

# KOL

## High Level Management

- Selection of KOL Suitable for the Project
- Acquisition of KOL from the Project's Target Region
- Engagement of KOL for Active Support
- Precise Planning of KOL Activities

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XFI COIN



# Challenge

- CrossFi asked us to help them with Asian Market and introduce their project to DeFi community of South Korea and Japan

## Solution:

We onboarded the top Key Opinion Leaders from South Korea and Japan



We meticulously planned the campaign and the timing of posts.

We organized a live Q&A session conducted by the top Korean KOL, Fireant.

# KOL posts

Lucian & Annablog

The biggest Japanese KOL.

あんころ @ankoro1717

\$XFI パンケーキスワップとユニスワップに 🥳🥳🥳 @crossfichain

リポスト&♡

[pancakeswap.finance/swap?outputCur...](https://pancakeswap.finance/swap?outputCur...)

[app.uniswap.org/swap?outputCur...](https://app.uniswap.org/swap?outputCur...)

分散型革命に参加 🥳🥳🥳

\$XFI を新たな高みに引き上げよう 🥳

#DeFi

Translate post

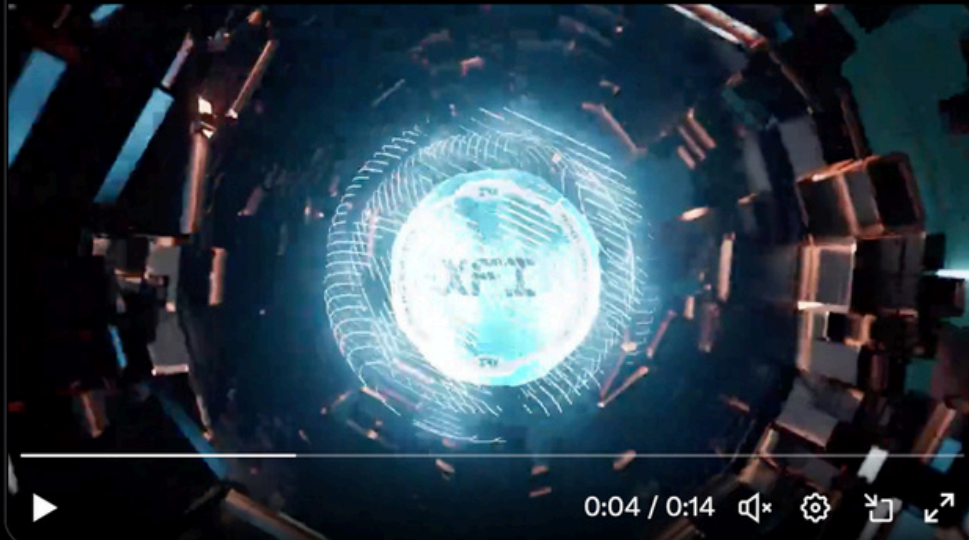
CrossFi @crossfichain · May 10

XFI is on the top dex: Uniswap

We're excited to announce XFI listing on Uniswap!

Take a moment and trade right now: [uniswap.org...](https://uniswap.org...)

