cryptocurrency brands.

There are a number of different digital marketing channels that can be used to promote cryptocurrencies, including:

- **Search engine marketing (SEM):** SEM can be used to drive traffic to cryptocurrency websites and landing pages by targeting relevant keywords.
- **Social media marketing:** Social media platforms such as Facebook, Twitter, and Instagram can be used to reach a large audience of potential users and generate awareness of cryptocurrencies.
- **Content marketing:** Creating and sharing high-quality content about cryptocurrencies can help to educate potential users and build trust in the industry.
- **Email marketing:** Email marketing can be used to stay in touch with potential users and promote new cryptocurrency products and services.

By using a variety of digital marketing channels, cryptocurrency brands can reach a large audience of potential users and educate them about the benefits of cryptocurrencies. This can help to drive adoption and grow the cryptocurrency industry.

Here are some additional benefits of using digital marketing for cryptocurrency adoption:

- **Cost-effectiveness:** Digital marketing can be a cost-effective way to reach a large audience of potential users.
- **Measurability:** Digital marketing campaigns can be tracked and measured to determine their effectiveness.
- **Scalability:** Digital marketing campaigns can be scaled up or down as needed.

Overall, digital marketing is an essential tool for cryptocurrency brands that are looking to drive adoption and grow their business.( Suraj Maheshwari/ 2020) .

## - Digital marketing ecosystem

Due to digital technologies, businesses turn to digital ecosystems (Kopalle, Kumar, & Subramaniam, 2020). Companies can create value and survive in this marketing era by creating a digital economy using effective digital marketing platforms (Kartajaya, Setiawan, & Kotler, 2021). The digital marketing ecosystem refers to the interconnected web of tools, media, and processes businesses constantly interact and connect with their significant audience online. Customers have a "deepening" impact on the Ecosystem, which supports companies to grab their target market faster (Stone, & Laughlin, 2016). Based on the book Digital Marketing Strategy (Kingsnorth, 2022) and Digital Marketing (Chaffey & Ellis-Chadwick, 2019), the below topics will be enlightening about the digital marketing ecosystem.

**Figure 3:** Six categories of digital communication tools.

(Chaffey, & Ellis-Chadwick, 2019).



*Source BINUS University, school of information systems*

- **Analytics and tracking:**

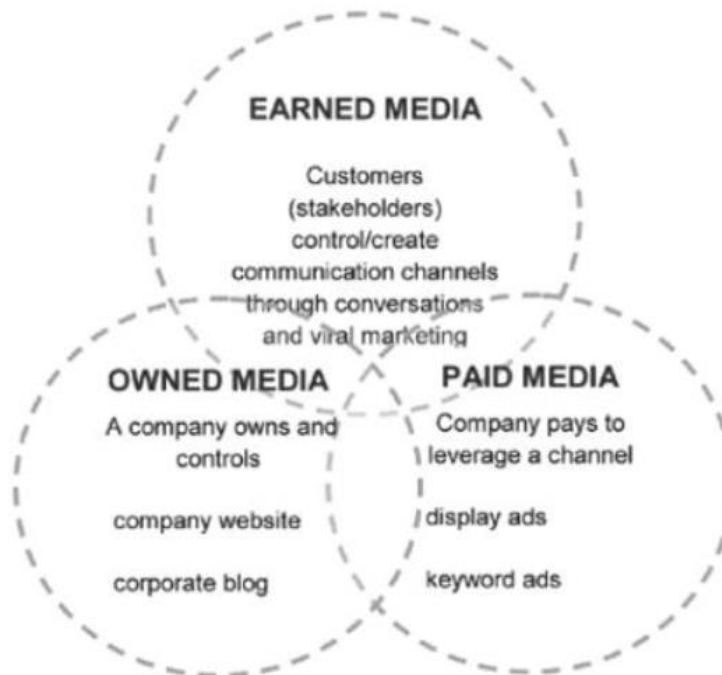
Web analytics can be qualitative or quantitative analytics, where quantitative analytics is about increasing revenue, reducing cost, and enhancing customer satisfaction (Saura, Palos-Sánchez, & Cerdá, (2017). As per (Welling & White,2006), Google Analytics is mainly used due to its lower price and allows businesses to track and measure the effectiveness of their digital marketing efforts. Another analytics is qualitative analytics which measures direct surveys, interviews, or timely questions by behavior and responses (Saura et al., 2017). KPI is another tracking method that is measurable, achievable, and credible.

● **Owned media** – From the company website and blog to Facebook, all media is controlled by the company (El-Gohary, 2013)

● **Paid media** – The company spend through display ads and paid search TV ads to grab more visitor (El-Gohary, 2013)

● **Earned media** – Creating communication channels through word-of-mouth activities, sites, blogs, and opinions and maintaining connections with stakeholders (El-Gohary, 2013)

**Figure 4:** Three categories of social media ecosystem (El-Gohary, 2013)



*Source BINUS University, school of information systems*

## **1.4 OVERVIEW OF EFFECTIVE DIGITAL MARKETING TACTICS FOR DIGITAL CURRENCY ADOPTION**

### **1.4.1 ONLINE DIGITAL MARKETING**

Jeff Bezos – the richest man all over the world said: “It’s hard to find things that won’t sell online.” The first principle of marketing is “People” and the core idea of marketing is to determine the needs and wants of people, fulfil it with the precise product. Nowadays, the most important attribute of marketing – People actively use the internet not only reading and learning but also purchasing their daily products and services. Thus, almost all the companies are actively participating in that online world, as a result, the companies must compete with each other over there, and sell their products online. This opens the doors for Online Digital Marketing.

Digital marketing is not an easily remarkable concept in that it has an ever- evolving quality. Technology and digital concepts are at the heart of the definitions made to explain the concept of digital marketing. Digital Marketing Institute is used as a targeted and measurable way to fulfil marketing objectives using digital technologies (Smith, 2007). Moreover, digital marketing is considered as a marketing form that targets more effective, comprehensive, and broad kits of technology by using technology on the basis of the internet (Merisavo, 2006, p. 6).

Also, digital marketing includes direct marketing, which sees customers as individuals and defines them not only with their individual characteristics but also according to their behaviours, and interactive marketing with the ability to appeal to a person and the capacity to understand and remember interaction (Deighton, 1996, p. 151-152).

According to the statista.com April 2020 report, over 4.57 billion people are active internet users (Clement, 2020). That's why managers and communication. specialists put more pressure on websites, social media, e-commerce, email marketing, influencer marketing, affiliate marketing and so on, under the roof of online digital marketing but many practitioners consider the social networks as the main part of online digital marketing (Hatem and Eid, 2013).

### **1.4.2 HISTORY OF DIGITAL MARKETING**

All creation started with the launching of a new personal computer the MITS Altair 8800 which is followed by the IMSAI 8080. The IMSAI 8080 was the clone of the MITS Altair 8800 and for both computers, Intel 8080 CPU had been used. In 1976, Apple I with 6502 processors was introduced to the market by Apple's two giants - Steve Wozniak and Steve Jobs (Daniel Knight, 2014). All these steps were the seeds of digital marketing and all needed was water to make those seeds grow. It came with the Channel Net former Soft Ad Group in 1980. Channel Net is the advertisement company, at the period, they were aiming to move advertisements to the digital format which they created the software for the purpose. The moves led positively, and Reader Reply Cards used the idea for multimedia purposes to be found in magazines.

Later in 1990, the term Digital Marketing started to be used for different circumstances, besides the introduction of the World Wide Web by Sir Timothy John Berners-Lee (English scientist) made a spark, turning today's digital marketing to be a fire (Kamal, 2016). There was the third wave for digital marketing with a huge number of increased active users by 16 Million in 1995 which increased by 3387.5% to 558 Million in 2002. In 1996, the average time spent on the internet was 30 mins for Americans which increased by 2100% to 11 hours for a single day (Manjoo, 2009).

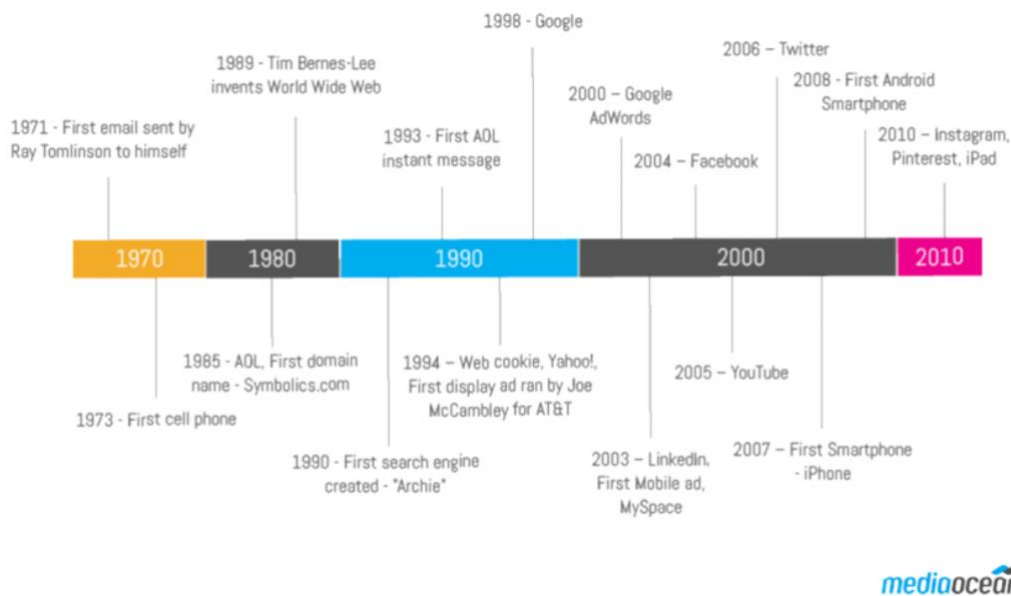
The major happenings for digital marketing took place in the early 21st century. Web 2.0 increased the importance of user-generated content which led to more interest in social networks such as Facebook (2004), Twitter (2006), YouTube (2005), and so on. Moreover, the blog posts were getting so popular which is continuing nowadays, too (Tuten, 2008). Search engine optimizations went extensive due to the huge interest in Google searches, according to the Internet Live Stats, in 2001, Google had 27 billion searches per year which increased by 4403% to 1.2 trillion. All these changes led to the development of the website with new languages, and JavaScript React, Angular, View, Bootstrap got huge popularity. That's why those programming languages went to be one of the most popular ones among the programming languages (Daityari, 2020). Thus, nowadays, decreasing the loading time, using correct keywords is one of the major duties of the marketing department.



In 2010, the growth rate of digital marketing was calculated as 48%. Moreover, in 2012 and 2013 are the years in which developed countries have met the maximum extension in digital marketing activities. During those years, Australia was leading the list with the United States (2nd) and Luxembourg (3rd) (Kamal, 2016).

48% of marketers feel extremely expert in digital marketing 68% of marketers think more constrained to show return on investment on marketing spend. Only 40% of marketers believe that their company's marketing is effective (Kapost, 2020).

**Figure 5:** the stages in the digital marketing world



*Source: (Media Ocean, 2020)*

### 1.4.3 TYPES OF ONLINE DIGITAL MARKETING

Digital marketing is one of the marketing methods used widely in promoting products and services to reach the right target audience, delivering the right product or service, and receiving the feedback. There are many tools among digital marketing methods that offer the opportunity to reach the right target audience through digital platforms. In this part of the study, it is tried to explain the online digital marketing tools that are widely used in today's marketing strategies. Moreover, for some tools, there is an opportunity to apply the blockchain. technology and cryptocurrencies which is also mentioned below.

- **Social Media Marketing**

One of the most essential duties that all marketers attach importance to within the framework of their promotion activities is to communicate with potential/existing customers without location and time constraints and to increase their awareness (Barutcu, 2011). One of the most effective ways that can be used for this purpose is social media. Social media are online resources that individuals use to share content such as videos, photos, images, text, cartoons, ideas, gossip, news, and these resources include blogs, vlogs, social networks, message boards, and podcasts.

Common examples of social media applications are Instagram and Flickr (online photo-sharing platform), Wikipedia (information, reference), Facebook and Myspace (social network), Twitter (micro-blog), del.icio.us (flagging, tagging) and World of WarCraft (online game) (Drury, 2008). This list is updating almost every year with new brands such as TikTok, Snapchat, WhatsApp, Telegram, WeChat, QQ, QZone, Weibo, Tumblr, Baidu Tieba, LinkedIn, LINE, Pinterest, Viber, VK, Reddit, Discord and more. These platforms include individuals, politicians, public and private organizations, non-governmental organizations, and serve many different purposes, either positive or negative (Manning, 2014).

With the introduction of web 2.0, social networks take a larger part of user-generated content, and nowadays, social platforms are considered one of the most effective tools to make an acquisition of the customer. Web 2.0 enabled businesses to communicate with target customer groups faster, learn about customers' needs and ideas deeply, and communicate directly and individually with customers. In particular, the concept of user-generated content which reached wide popularity in 2005, and it is used to describe various media contents that are open to all and created by the end-user (Constantinides & Fountain, 2008; Kaplan & Haenli, 2010:61).

Currently, social media has become an important trend and also, has been an important marketing opportunity that takes businesses directly to their customers. Social media enables businesses to keep in touch with the end user directly at a lower cost and greater efficiency compared to traditional marketing tools (Kaplan & Haenline, 2010). For this reason, it is desired not only for big businesses such as Starbucks, Burger King, IBM, but also small local cake shops that want to take advantage of social media marketing. One of the biggest

companies in the world IBM has over a hundred blogs, multiple microblogging accounts on Twitter, and a globally recognized forum called DeveloperWorks. Meanwhile, publishing machine series through YouTube, and many employees of the company upload presentations to a content-sharing platform Slide-Share (Neti, 2011). On the other hand, Burger King has been on the head of the news many times with its creative and viral social media marketing campaigns. One of the most interesting campaigns of Burger King was "Whopper Sacrifice" in 2009 (Wortham, 2009). Thus,

the company has offered Facebook users a free Whopper coupon in response to unfriend 10 people from their social network connections, and as a result of this campaign, 234,000 Facebook users have been removed from the friend (Hoffman and Fodor, 2010). Social media is suitable not only for large multinational. businesses, but also for small businesses, SMEs, and even nonprofit government agencies (Kaplan & Haenline, 2010: 67).

Compared to traditional communication tools newspapers, television, and news sites that are used only to deliver messages, social media marketing establishes relationships and dialogue with the consumers (Drury, 2008: 275). Messages on social media are very versatile and could be created by marketers, influencers, individuals, consumers, and etc. Social media is not only a one-way spread of messages to the masses but also a mutual dialogue between individuals and businesses. Another important point of social media is all these messages and dialogues can be easily reached and analyzed by people using social media in the future (Powell et al., 2011).

- **Social Media Tools**

Every business wants to see how much they spent over their digital marketing campaigns and what is the return on investment. Thus, ROI (Return on Investment) is considered one of the most difficult metrics to measure and present to the management for social media managers. That's why 52% of marketers complain about reporting ROI. Besides, 81% of businesses claim a possible increase in the budget for social media campaigns if they can track ROI (Emarketer, 2014). According to customer surveys, 67% of users think that brands don't have the correct communication strategy with users over social media.

At this point, reaching the right customer with the help of accurate digital marketing tools is crucial and necessary. Nowadays, there are many tools that help social media marketers to increase their work efficiency and to be more effective over the target audience. Hootsuite, Agorapulse, Socialloomph, Crowdboost, and more can be listed in this category (Kinsky, Freberg, Kim, Kushin & Ward, 2016). All these tools increase the efficiency of social marketing managers and nowadays these tools are getting new development strategies such as decentralized application over blockchain technology, or the tools which support cryptocurrency payments.

- **Influencers in Social Media**

There is influencer marketing which helps social media managers to increase their brand awareness or purchase through social networks, besides practical social media management tools. Thus, the rise of social media in recent years has given marketers new opportunities to plan and manage online marketing communication activities. The use of celebrity support in advertising has become one of the popular marketing communication applications in social media under the name of influencer marketing. The use of famous supporters in social media is considered as a very important strategy for businesses to increase their brand awareness and reliability and develop positive attitudes towards the brand, increase sales. Celebrity support in social media can be influenced by the target audience's attention and interest, creating awareness in the purchasing decision process, research, and evaluation processes (Yuksel, 2017).

- **Electronic Commerce (E-Commerce)**

The concept of electronic commerce (e-commerce) has more widespread use with the development of the new economy and the acceleration of information technology applications. E-commerce eliminates boundaries such as time and distance and provides the communication of various features (audio, video, written, etc.) by multiple people in mutual interaction and simultaneously (Baser and Sutbas, 2002). According to Sarisakal (2001), retail sales are becoming more widespread in the developing internet environment, that's why the concept of e-commerce is being used more frequently.

The increasing effect of developing technology and the internet by eliminating the borders has enabled e-commerce to have more superiority over traditional commerce, and therefore the rate of adoption and preference has increased rapidly. The main advantage of e-commerce is that it is an economic activity with much fewer barriers than traditional trade. Thus, e-commerce creates an economic effect fed by the rapid development of information and communication technologies, increases its economic effect by succeeding in bringing together producers, suppliers, users, and consumers in a brand new virtual environment (Ince, 1999: 17).

Due to the early stages of online buying behavior, consumers' knowledge about e-commerce and their propensity to adopt are limited. For this reason, the factors affecting consumers in this sense must be understood by the e-commerce businesses in order to enable consumers to adopt e-purchasing behavior more (Moital et al. 2009). While it is stated in the studies conducted, the benefit perceived by the consumers positively affects their attitudes (Eastin, 2002; Efendioglu & Yip, 2004; Chang et al., 2005); in a sense, there are also studies indicating that the complexity occurs with innovation affects consumers behaviors negatively because they force consumers to deal with the complex interactions of organizations (Gefen, 2000). Thus, when the development is not complex and easy to understand then it affects consumer behavior positively otherwise the result would be negative for the complex conditions.

- **Electronic Mail (E-mail) Marketing**

Electronic mail (e-mail) is one of the marketing tools used in marketing for the promotion of the brand and communication with the consumers. The widespread use of e-mail has brought a new dimension to the taste of communication as well as giving many people the habit of communicating via computer. The ability to send dynamic, audio and video messages with the e-mail communication system makes this method enjoyable and increases its attractiveness. For this reason, as soon as most people arrive at their workplace, they first turn on their computers and check for emails. The fact that these messages are presented with the support of multimedia is more remarkable than on the paper and increases their perception correctly. In addition, e-mail marketing eliminates most of the problems that may occur in distribution while also providing a significant timesaving (Uydaci, 2004). In addition, this system provides people with the opportunity to reach and interact with their electronic communication network

when they are not at work. Thus, the receiver and the source can change places and communicate as if they are meeting face to face on the screen. This type of communication is often more comfortable than face-to-face communication and allows for the possibility of eliminating wrong behavior and erroneous actions that may be taken during the face-to-face interview. (Ekinci, 2000)

There are three types of electronic mail message content within the framework of marketing science. Businesses should develop a strategy by distinguishing these three groups in the e-mail marketing application. The first one is the messages for communication, which is the first use of e-mail. Indeed, the main reason why electronic mail is so common is that it is a fast and effective way of communication. The second is informational messages. The second is informational messages. Naturally, hidden advertising is also used in these messages. However, informative, educational and awareness-raising messages take place in the foreground. The third is electronic mail with direct advertising. Such messages are used purely for purposes such as highlighting the product, reporting an important date such as opening, informing about campaigns, and special discount days. Email marketing is a strategic tool for businesses to ensure customer satisfaction and compete. However, if this tool is not used correctly, it may be considered as spam. The use of e-mail in many applications that disturb the user, such as unauthorized, single or collective advertising messages, deceptive information, virus-containing software is considered spam (Hasiloglu & Suer, 2010, p. 62-63). There are many tools that are widely used for increasing the effectiveness of e-mail marketing, and the most popular ones are ActiveCampaign, MailChimp, Drip, GetResponse, and so on. There are many tools that are widely used for increasing the effectiveness of e-mail marketing, and the most popular ones are ActiveCampaign, MailChimp, Drip, GetResponse, and so on.

- **PPC Marketing**

PPC (Pay Per Click), the online advertising method called pay per click and It is a digital marketing tool that provides advertisements of companies' websites on popular sponsored sections of Google, Bing, and Yandex and displays them in the sponsored section of search results in targeted keywords. When the user clicks on the sponsored ads, the search engine receives a price per click from the company. The top site in the advertising area is the website that makes the most payment to the search engine. In PPC ad pricing, a price per click is

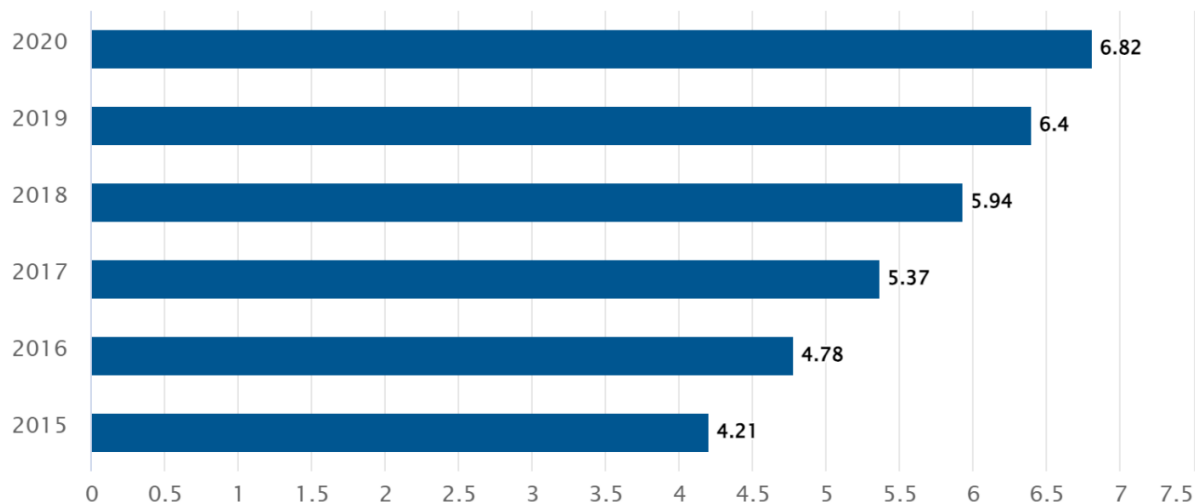
determined by the search engine, taking into account the search rates of users on the targeted keywords and the competition with other sites. PPC ads that provide a quick promotion opportunity are an important promotion tool especially for newly established websites since it takes a long time and effort to display on the first pages of search engines naturally. At the same time, target groups can be easily identified, and ease of analysis is provided with PPC advertising campaigns (Sener, 2014).

Unfortunately, Google and other big search engine platforms limit the usage of not only the PPC method but also display ads (Google Ads) for the cryptocurrency and blockchain industry. For this reason, there are some companies that offer the same services as Google offers for display ads. Coinverti, Coinzilla, AdEx, Network, BitMedia, CoinTraffic, Adshares, Ad Dragon, CoinAd, MellowAd, and so on are worth mentioning in this category (Gupta, 2020).

- **Affiliate Marketing**

Affiliate marketing is a digital marketing method with a reward system in which businesses include their customers in the marketing system. It is considered a performance-based marketing type which is a very useful marketing tactic for brand building and gaining new customers (Coskun, 2016, p. 28-29).