Show more



0:04 / 0:14

4:36 PM · May 14, 2024 · 36.9K Views

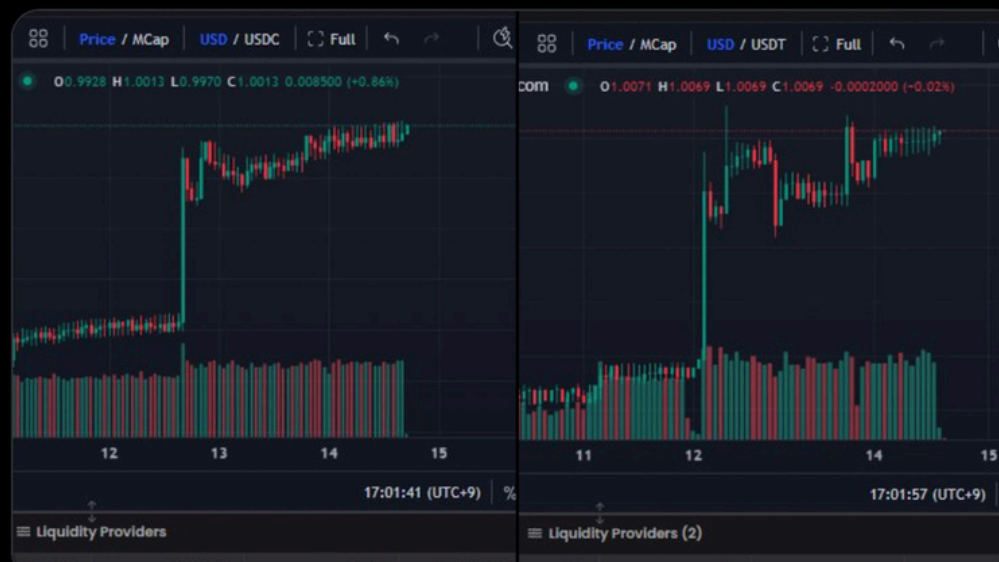
魔LUCIAN @lucianlampdefi

コインリスト銘柄の \$XFI @crossfichain がDEXで取引できるようになりました！  
この独特のチャートを見よ w

BSC: PancakeSwap  
[dexscreener.com/bsc/0x0333bd17...](https://dexscreener.com/bsc/0x0333bd17...)

Base: Uniswap  
[dexscreener.com/base/0x87e210b...](https://dexscreener.com/base/0x87e210b...)

Translate post



Price / MCap USD / USDC Full

Price / MCap USD / USDT Full

Liquidity Providers

Liquidity Providers (2)

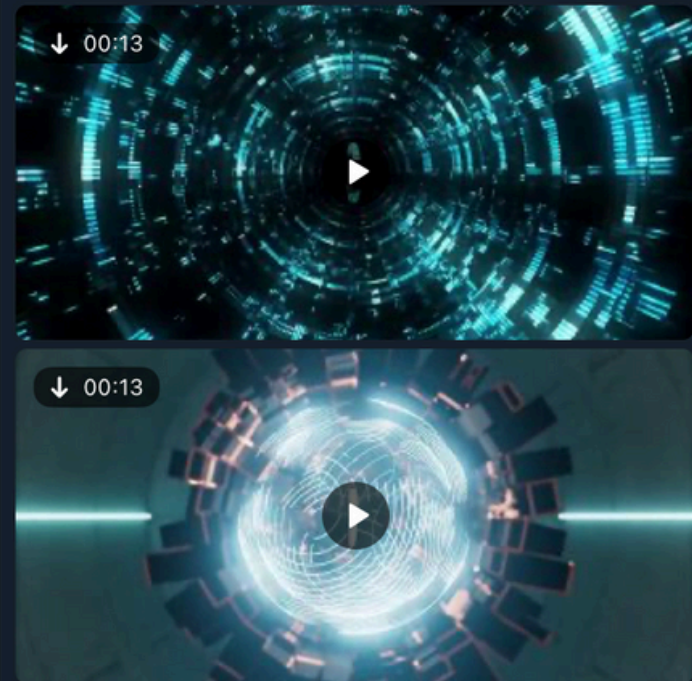
WeCryptoTogether

The largest Korean crypto channel. Well known and respected KOL in a community.

취미생활방 16 May Comment 3.5K 17:03

Forwarded messages

청년백수지원금 yesterday at 14:01



00:13

00:13

CrossFi 유니스왑, 팬케이크 스왑 상장

CrossFi는 다른 네트워크 간 자산 전송을 가능하게 하는 크로스체인 브릿지입니다. 유니스왑, 팬케이크 스왑에 상장하여 \$XFI를 얻을 수 있습니다.

\$XFI 거래하기


- 유니스왑 접속
- 팬케이크 스왑 접속
- 토큰주소

0xC8CeED65E236F7d6fB378b8715f9e6912e486A54

DEX에 있기 때문에 꼭 주소를 확인하고 유사한 크립토를 주의하시기 바랍니다.

# FireAnt Q&A - Unusually high amount of posts for his channel

불개미 CRYPTO 1 878 18:26



Everything you need to know about CrossFi

14 May 7pm Korean time

잠시후 7시에 음성채팅 합니다잉

Crossfi 디파이 직접 해볼 예정

4 1 1

불개미 CRYPTO 9 1.1K 18:28


불개미 CRYPTO 잠시후 7시에 음성채팅 합니다잉 Crossfi 디파...