**Figure 6:** Affiliate Marketing Spending, ( in billion US dollars )

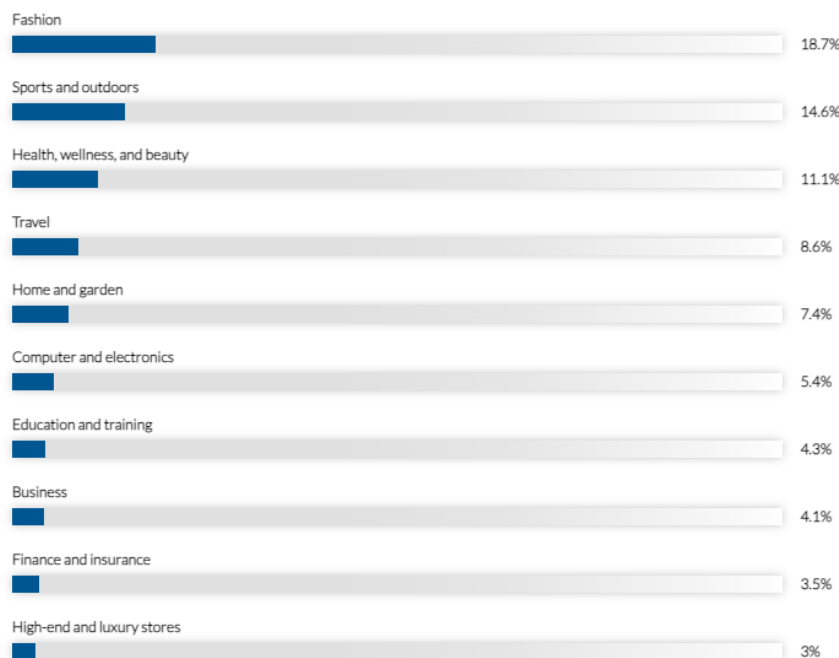


*Source FinanceOnline ( 2015 – 2020 )*

Affiliate marketing provides both low cost and significant time savings for the businesses, and intermediaries provide a serious decrease, especially in advertising costs. Businesses have agreed to pay commissions per product and the intermediaries eliminate the issue of advertising. 81% of businesses and 84% of distributors believe that the percentage of affiliate marketing will increase among online digital marketing types. Every year affiliate marketing spending in the United States increases by 10.1% which will be \$6.8 billion at the end of 2020 (Enfroy, 2020).

Affiliate marketing is one of the most used online digital marketing types for the cryptocurrency and blockchain industry. Having a ban from Google and being able to use some limited abilities of Facebook ads make use of the advantages of affiliate marketing in this industry. Big names such as Bitcoin.com, Crypto.com, Blockchain.com, and so on actively use affiliate marketing for their marketing strategy. This strategy mostly works for cryptocurrency wallets, crypto cars, and exchange platforms. One of the biggest examples is Local.Bitcoin.Com Referral Contest which happened in July August 2019 (Bitcoin.com, 2019).

**Figure 7: Top 10 Affiliate Categories by Market Share**



*Source AMNavigator*



## 1.5 IMPACT OF DIGITAL SALES CHANNELS ON THE ACCESSIBILITY AND USABILITY OF DIGITAL CURRENCY

The accessibility and usability of digital currency are significant due to digital sales channels, which serve as gateways for users to buy, sell, store, and transact with cryptocurrencies. Here are several keyways in which digital sales channels influence the accessibility and usability of digital currency:

- **Global Accessibility:** Digital sales channels enable individuals from around the world to access and participate in the cryptocurrency market. Unlike traditional financial systems that may have geographical limitations or require intermediaries, digital currency platforms can be accessed online from anywhere with an internet connection. This global accessibility democratizes access to financial services and provides opportunities for individuals in underserved regions to participate in the digital economy.
- **Convenience and Ease of Use:** Digital sales channels offer convenient and user-friendly interfaces for buying, selling, and managing digital currencies. Cryptocurrency exchanges, online wallets, and mobile applications streamline the process of acquiring and storing digital assets, making it accessible to users with varying levels of technical expertise. Intuitive user interfaces, quick account setup, and seamless transaction processes enhance the usability of digital currency platforms, attracting new users and encouraging adoption.
- **24/7 Availability:** Unlike traditional financial institutions that operate within specific business hours, digital sales channels for cryptocurrencies are typically available 24/7. Users can trade and transact with digital currencies at any time, without being constrained by time zones or holidays. This round-the-clock availability enhances the accessibility of digital currency markets and accommodates users' diverse schedules and preferences.

- **Diverse Payment Methods:** Digital sales channels often support a wide range of payment methods, allowing users to purchase digital currencies using fiat currencies, credit/debit cards, bank transfers, and alternative payment methods. By offering multiple payment options, digital currency platforms cater to the preferences and needs of different user segments, facilitating accessibility and reducing barriers to entry.
- **Security and Trust:** Digital sales channels prioritize security measures to protect users' funds and personal information. Features such as two-factor authentication, cold storage solutions, and encryption protocols enhance the security of digital currency transactions and instill trust among users. Robust security practices contribute to the usability of digital currency platforms by mitigating risks associated with hacking, fraud, and theft, thereby fostering confidence and adoption.

**Table 1:** Comparison of Digital Sales Channels

Digital Sales Channel	Description	Features	Accessibility	Usability
<b>Cryptocurrency Exchanges</b>	Online platforms for buying, selling, and trading	- Wide range of cryptocurrencies supported	Global accessibility, 24/7 availability	Intuitive user interfaces, trading tools
<b>Online Wallets</b>	Digital wallets for storing and managing cryptocurrencies	- User-friendly interfaces	Instant access to funds, multi-platform support	Security features, ease of transactions
<b>Mobile Applications</b>	Smartphone apps for managing digital currencies	- Convenient access on-the-go	Accessibility on mobile devices	Quick transactions, push notifications
<b>Peer-to-Peer Platforms</b>	Platforms facilitating direct transactions between users	- Decentralized, peer-to-peer transactions	Global accessibility, no intermediaries	User ratings, escrow services

Source: CoinMarketCap, <https://coinmarketcap.com/>, accessed on April 1, 2024.

## **II. MATERIAL AND METHOD**

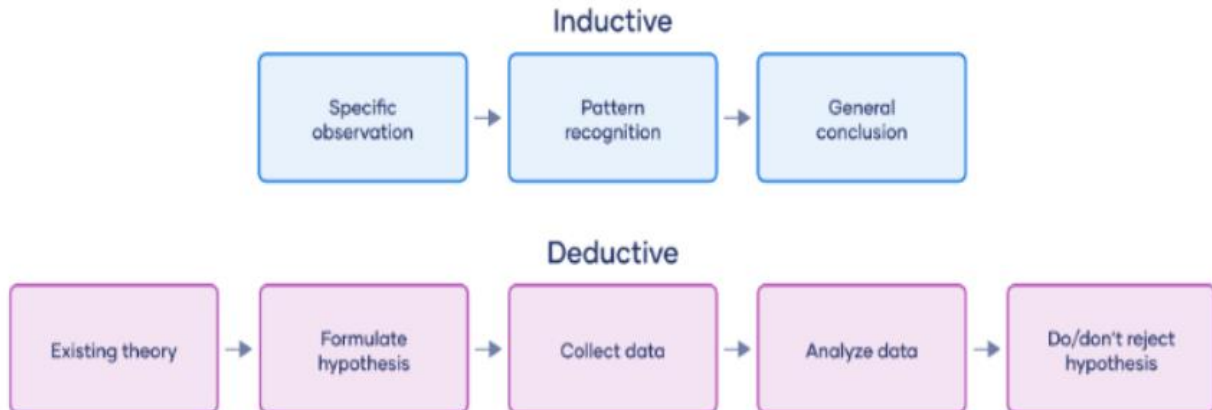
### **2.1 RESEARCH APPROACH**

This research collecting data for both quantitative and qualitative with the purpose of getting in-depth knowledge of the topic or issue to address. Secondary data sources were collected from previous research that studied and shared knowledge about the topic. Quantitative data are from Americans and Australia's companies resources, academic studies, This data provides statistical insights into Digital currency trends, socio-economic factors, environmental knowledge. Qualitative data are from reports, academic articles, journals, interviews, and textual sources.

The key to secondary data analysis is to apply theoretical knowledge and conceptual skills to utilize existing data to address the research questions (Johnston, 2014). It is very important to consider what knowledge researchers developed previously to explore more factors that can be developed with other research. One might argue that previous data only develop one way of thinking, however, that data is to provide concepts, background knowledge and previously discovered thinking from other research. Secondary data also called data available or existing data that previous researchers wrote, is often time used for developing existing theories or developing and exploring new perspectives with different research purposes and objectives. Secondary data analysis means using data previously collected. Data collection is very expensive and usually not repeatable for social science data, so use of previously collected data or materials is a good idea, if feasible (e.g. use data archive), (Bacon-Shone, 2013).

This study employs a deductive research approach, given that the phases in the process will all be performed in a logical sequence; this strategy may appear to be simple. Deductive research methods are best suited for evaluating ideas that already exist, not for developing new scientific knowledge (Arlbjorn & Halldorsson, 2002). With the deductive method, the objectives of the research, research questions, and interview guide are utilized to produce basic concepts from the literature that has already been written on the subject of the inquiry or what is known about the phenomenon of research.

**Figure 8:** Inductive and deductive research approach.



*Source: Streefkerk (2019)*

## 2.2 RESEARCH METHOD

There are three research approaches, according to Creswell & Creswell (2017):

- Quantitative: Investigating the relationship between variables (numerical data) that statistical tools may assess to test objective theories.
- Qualitative research involves examining and comprehending the significance that various people or groups assigned to a social or human issue (non-standardized data).
- Mixed approaches with quantitative and qualitative data.

However, the choice of research methodology depends on the type of studies that will be performed (Bryman & Bell, 2011). In this research, the qualitative research method has been used. This study seeks to identify the role of Digital marketing and sales channels companies in promoting the adoption of digital currency.

A basic assessment of the company's environment in America and Australia is required to do this. The research question also calls for a more thorough knowledge of how these companies handle these problems and how they see how they affect the expansion of their businesses. To address the research objective and question, the study uses both empirical findings and a theoretical framework. A variety of alternatives exist now for the qualitative researcher to do

their research, such as narrative research, case study, grounded theory, phenomenology, and participatory action research (Creswell, Hanson, Clark Plano, & Morales, 2007).

According to Gunnarson (2002), the advantage of using a qualitative method is that this method takes into account the overall perspective of the study problem in a way that is not covered by the quantitative method. Additionally, the quantitative technique struggles to quantify variables like perceptions, beliefs, ideas, and opinions. Also, the qualitative research method is most appropriate because it generally involves no manipulation of factors; instead, it examines behavior in realistic situations or uses data from people's profiles and incorporates the context of the real world to account for several viewpoints (Hancock, Ockleford, & Windridge, 2001).

## **2.3 RESEARCH STRATEGY**

Three different sorts of case studies have been proposed by Yin (2009): exploratory, descriptive, and explanatory. When there is no predetermined result, the exploratory case study method is utilized Yin (2009). This specific approach is suitable when the study's goal is to obtain a comprehensive and in-depth account of a social phenomenon. The exploratory case study research style was chosen for this research because it attempts to explore and analyse the digital currency challenges faced by some companies in USA and Australia in order to get a strong understanding of the phenomena. Case studies are frequently thought of as helpful tools for the initial exploratory stage of a research project, serving as a foundation for the creation of the "more structured" tools required in experiments (Rowley, 2002). Case study research typically draws on a variety of evidence from various sources, including records, artifacts, interviews, and observation, which extends beyond the sources of information that may be present in the historical study (Rowley, 2002). In this study, case studies have developed based on the in-depth websites information and interviews. Also, secondary data has been used as a part of an exploratory study to understand the subject and frame the literature review, which will reflect in the analysis to identify the gap.

Further, rather than depending on one case study, this research has employed multiple cross-countries case studies, as multiple case studies help to gain a thorough understanding of how various cases provide insight into a problem or a particular case (Creswell et al., 2007). The





strength of the research findings increases with multiple case studies that can be used to support or contradict a theory or previous studies.

## 2.4 POPULATION AND SAMPLE SELECTION

Choosing the population and sample can be considered one of the fundamental steps in the research process. When choosing the population and sample, the research purpose, questions, and theoretical framework must be considered (Rowley, 2002). This research follows a qualitative research method, employing a non-probability sampling by convenience technique. In non-probability sampling, the randomness of the sample is not essential; instead, subjective methods are used when selecting the components for the sample. Further, in this non-probability sampling by convenience sampling technique, researchers select individuals with whom it is easy to contact and interact (Etikan, Musa & Alkassim, 2016).

The selection of companies for this study involves scouring through their websites, perusing publications, and conducting interviews. Nonetheless, given the emphasis of this research on companies specializing in digital marketing and sales, this approach is specifically tailored to such entities.

**Table 2:** The list of the case studies companies

Numbers	Source Country	Name of the business	Logo
01	USA	Coinbase Commerce	
02	USA	BitPay	
03	Australia	Coinspot	
04	Australia	Living Room of Satoshi	

## **2.5 DATA COLLECTION**

As per Moser & Korstjens (2018), data collection methods should be considered wisely. There are several data collection techniques used in research, such as primary and secondary (Hox & Boeije, 2005). Primary data are collected in hand from research problems using specific methods (Hox & Boeije, 2005). In qualitative research design, large data collection techniques are usually through in-depth interviews, observation, and focus groups (Hox & Boeije, 2005). Interviews usually ask questions face to face, by telephone, or online, and the aim is to gather input from the respondent in relation to the research question (Moser & Korstjens, 2018). The research study will be an applicable method in USA and Australia due to the kind of challenges in digital marketing (Alam & Khalid, 2020).

In order to gain insight into this study, primary data were collected through Official Website, News Outlets, Social Media platforms like Twitter, LinkedIn, and Medium for updates, announcements, and insights into their operations and partnerships and Customer Reviews conducted with companies in USA and Australia. The concern of the research is to gather information and analyse the challenges of how digital marketing and sales have changed the world of currency and channels for trade using companies as an example in both countries.

## **2.6 DATA ANALYSIS**

A wide range of philosophical definitions and methodological approaches are covered in qualitative research (Seers, 2012). Each has its own specific approach to moving toward all phases of the examination interaction, including investigation, and has its own terms and methods (Seers, 2012). It can be a thematic, conceptual framework, or suggestion, driven more by data or basic research to solve the problem, effect the change, or identify the relevant theme (Mihas, 2019). In this paper, researchers conducted the thematic analysis technique. As per Vaismoradi, Turunen, & Bondas (2013), thematic analysis is an independent qualitative descriptive research method that identifies, analyses, and reports patterns in data. In this study, the data analysis has been done, highlighting the findings from primary data which gathered through Official Website, News Outlets, Social Media platforms conducted, and secondary data gathered through secondary sources and presented under literature review.

## 2.7 RESEARCH PROCESS

The case study guideline of this research has been constructed in four parts. The first part has questions relating to the background information of the business and the data collection resources. In the second part, the intention was to get an overall idea of the current marketing practices of the business. Finally, the third and fourth parts were designed in a way to guide the discussion to know if some specific internal challenges are facing the companies. The research case study guideline has developed after a thorough study of the past literature on digital marketing and sales challenges faced by companies in developing countries.

**Table 3:** Part 1 & 2, Format of the research case study guideline

	Focus area	Topics
<b>Part one</b>	Background of the company	<ul style="list-style-type: none"><li>● Name of the company</li><li>● Business industry</li><li>● Business type</li><li>● Duration of the business in operation</li></ul>
	Background of the data resources	<ul style="list-style-type: none"><li>● Data resources</li></ul>
<b>Part two</b>	Prevailing marketing practices of the firm	<ul style="list-style-type: none"><li>● Importance of a marketing strategy for a company's operations</li><li>● Current primary marketing method<ul style="list-style-type: none"><li>○ Traditional marketing</li><li>○ Digital marketing</li></ul></li><li>● Popular marketing channels</li></ul>
	Digital marketing and sales implementation	<ul style="list-style-type: none"><li>● Most frequently used digital marketing channels</li><li>● Internal challenges</li><li>● External challenges</li></ul>



**Table 4:** Part 3 & 4, Format of the research case study guideline

	Focus area	Topics
Part three	Internal challenges - technical knowledge and resources	<ul style="list-style-type: none"> <li>• Availability of professionals to perform in-house digital marketing or outsourced</li> <li>• Level of knowledge of employees on digital marketing</li> <li>• Perception of the owner towards implementing digital marketing</li> </ul>
	Internal challenges - high startup cost	<ul style="list-style-type: none"> <li>• Amount allocate for digital marketing from the budget/revenue</li> <li>• Level of the cost compared to its benefits</li> </ul>
	Internal challenges - level of security	<ul style="list-style-type: none"> <li>• Impact on company's privacy</li> <li>• The eagerness of the customer to buy the product through digital channels</li> </ul>
	Internal challenges - problem of integration	<ul style="list-style-type: none"> <li>• The challenge in integrating both methods together</li> <li>• Customer acceptance switching from conventional to digital or having a mix of both</li> </ul>
Part four	External challenges - lack of infrastructure	<ul style="list-style-type: none"> <li>• Perception of prevailing internet infrastructure of the country</li> <li>• How it affecting to the business in implementing digital marketing</li> <li>• Level of reachability to the clients due to lack of infrastructure</li> </ul>
	External challenges - intensify competition	<ul style="list-style-type: none"> <li>• Is digital marketing expose the company's competition</li> <li>• Perception on opening company strategies to competitors</li> </ul>

### III. RESULTS AND THEIR EVALUATION

#### 3.1 EMPIRICAL DATA

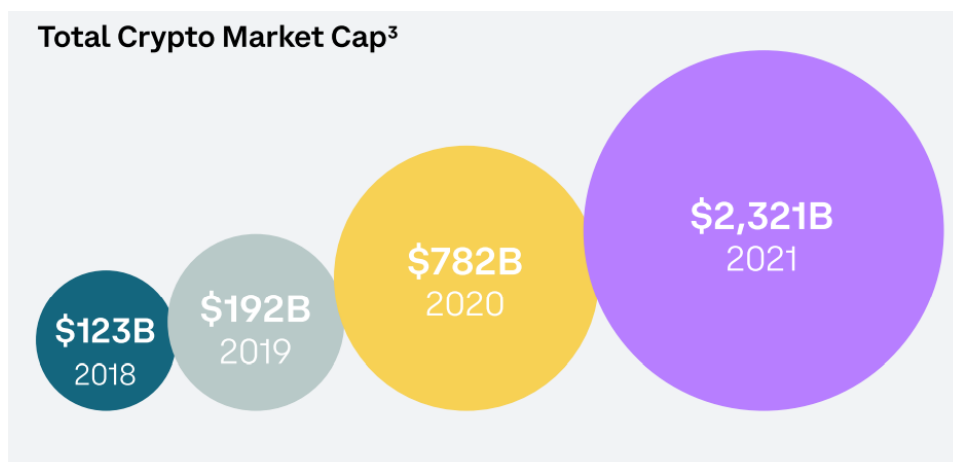
##### 3.1.1 CASE STUDY 1\_COINBASE COMMERCE

##### 3.1.1.1 BACKGROUND DATA ABOUT THE COMPANY

Coinbase Commerce, established in February 2018, is a branch of Coinbase, a prominent cryptocurrency exchange founded in 2012. Based in San Francisco, California, Coinbase Commerce serves as a platform for businesses to accept digital currencies as payment. It offers merchants tools like customizable checkout pages and payment buttons to facilitate transactions. Security is paramount, with Coinbase's robust measures ensuring the safety of transactions and funds. The platform supports various cryptocurrencies including Bitcoin, Ethereum, Litecoin, and Bitcoin Cash. With its integration capabilities, Coinbase Commerce caters to a global audience, enabling businesses worldwide to embrace cryptocurrency payments. Over time, it has seen substantial growth, attracting merchants ranging from small enterprises to nonprofits. Strategic partnerships with fintech companies and ecommerce platforms further enhance its offerings. Coinbase Commerce remains committed to driving mainstream adoption of digital currencies by providing reliable and user-friendly solutions for merchants.

The total crypto market capitalization at the end of Q4 was \$2.3 trillion – up nearly three-fold from approximately \$800 billion at the end of 2020 – and hit a peak of \$3.1 trillion in November 2021.

**Figure 8:** Total Crypto Market Capitalization



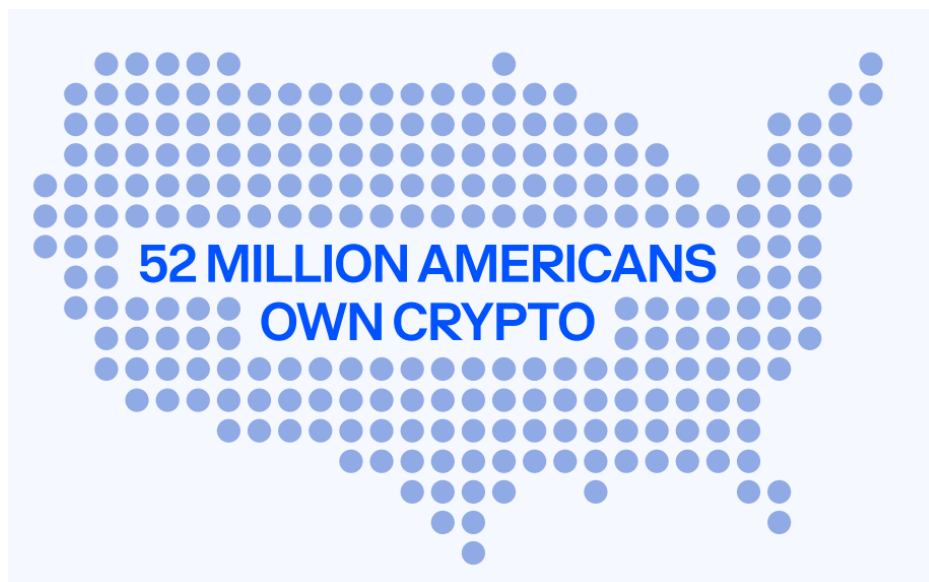
*Source: Coinbase-Q421-Shareholder-Letter.pdf*

### 3.1.1.2 USAGE OF DIGITAL MARKETING AND SALES STRATEGIES

Coinbase Commerce employs digital marketing strategies and sales channels to promote its services and expand its user base. Utilizing social media platforms like Twitter, Facebook, and LinkedIn, the company shares updates, announcements, and educational content to engage with its audience and foster community interaction. Content marketing plays a crucial role, with informative blog posts, videos, and infographics explaining the benefits of accepting cryptocurrencies through Coinbase Commerce. The company also leverages search engine optimization (SEO) techniques to ensure its website ranks well for relevant keywords, attracting organic traffic. Additionally, strategic partnerships with ecommerce platforms and payment processors broaden its reach and enable seamless integration for merchants. Through these efforts, Coinbase Commerce aims to drive awareness and adoption of digital currencies among businesses worldwide.

Coinbase Commerce remain confident the US will get this right, whether it comes from the courts creating new case law, Congress passing new legislation, or ultimately the 52 million Americans that own crypto electing candidates who represent their values.

**Figure 10:** Numbers of Americans that Own Crypto Currency



*Source:* Shareholder-Letter-Q4-2023

### **3.1.1.3 INTERNAL CHALLENGES OF DIGITAL MARKETING**

Internal challenges faced by Coinbase Commerce in digital marketing and sales channels include navigating regulatory complexities, ensuring robust security measures, addressing technical integration issues, educating users about cryptocurrency adoption, managing market volatility's impact on consumer confidence, staying ahead in a competitive market, optimizing conversion rates, aligning sales strategies with evolving customer needs, and maintaining brand reputation amidst industry fluctuations. These challenges require strategic planning, ongoing adaptation, and a proactive approach to address effectively.

### **3.1.1.4 EXTERNAL CHALLENGES OF DIGITAL MARKETING**

External challenges impacting Coinbase Commerce's digital marketing and sales channels include regulatory changes and legal uncertainties surrounding cryptocurrencies, which can hinder market expansion and adoption. Market volatility poses a significant challenge, as fluctuating cryptocurrency prices may deter merchants from accepting digital currencies and consumers from using them for transactions. Competition from other payment solutions and fintech companies vying for market share presents ongoing challenges in maintaining competitiveness and attracting users. Additionally, technological advancements and evolving consumer preferences necessitate continuous innovation and adaptation to stay relevant in the rapidly changing digital landscape. External factors such as economic conditions, geopolitical events, and shifts in consumer behavior can also impact the demand for digital currencies and influence marketing strategies. Moreover, cybersecurity threats and data breaches pose risks to both the platform and user trust, requiring vigilant monitoring and mitigation efforts. External dependencies on third-party platforms and service providers can introduce vulnerabilities and dependencies that may affect operations and sales channels. Additionally, global factors such as regulatory differences across jurisdictions and geopolitical tensions can create barriers to market entry and expansion, requiring careful navigation and compliance efforts. Lastly, social and cultural factors, including perceptions of digital currencies and societal attitudes towards technology, can influence consumer adoption and acceptance, shaping the effectiveness of digital marketing and sales efforts.

### **3.1.2 CASE STUDY 2\_ BITPAY**

#### **3.1.2.1 BACKGROUND DATA ABOUT THE COMPANY**

BitPay, founded in 2011 by Tony Gallippi and Stephen Pair, is a leading global payment service provider specializing in blockchain payments. Headquartered in Atlanta, Georgia, BitPay facilitates secure transactions in Bitcoin and other cryptocurrencies for businesses and consumers worldwide. The company's mission is to enable businesses to accept digital currencies as a form of payment, promoting mainstream adoption and financial inclusion. BitPay offers various payment solutions, including merchant processing services, payment plugins, and prepaid debit cards, to simplify cryptocurrency transactions. With a focus on compliance and regulatory standards, BitPay ensures seamless integration with existing payment systems and compliance with relevant laws and regulations. Over the years, BitPay has established itself as a trusted partner for merchants seeking to embrace the benefits of digital currencies, fostering innovation and driving economic growth in the digital payments space.

#### **3.1.2.2 USAGE OF DIGITAL MARKETING AND SALES STRATEGIES**

BitPay employs a multifaceted approach to digital marketing, leveraging various strategies and sales channels to promote its payment solutions. Through content marketing initiatives such as blog posts and case studies, BitPay educates businesses about the benefits of accepting cryptocurrencies. Social media platforms like Twitter and LinkedIn serve as channels for engaging with the audience, sharing updates, and fostering community interaction. Search engine optimization (SEO) efforts ensure BitPay's visibility in relevant search results, attracting organic traffic. Targeted email marketing campaigns deliver personalized content and promotional offers to subscribers, driving adoption. Strategic partnerships with ecommerce platforms and payment processors expand BitPay's reach and offer integrated solutions to merchants. Events, webinars, and direct sales efforts provide opportunities for education, training, and customer acquisition. Paid advertising channels supplement BitPay's outreach efforts, targeting specific audiences and driving conversions. Overall, BitPay's digital marketing strategies and sales channels work synergistically to raise awareness, drive adoption, and facilitate seamless cryptocurrency transactions for businesses and consumers worldwide.

### **3.1.2.3 INTERNAL CHALLENGES OF DIGITAL MARKETING**

BitPay faces internal challenges within its digital marketing and sales channels. These include resource allocation between marketing and sales, talent acquisition for specialized roles, seamless integration of technology, effective data management for insights, establishing meaningful performance metrics, fostering cross-departmental collaboration, crafting compelling content, maintaining brand consistency, ensuring regulatory compliance, generating quality leads, optimizing customer relationship management, equipping sales teams with necessary tools, conducting thorough market research, staying adaptable to market changes, refining strategies through testing, nurturing a culture of innovation, securing leadership support, providing ongoing training, managing budget constraints, maintaining measurement consistency, and coordinating campaigns effectively. Addressing these challenges is crucial for BitPay to achieve its marketing and sales objectives efficiently.

### **3.1.2.4 EXTERNAL CHALLENGES OF DIGITAL MARKETING**

External challenges facing BitPay's digital marketing and sales channels include regulatory uncertainties surrounding cryptocurrencies, market volatility impacting consumer confidence, intense competition within the fintech industry, technological advancements necessitating constant adaptation, economic conditions influencing consumer spending behaviors, geopolitical factors affecting market stability, cybersecurity threats posing risks to data integrity, dependency on third-party platforms for integration, varying consumer perceptions of digital currencies, and evolving industry standards requiring compliance efforts. Overcoming these challenges requires proactive strategies and agile approaches to navigate the dynamic landscape of digital marketing and sales in the cryptocurrency sector.

## **3.1.3 CASE STUDY 3\_ COINSPOT**

### **3.1.3.1 BACKGROUND DATA ABOUT THE COMPANY**

CoinSpot is one of Australia's leading cryptocurrency exchanges, established in 2013. Based in Melbourne, it offers a platform for buying, selling, and trading various cryptocurrencies. Founded by Russell Wilson and Andrew Mow, CoinSpot has emerged as a trusted and user-friendly platform for both beginners and experienced traders. The exchange supports a wide

range of digital assets, including Bitcoin, Ethereum, Ripple, Litecoin, and many others. CoinSpot prioritizes security, implementing robust measures such as two-factor authentication (2FA) and cold storage for customer funds. It is regulated by the Australian Transaction Reports and Analysis Centre (AUSTRAC), ensuring compliance with anti-money laundering (AML) and counter-terrorism financing (CTF) regulations. CoinSpot provides a range of features, including instant buy/sell options, recurring buys, and a user-friendly interface accessible via web and mobile applications. With a focus on user education, CoinSpot offers comprehensive resources and customer support to assist users in navigating the cryptocurrency market safely and confidently.

### **3.1.3.2 USAGE OF DIGITAL MARKETING AND SALES STRATEGIES**

CoinSpot employs a dynamic digital marketing strategy to bolster its cryptocurrency exchange platform. Through content marketing initiatives like blog posts and tutorials, they educate users on cryptocurrency trading. Active engagement on social media platforms ensures timely updates and community interaction. Strategic search engine optimization enhances visibility in online searches, driving traffic to their platform. Email campaigns keep subscribers informed about market trends and platform updates. Affiliate partnerships expand their reach through influencer collaborations and referral programs. Additionally, strategic alliances with other exchanges and financial institutions broaden CoinSpot's offerings. Responsive customer support ensures a positive user experience, fostering trust and retention. Paid advertising efforts target specific demographics, while educational events like webinars attract new users. Through these channels, CoinSpot effectively navigates the digital landscape, positioning itself as a leader in the cryptocurrency exchange market.

### **3.1.3.3 INTERNAL CHALLENGES OF DIGITAL MARKETING**

Internal challenges within CoinSpot's digital marketing and sales channels include resource allocation for optimal budgeting, talent acquisition for specialized roles, seamless integration of technology, effective data management for insights, establishing meaningful performance metrics, fostering cross-departmental collaboration, crafting engaging content, maintaining consistent brand positioning, ensuring regulatory compliance, and providing ongoing training for skill development. Addressing these challenges is crucial for CoinSpot to achieve its

marketing and sales objectives efficiently and maintain its competitive edge in the cryptocurrency exchange market.

### **3.1.3.4 EXTERNAL CHALLENGES OF DIGITAL MARKETING**

External challenges impacting CoinSpot's digital marketing and sales channels encompass regulatory uncertainties in the cryptocurrency industry, market volatility affecting consumer sentiment, intense competition from other exchanges, technological advancements necessitating constant adaptation, economic fluctuations influencing consumer spending, geopolitical factors affecting market stability, cybersecurity threats posing risks to data security, dependency on third-party platforms for integration, evolving consumer perceptions of cryptocurrencies and changing industry standards requiring compliance efforts. Overcoming these challenges requires proactive strategies and agile approaches to navigate the ever-changing landscape of digital marketing and sales in the cryptocurrency sector.

### **3.1.4 CASE STUDY 4\_ LIVING ROOM OF SATOSHI**

#### **3.1.4.1 BACKGROUND DATA ABOUT THE COMPANY**

Living Room of Satoshi is an Australian-based cryptocurrency payment gateway founded in 2014 by Daniel Alexiuc. It enables users to pay bills and invoices using various cryptocurrencies, including Bitcoin, Ethereum, and Litecoin. Headquartered in Brisbane, Living Room of Satoshi offers a convenient and secure platform for converting digital assets into traditional fiat currency to settle everyday expenses such as utility bills, rent, and insurance premiums. With a user-friendly interface and robust security measures, it has gained popularity among cryptocurrency enthusiasts seeking practical ways to utilize their digital holdings for everyday transactions. Living Room of Satoshi continues to expand its services and user base, contributing to the mainstream adoption of cryptocurrencies as a means of payment in Australia and beyond.

#### **3.1.4.2 USAGE OF DIGITAL MARKETING AND SALES STRATEGIES**

Living Room of Satoshi employs a blend of digital marketing strategies and sales channels to promote its cryptocurrency payment gateway. Through targeted online advertising, social



media engagement, and content marketing initiatives, they raise awareness of their platform's convenience and security. Additionally, strategic partnerships with cryptocurrency influencers, financial institutions, and utility providers expand their reach and enhance credibility. Leveraging search engine optimization (SEO) tactics ensures visibility to users searching for cryptocurrency payment solutions. Living Room of Satoshi's responsive customer support and user-friendly interface contribute to customer retention and positive word-of-mouth referrals. These efforts collectively position Living Room of Satoshi as a trusted and accessible option for individuals seeking to use cryptocurrencies for everyday expenses.

### **3.1.4.3 INTERNAL CHALLENGES OF DIGITAL MARKETING**

Living Room of Satoshi faces internal challenges within its digital marketing and sales channels. These may include resource allocation for budgeting and manpower, talent acquisition for specialized roles in digital marketing and sales, seamless integration of technology for efficient operations, effective data management for insights, establishing meaningful performance metrics, fostering cross-departmental collaboration, crafting engaging content, maintaining consistent brand positioning, ensuring regulatory compliance, and providing ongoing training for skill development. Addressing these challenges is vital for Living Room of Satoshi to achieve its marketing and sales objectives effectively and maintain its competitive edge in the cryptocurrency payment gateway market.

### **3.1.4.4 EXTERNAL CHALLENGES OF DIGITAL MARKETING**

External challenges impacting Living Room of Satoshi's digital marketing and sales channels include regulatory uncertainties in the cryptocurrency industry, market volatility affecting consumer confidence, intense competition from other payment gateway providers, technological advancements necessitating continuous adaptation, economic fluctuations influencing consumer spending habits, geopolitical factors affecting market stability, cybersecurity threats posing risks to data security, dependency on third-party platforms for integration, evolving consumer perceptions of cryptocurrencies, and changing industry standards requiring compliance efforts. Overcoming these challenges demands proactive strategies and agile approaches to navigate the dynamic landscape of digital marketing and sales in the cryptocurrency payment gateway sector.

### **3.2 IN-DEPTH ANALYSIS OF SELECT CASE STUDIES HIGHLIGHTING THE INTEGRATION OF DIGITAL MARKETING, SALES, AND DIGITAL CURRENCY.**

This section will give the analysis, which is based on the cases studies with the four companies in USA and Australia, and the theoretical framework. The digital marketing and sales channels usage of these companies.

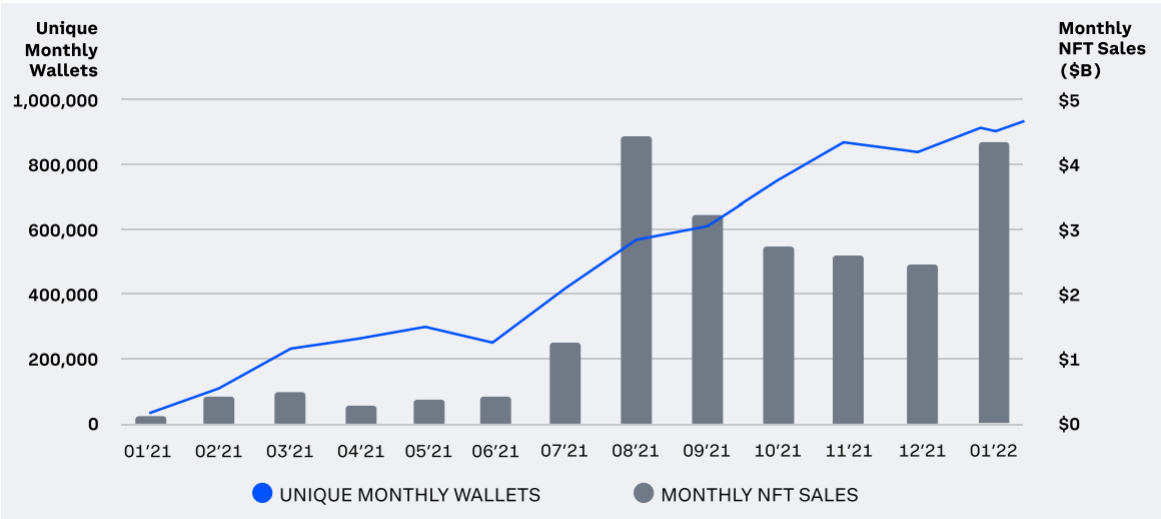
#### **3.2.1 CASE STUDY 1 \_COINBASE COMMERCE**

Studies show that companies adopt digital channels at the slowest rates, which is expected given that they are often at the beginning phases of adoption (Eriksson et al., 2008). It is evident that using digital platforms is crucial for businesses, and companies should move in the same direction if they want to develop and remain competitive. However, many companies are not able to take full advantage of or utilize many of these new digital capabilities (Gilmore et al., 2007). the size of the company and the availability of resources have a significant impact on whether or not they utilize digital marketing tools or what kind of tools they utilize to implement marketing digitally (Teo,2007).

Coinbase strategically employs various digital marketing strategies and sales channels to expand its reach and drive adoption of its services. Content Marketing: Coinbase creates high-quality content such as blog posts, articles, and educational resources to educate users about cryptocurrency and blockchain technology. Social Media Engagement: Active presence on platforms like Twitter, LinkedIn, and Facebook enables Coinbase to connect with its audience and share updates and educational content. Email Campaigns: Leveraging targeted emails, Coinbase delivers personalized content and promotional offers to subscribers, encouraging engagement and conversions. SEO: Coinbase prioritizes search engine optimization efforts to rank higher in search engine results pages, attracting organic traffic. Partnerships: Collaborations with key players in the industry help Coinbase expand its reach and provide additional value to its users. Events and Webinars: Hosting educational events allows Coinbase to engage directly with its audience and build trust and credibility. Through this comprehensive approach, Coinbase solidifies its position as a leading cryptocurrency exchange and platform.

This past year witnessed significant growth in the adoption of cryptocurrencies, reflecting a broader trend towards decentralized technologies. Notably, we observed increased utilization of non-fungible tokens (NFTs), decentralized finance (DeFi) applications, decentralized applications (dApps), play-to-earn gaming, and metaverse-related opportunities. For instance, NFT sales surged to nearly \$20 billion in 2021, a stark contrast to the less than \$100 million recorded in 2020, according to industry reports.

**Figure 11:** Unique Monthly Buying Wallets vs. Monthly NFT Sales



*Coinbase-Q421-Shareholder-Letter.*

**Future driving for crypto by building trusted products.**

In 2023, Coinbase demonstrated operational excellence and innovation, resulting in significant progress against our product roadmap. The company achieved notable milestones, particularly in derivatives, with the successful launch of Coinbase International Exchange and US derivatives products through Coinbase Financial Markets. Expanding globally, Coinbase secured licenses or registrations and launched in key markets such as Bermuda, Brazil, Canada, France, Singapore, and Spain.

On the institutional front, Coinbase bolstered our institutional financing product and introduced Coinbase Asset Management. Notably, in January 2024, assumed a pivotal role as custodian for eight of the ten Bitcoin ETFs. Additionally, and enhanced the utility of USDC through an updated arrangement with Circle.

Introducing Base, Coinbase new layer 2 network, marked a significant step forward. Base aims to enhance speed, reduce costs, and integrate developers into the Coinbase ecosystem. Moreover, we revamped Coinbase Wallet, simplifying crypto transactions to the level of sending a text message.

Overall, 2023 was a year of remarkable achievements for Coinbase, driven by our commitment to innovation and delivering value to our users and partners.

**Figure 12:** Down markets Building strategy



Source: Shareholder-Letter-Q4-2023

## - Financial Overview

In the latest financial quarter, the company achieved remarkable growth in total revenue, reaching \$954 million, marking a significant 41% increase from the previous quarter. Net revenue also experienced substantial growth, totaling \$905 million, up by 45% quarter-over-

quarter (Q/Q). However, other revenue saw a slight decrease of 4% Q/Q, amounting to \$49 million.

Operating expenses rose to \$838 million, reflecting an 11% increase Q/Q. Specifically, technology & development, sales & marketing, and general & administrative expenses collectively amounted to \$710 million, up by 9% Q/Q. Despite this, the company managed to achieve a net income of \$273 million and an adjusted EBITDA of \$305 million.

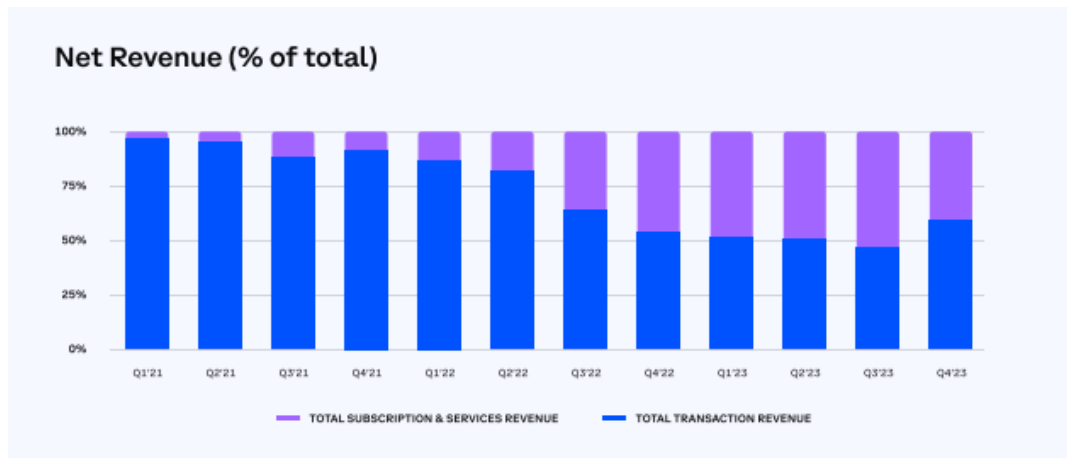
Notably, the net income was positively impacted by a \$121 million non-cash tax valuation allowance release and an \$18 million gain from debt repurchase. These financial results reflect our company's continued growth trajectory and solid financial performance in the market.

**Figure 13: Total Revenue 2022/2023**

Total Revenue (\$M)						FULL-YEAR	
TOTAL REVENUE	Q4'22	Q1'23	Q2'23	Q3'23	Q4'23	2022	2023
<b>Transaction Revenue</b>							
Consumer, net	308.8	352.4	310.0	274.5	492.5	2,236.9	1,429.5
Institutional, net	13.4	22.3	17.1	14.1	36.7	119.3	90.2
<b>Total transaction revenue</b>	<b>322.1</b>	<b>374.7</b>	<b>327.1</b>	<b>288.6</b>	<b>529.3</b>	<b>2,356.2</b>	<b>1,519.7</b>
<b>Subscription and services revenue</b>							
Stablecoin revenue <sup>1</sup>	145.7	198.9	151.4	172.4	171.6	245.7	694.2
Blockchain rewards	62.4	73.7	87.6	74.5	95.1	275.5	330.9
Interest income <sup>2</sup>	36.5	41.9	50.0	39.5	42.6	81.2	173.9
Custodial fee revenue	11.4	17.0	17.0	15.8	19.7	79.8	69.5
Other subscription and services revenue	26.7	30.1	29.4	32.3	46.5	110.3	138.3
<b>Total subscription and services revenue</b>	<b>282.8</b>	<b>361.7</b>	<b>335.4</b>	<b>334.4</b>	<b>375.4</b>	<b>792.6</b>	<b>1,406.9</b>
<b>Net Revenue</b>	<b>604.9</b>	<b>736.4</b>	<b>662.5</b>	<b>623.0</b>	<b>904.6</b>	<b>3,148.8</b>	<b>2,926.5</b>
Corporate interest and other income	24.2	36.1	45.4	51.1	49.2	45.4	181.8
<b>Total Revenue</b>	<b>629.1</b>	<b>772.5</b>	<b>707.9</b>	<b>674.1</b>	<b>953.8</b>	<b>3,194.2</b>	<b>3,108.4</b>

*Source Coinbase-Q421-Shareholder-Letter*

**Figure 14:** Net Revenue 2022/2023



*Coinbase-Q421-Shareholder-Letter*

### 3.2.2 CASE STUDY 2\_ BITPAY

BitPay employs a comprehensive digital marketing strategy and utilizes various sales channels to promote its cryptocurrency payment solutions. Through content marketing initiatives such as blog posts, articles, and educational resources, BitPay educates users about the benefits of cryptocurrency payments and its platform's features. Active engagement on social media platforms like Twitter, LinkedIn, and Facebook enables BitPay to interact with its audience, share updates, and participate in industry discussions. Email marketing campaigns deliver targeted content and promotional offers to subscribers, driving engagement and conversions. Search engine optimization (SEO) efforts ensure maximum visibility online, attracting organic traffic to BitPay's website. Strategic partnerships with ecommerce platforms, payment processors, and financial institutions expand BitPay's reach and integration capabilities. Additionally, hosting events, webinars, and workshops allows BitPay to engage directly with its target audience, educate them about cryptocurrency payments, and showcase its products and services. Through these digital marketing and sales channels, BitPay continues to strengthen its position as a leading provider of cryptocurrency payment solutions.

BitPay facilitates seamless Bitcoin payment acceptance for businesses worldwide. With easy integration tools, merchants can accept Bitcoin payments online or in-store. BitPay supports multi-currency acceptance, allowing businesses to diversify their payment options. Bitcoin payments are

instantly converted into fiat currency to mitigate price volatility. Businesses benefit from global reach, tapping into a broader customer base. Customizable solutions cater to the specific needs of businesses, from small enterprises to large corporations. Transparent fee structures ensure merchants understand costs associated with Bitcoin payments. Robust security measures protect against fraud and unauthorized transactions. Detailed reporting and analytics tools empower merchants to track Bitcoin payment activity. Overall, BitPay's Bitcoin payment acceptance solutions offer businesses flexibility, security, and access to a growing digital economy.

**Figure 15:** Bitcoin Payment Acceptance



*Source BITPAY Official website*

BitPay boasts partnerships and integrations with over 40 leading platforms and services, enhancing its reach and functionality. These partnerships enable seamless integration of BitPay's payment solutions into various ecommerce platforms, POS systems, and accounting software. Major partners include Shopify, WooCommerce, Magento, and PrestaShop, among others. Integration with these platforms allows merchants to accept Bitcoin and other cryptocurrencies as payment methods with ease. BitPay's extensive network of partners ensures compatibility and accessibility for businesses of all sizes. Through these integrations, BitPay empowers merchants to leverage the benefits of cryptocurrency payments and expand their customer base.

**Figure 16:** Integration and partners



*Source BITPAY Official website*

The company benefits significantly from its affiliate settlements, which dominate the crypto payout scene and account for half of all cryptocurrency payouts. This underscores the popularity of affiliate and marketplace settlements in the digital payment ecosystem, driving transaction volumes and revenue growth.

Additionally, the company gains traction from the gaming industry's adoption of Lightning Network transactions. With gaming transactions representing 25% of all Lightning payments processed by BitPay, the company taps into a lucrative market segment and solidifies its position as a preferred payment processor for gaming platforms.

Moreover, the appeal of Lightning Network for smaller transactions presents an opportunity for the company to cater to a diverse range of payment preferences within the crypto community. With Lightning transactions boasting an average order value (AOV) of \$63, the company can attract users seeking fast and efficient payment methods for everyday purchases.

Furthermore, the company benefits from partnerships with leading wallets for Lightning payments, including Muun Wallet, Square Cash, and Wallet of Satoshi. These partnerships enhance the accessibility and usability of Lightning payments, driving adoption and transaction volumes through user-friendly wallet solutions.



BitPay's monthly transaction volume continues to surge, reflecting the growing adoption of cryptocurrency payments worldwide. With each passing month, BitPay processes a substantial number of transactions, facilitating seamless payments for merchants and users alike. This steady increase in transaction volume underscores BitPay's pivotal role in the digital payment ecosystem. As more businesses and consumers embrace cryptocurrencies, BitPay remains at the forefront, providing reliable and secure payment solutions. The company's robust infrastructure and efficient processing capabilities ensure that transactions are completed swiftly and securely. Through its extensive network of merchants and partners, BitPay continues to drive innovation and accelerate the mainstream adoption of digital currencies. As a result, BitPay's monthly transaction volume serves as a barometer for the expanding influence of cryptocurrencies in the global economy.

**Figure 17:** Bitpay Monthly Transactions



*Source BITPAY Official website*

The BitPay Visa debit card offers users a seamless way to spend their cryptocurrency holdings in real-world settings. With the BitPay card, users can instantly convert their crypto into fiat currency and make purchases at millions of locations worldwide. The card supports various cryptocurrencies, including Bitcoin, Ethereum, and stablecoins. Users can manage their card through the BitPay app, allowing for easy balance checks and transaction tracking. Additionally, the BitPay card offers perks such as cashback rewards and no foreign transaction fees. With its integration with the Visa network, the BitPay card provides widespread acceptance and accessibility. Overall, the BitPay Visa debit card bridges the gap between digital and traditional finance, offering users greater flexibility and convenience in managing their cryptocurrency assets.

**Figure 18:** Bitpay Visa Debit Card



*Source BITPAY Official website*

### 3.2.3 CASE STUDY 3\_ COINSPOT

CoinSpot, a prominent cryptocurrency exchange in Australia, leverages a diverse array of digital marketing and sales channels to reach and engage its audience effectively. Through strategic content marketing initiatives, including blog posts, articles, and educational resources, CoinSpot educates users about cryptocurrency trading, investment strategies, and blockchain technology.

Active engagement on social media platforms such as Twitter, Facebook, and LinkedIn enable CoinSpot to share updates, news, and educational content, fostering community engagement and brand awareness.

Email marketing campaigns deliver personalized content, promotions, and updates to CoinSpot's subscriber base, driving engagement and conversions. CoinSpot prioritizes search engine optimization (SEO) to ensure its website ranks well in search engine results, attracting organic traffic and increasing visibility among potential users.

Strategic partnerships with influencers, industry organizations, and fintech companies help CoinSpot expand its reach and credibility, attracting new users and fostering trust. Hosting webinars, workshops, and events provides CoinSpot with opportunities to educate users about cryptocurrency and blockchain, showcase its platform's features, and engage directly with its audience.

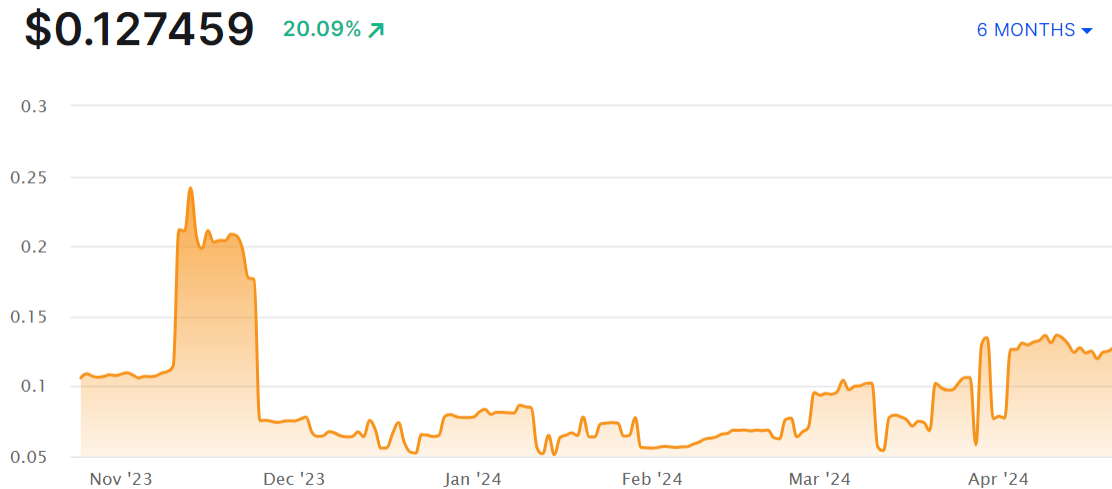
Referral programs incentivize existing users to refer friends and family, driving user acquisition and growth for CoinSpot. Affiliate marketing collaborations allow CoinSpot to reach new audiences and acquire users through referral traffic and marketing efforts.

Investments in paid advertising campaigns on platforms like Google Ads and social media increase CoinSpot's brand visibility, drive traffic to its website, and generate leads.

Active engagement with its community through forums, online communities, and customer support channels enables CoinSpot to address user inquiries, gather feedback, and build strong relationships with its users.

Overall, CoinSpot's integrated digital marketing and sales channels play a vital role in driving growth and success in the competitive cryptocurrency exchange market.

**Figure 19:** Populous on Ethereum's blockchain ledger technology.



*Source BITPAY Official website*

Populous allows investors from around the world to bid on invoices (contracts) and allows borrowers to instantly unlock credit from investors, instead of waiting on payments to clear, which in today's world can be a very lengthy process.

### **CoinSpot is the first Australian Cryptocurrency Exchange to complete an External Statutory Financial Audit**

The audit was completed by an independent auditor in accordance with Australian Auditing Standards. Due to the current climate of cryptocurrency, this audit was necessary, as it reflects CoinSpot's position as an industry leader with unparalleled dedication to upholding our stringent standards.

As the popularity of cryptocurrency increases, so does the growing demand for regulation from investors, analysts, and the industry as a whole. While any investment comes with some risks, CoinSpot aims to ensure there are no unnecessary risks for our customers. With this external audit CoinSpot provides clear communication with the CoinSpot community, maintaining its status as Australia's most secure and trusted cryptocurrency trading platform.

CoinSpot has received an Unqualified Opinion, the highest possible level of assurance under Australian Auditing Standards. The exchange's financial position including cryptocurrency

holdings within the 2021 Financial Year, presented figures which were reported fairly and in accordance with Australian Auditing Standards.

Unlike some other crypto platforms, market fluctuations do not impact CoinSpot customer's ability to access their crypto. CoinSpot customers can trade with complete confidence that crypto assets are available as displayed and all kept one-to-one.

### **3.2.4 CASE STUDY 4\_ LIVING ROOM OF SATOSHI**

Living Room of Satoshi, an innovative platform for cryptocurrency payments in Australia, effectively utilizes digital marketing and sales channels to reach its audience and drive adoption of its services.

Through targeted content marketing efforts, such as blog posts, articles, and educational resources, Living Room of Satoshi educates users about the benefits of using cryptocurrencies for everyday payments and financial transactions.

Active engagement on social media platforms like Twitter, Facebook, and Reddit allows Living Room of Satoshi to share updates, news, and user testimonials, fostering community engagement and brand awareness.

Email marketing campaigns deliver personalized content and promotional offers to Living Room of Satoshi's subscriber base, encouraging engagement and driving conversions.

Search engine optimization (SEO) efforts ensure Living Room of Satoshi's website ranks well in search engine results, attracting organic traffic and increasing visibility among potential users.

Strategic partnerships with businesses, financial institutions, and industry influencers help Living Room of Satoshi expand its reach and credibility, attracting new users and fostering trust in its platform. Hosting webinars, workshops, and events provides Living Room of Satoshi with opportunities to educate users about cryptocurrency payments, showcase its platform's features, and engage directly with its audience.

Referral programs incentivize existing users to refer friends and family, driving user acquisition and growth for Living Room of Satoshi. Affiliate marketing collaborations allow Living Room of Satoshi to reach new audiences and acquire users through referral traffic and marketing efforts.

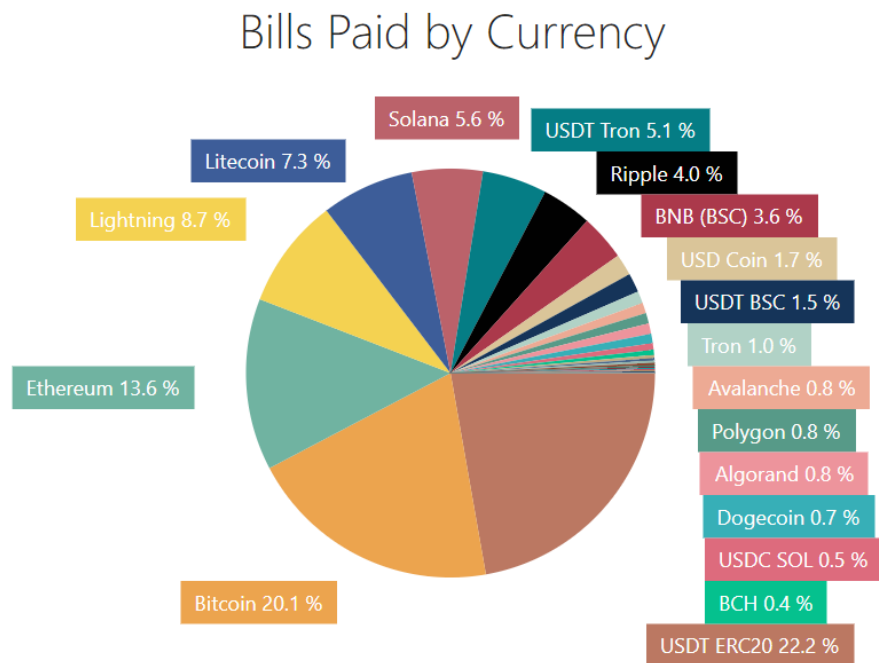
Investments in paid advertising campaigns on platforms like Google Ads and social media increase Living Room of Satoshi's brand visibility, drive traffic to its website, and generate leads.

Active engagement with its community through forums, online communities, and customer support channels enables Living Room of Satoshi to address user inquiries, gather feedback, and build strong relationships with its users.

Overall, Living Room of Satoshi's integrated digital marketing and sales channels play a crucial role in driving growth and adoption of cryptocurrency payments in Australia.

Living Room of Satoshi allows users to pay their bills using various cryptocurrencies, including Bitcoin, Ethereum, and Litecoin. Users simply select the bill they want to pay, choose their preferred cryptocurrency, and Living Room of Satoshi handles the rest, converting the cryptocurrency into fiat currency to settle the bill with the biller. This convenient service provides users with flexibility and freedom in managing their finances while promoting the adoption of cryptocurrencies for everyday transactions.

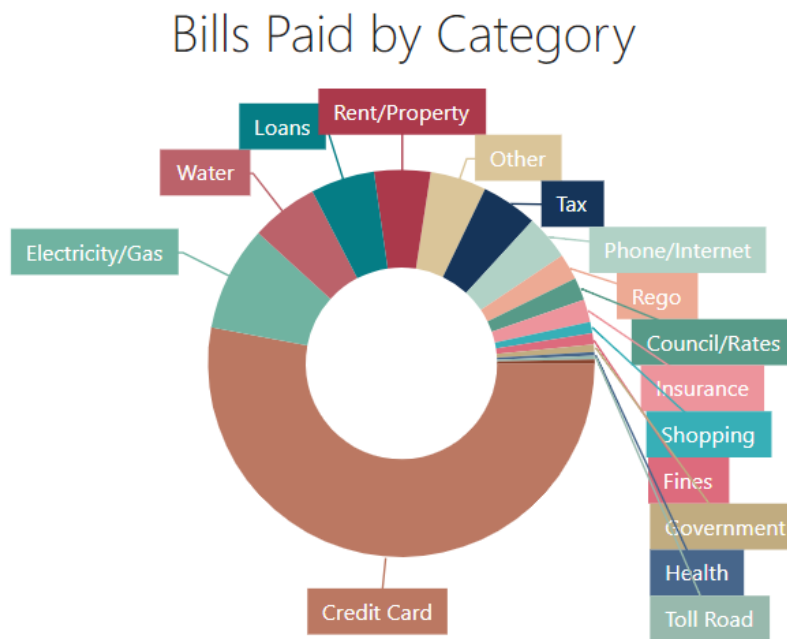
**Figure 20:** Bills Paid by Currency in Australia



*Source BITPAY Official website*

Living Room of Satoshi offers users the ability to pay bills across various categories, including utilities, telecommunications, insurance, and more. Users can conveniently settle their electricity, internet, phone, and insurance bills using cryptocurrencies like Bitcoin, Ethereum, and Litecoin. This broad range of bill categories ensures that users can manage all aspects of their finances seamlessly through the platform, further promoting the adoption of cryptocurrencies in everyday transactions.

**Figure 21:** Bills Paid by Category in Australia



*Source BITPAY Official website*

Living Room of Satoshi's heatmap in Australia reveals widespread adoption and usage of its cryptocurrency payment services across the country. Major urban centers such as Sydney, Melbourne, and Brisbane show high activity levels, reflecting strong interest and engagement with cryptocurrency payments. Regional areas also demonstrate significant usage, highlighting the platform's accessibility and appeal to users nationwide.

### 3.3 COMPARATIVE ANALYSIS OF DIFFERENT APPROACHES AND OUTCOMES

#### 3.3.1 APPROACH TO CURRENCY ADOPTION:

- **Coinbase Commerce:** Focuses on enabling businesses to accept cryptocurrency payments, thereby expanding the utility and adoption of digital currencies in commercial transactions.
- **BitPay:** Provides merchants with cryptocurrency payment processing solutions, facilitating the integration of digital currencies into existing payment systems and expanding their acceptance in the mainstream economy.
- **CoinSpot:** Operates as a cryptocurrency exchange, allowing users to buy, sell, and trade digital assets, contributing to the liquidity and accessibility of cryptocurrencies in the market.
- **Living Room of Satoshi:** Facilitates bill payments using cryptocurrencies, offering an alternative payment channel, and promoting the use of digital currencies in everyday financial transactions.

#### 3.3.2 IMPACT ON CURRENCY AND TRADE CHANNELS:

- **Coinbase Commerce:** By enabling businesses to accept cryptocurrency payments, Coinbase Commerce contributes to the diversification of payment methods and fosters innovation in commerce.
- **BitPay:** Through its payment processing solutions, BitPay enhances the efficiency and security of cross-border transactions, reducing reliance on traditional banking systems and lowering transaction costs for businesses.
- **CoinSpot:** As a cryptocurrency exchange, CoinSpot provides users with access to a wide range of digital assets, allowing for seamless trading and investment opportunities, thus democratizing access to financial markets.
- **Living Room of Satoshi:** By offering bill payment services using cryptocurrencies, Living Room of Satoshi introduces an alternative channel for settling financial obligations, promoting financial inclusion and decentralization of payment systems.



### 3.3.3 GLOBAL REACH AND ACCESSIBILITY:

- **Coinbase Commerce:** Operates globally, catering to businesses and customers across various countries, thereby expanding the reach and adoption of digital currencies on a global scale.
- **BitPay:** Serves merchants and users worldwide, providing payment solutions that transcend geographical boundaries and promote borderless commerce.
- **CoinSpot:** Primarily focuses on the Australian market, offering cryptocurrency exchange services tailored to the local regulatory environment and user preferences.
- **Living Room of Satoshi:** Targets users within Australia, offering bill payment services that cater to the domestic market and promote the use of cryptocurrencies in everyday transactions.

Overall, Coinbase Commerce, BitPay, CoinSpot, and Living Room of Satoshi play distinct yet complementary roles in advancing the adoption and usability of digital currencies in the global economy. Through their innovative approaches and outcomes, they contribute to changing the world of currency and trade channels by promoting financial inclusivity, efficiency, and decentralization.

## CONCLUSIONS AND RECOMMENDATIONS

The thesis has provided a comprehensive analysis of how digital marketing and sales strategies employed by Coinbase Commerce, BitPay, CoinSpot, and Living Room of Satoshi have contributed to transforming the world of currency and trade channels. Through the examination of these case studies, several key insights have emerged:

**Impact of Digital Marketing on Currency Adoption:** The case studies demonstrate that effective digital marketing strategies play a pivotal role in driving the adoption of digital currencies. Companies like Coinbase Commerce and BitPay have successfully leveraged digital marketing channels to promote cryptocurrency payments, leading to increased acceptance and usage among businesses and consumers.

**Expansion of Trade Channels:** Digital currency platforms such as CoinSpot and Living Room of Satoshi have expanded trade channels by offering innovative payment solutions. By enabling users to pay bills and trade cryptocurrencies seamlessly, these platforms have diversified trade channels and facilitated the integration of digital currencies into everyday transactions. **Global Reach and Accessibility:** The global reach of companies like Coinbase Commerce and BitPay has contributed to the widespread adoption of digital currencies across geographical boundaries. By offering services to businesses and consumers worldwide, these companies have enhanced the accessibility of digital currencies and promoted cross-border trade. **Innovation and User Experience:** The success of these companies can be attributed to their commitment to innovation and user experience. By continuously improving their platforms and services, they have enhanced the usability of digital currencies and provided users with intuitive and seamless payment experiences.

## RECOMMENDATIONS

Based on the findings of this thesis, the following recommendations are proposed for companies operating in the digital currency space:

1. **Invest in Digital Marketing:** Companies should invest in digital marketing strategies to promote awareness and adoption of digital currencies. By leveraging social media, content marketing, and other digital channels, companies can reach a wider audience and drive engagement with their platforms.
2. **Focus on User Experience:** Companies should prioritize user experience and interface design to make digital currency transactions more accessible and intuitive for users. Simplifying the payment process and providing user-friendly interfaces can help increase adoption and usage.
3. **Expand Trade Channels:** Companies should explore opportunities to expand trade channels and offer innovative payment solutions beyond traditional e-commerce. Platforms that enable bill payments, remittances, and other financial transactions can attract new users and drive growth in the digital currency ecosystem.
4. **Embrace Innovation:** Companies should embrace innovation and stay ahead of emerging trends in the digital currency space. By continuously improving their platforms and services, companies can remain competitive and meet the evolving needs of users and businesses.

In conclusion, the thesis highlights the transformative impact of digital marketing and sales strategies on the world of currency and trade channels. By learning from the successes of companies like Coinbase Commerce, BitPay, CoinSpot, and Living Room of Satoshi, other companies in the digital currency space can better navigate the challenges and opportunities presented by this rapidly evolving industry.

## SUMMARY

This thesis examines the transformative impact of digital marketing and sales strategies on the world of currency and trade channels through a detailed analysis of four case studies: Coinbase Commerce, BitPay, CoinSpot, and Living Room of Satoshi. These case studies reveal key insights into the role of digital marketing in driving the adoption of digital currencies, the expansion of trade channels, global reach and accessibility, and the importance of innovation and user experience.

The analysis demonstrates that effective digital marketing strategies are pivotal in driving the adoption of digital currencies. Companies like Coinbase Commerce and BitPay have successfully leveraged digital marketing channels to promote cryptocurrency payments, leading to increased acceptance and usage among businesses and consumers. Additionally, digital currency platforms such as CoinSpot and Living Room of Satoshi have expanded trade channels by offering innovative payment solutions, facilitating seamless bill payments, and enabling cryptocurrency trading.

Furthermore, the global reach and accessibility achieved by companies like Coinbase Commerce and BitPay have been instrumental in propelling the widespread adoption of digital currencies across geographical boundaries. By providing services to businesses and consumers worldwide, these companies have enhanced the accessibility of digital currencies and promoted cross-border trade.

Moreover, the success of these companies can be attributed to their commitment to innovation and user experience. By continuously enhancing their platforms and services, they have improved the usability of digital currencies, providing users with intuitive and seamless payment experiences.

In conclusion, this thesis highlights the transformative impact of digital marketing and sales strategies on currency and trade channels. By drawing insights from the successes of companies like Coinbase Commerce, BitPay, CoinSpot, and Living Room of Satoshi, other players in the digital currency space can glean valuable lessons to navigate the challenges and seize the opportunities in this rapidly evolving industry.

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## LIST OF TABLES AND FIGURES

**Table 1:** Comparison of Digital Sales Channels

**Table 2:** The list of the case studies companies

**Table 3:** Part 1 & 2, Format of the research case study guideline

**Table 4:** Part 3 & 4, Format of the research case study guideline

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**Figure 1:** Types of digital currency

**Figure 2:** History of Digital Currencies

**Figure 3:** Six categories of digital communication tools.

(Chaffey, & Ellis-Chadwick, 2019).

**Figure 4:** Three categories of social media ecosystem (El-Gohary, 2013)

**Figure 5:** the stages in the digital marketing world

**Figure 6:** Affiliate Marketing Spending, ( in billion US dollars )

**Figure 7:** Top 10 Affiliate Categories by Market Share

**Figure 8:** Inductive and deductive research approach. Source: Streefkerk (2019)

**Figure 9:** Total Crypto Market Capitalization

**Figure 10:** Numbers of Americans that Own Crypto Currency

**Figure 11:** Unique Monthly Buying Wallets vs. Monthly NFT Sales

**Figure 12:** Down markets Building strategy

**Figure 13:** Total Revenue 2022/2023

**Figure 14:** Net Revenue 2022/2023

**Figure 15:** Bitcoin Payment Acceptance

**Figure 16:** Integration and partners

**Figure 17:** Bitpay Monthly Transactions

**Figure 18:** Bitpay Visa Debit Card

**Figure 19:** Populous on Ethereum's blockchain ledger technology.

**Figure 20:** Bills Paid by Currency in Australia

**Figure 21:** Bills Paid by Category in Australia



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