음성채팅 참여자 중 10명에게 30usdt (약 42000원) 에어드랍 예정

5 1

Live stream started

불개미 CRYPTO Comment 1.6K edited 16:36



Everything you need to know about CrossFi

14 May 7pm Korean time

오늘 7시에 Crossfi 에어드랍작업 해보는 음성채팅 진행중

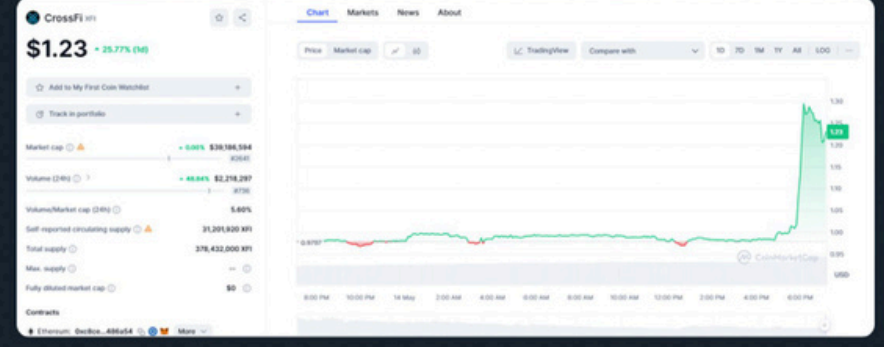
300usd 보상풀이 있습니다.

별도로 받은 광고비는 없습니다. 이번에 참여자 많으면 나중에 광고비 많이준대서 한번 시범으로 해봅니다.

오늘 7시 음성채팅!

6

불개미 CRYPTO Comment 1K 19:09



<https://coinmarketcap.com/currencies/crossfinance/>


1 1

불개미 CRYPTO Comment 991 19:20

dex거래 페어

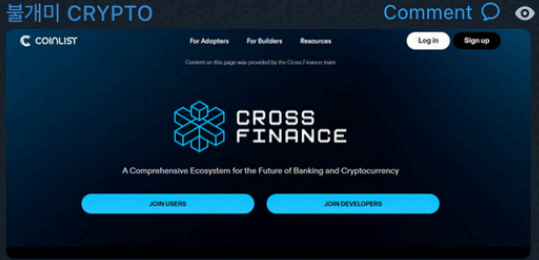
<https://pancakeswap.finance/swap?outputCurrency=0x4ae1cd329e3aa0f70164424d2e5688723a6f9b71&inputCurrency=0x55d398326f99059f775485246999027B3197955>

<https://app.uniswap.org/swap?outputCurrency=0x015e7b67198c29462d6653ba72c8a6612dc21014>



pancakeswap.finance Exchange | PancakeSwap Trade, earn, and own crypto on the all-in-one multichain DEX

불개미 CRYPTO Comment 1.1K 19:03

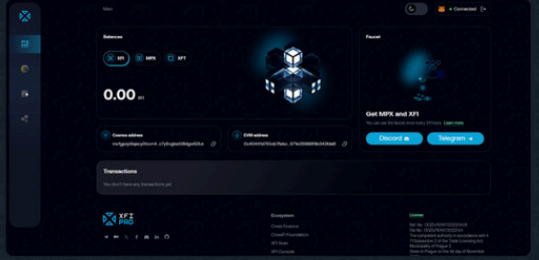


코인리스트 크로스파이낸스 아티클

링크

2 2

불개미 CRYPTO Comment 1.2K 19:06



테스트넷 링크

<https://testpad.xfi.foundation/dashboard>

1

불개미 CRYPTO Comment 1K 19:20

CrossFi @crossfichain

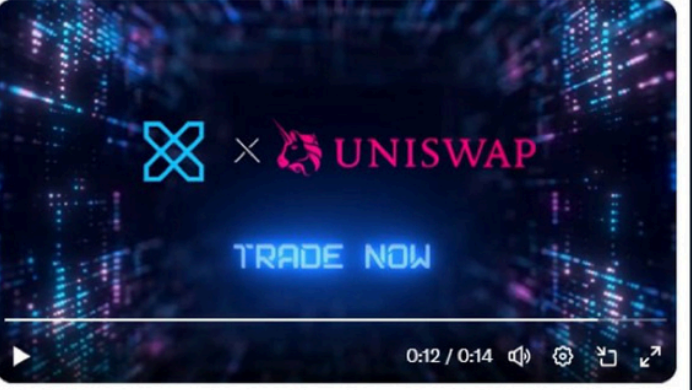
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Take a moment and trade right now: [uniswap.org](https://uniswap.org)

#XFI #Uniswap #Crypto #crossfi

게시물 번역하기

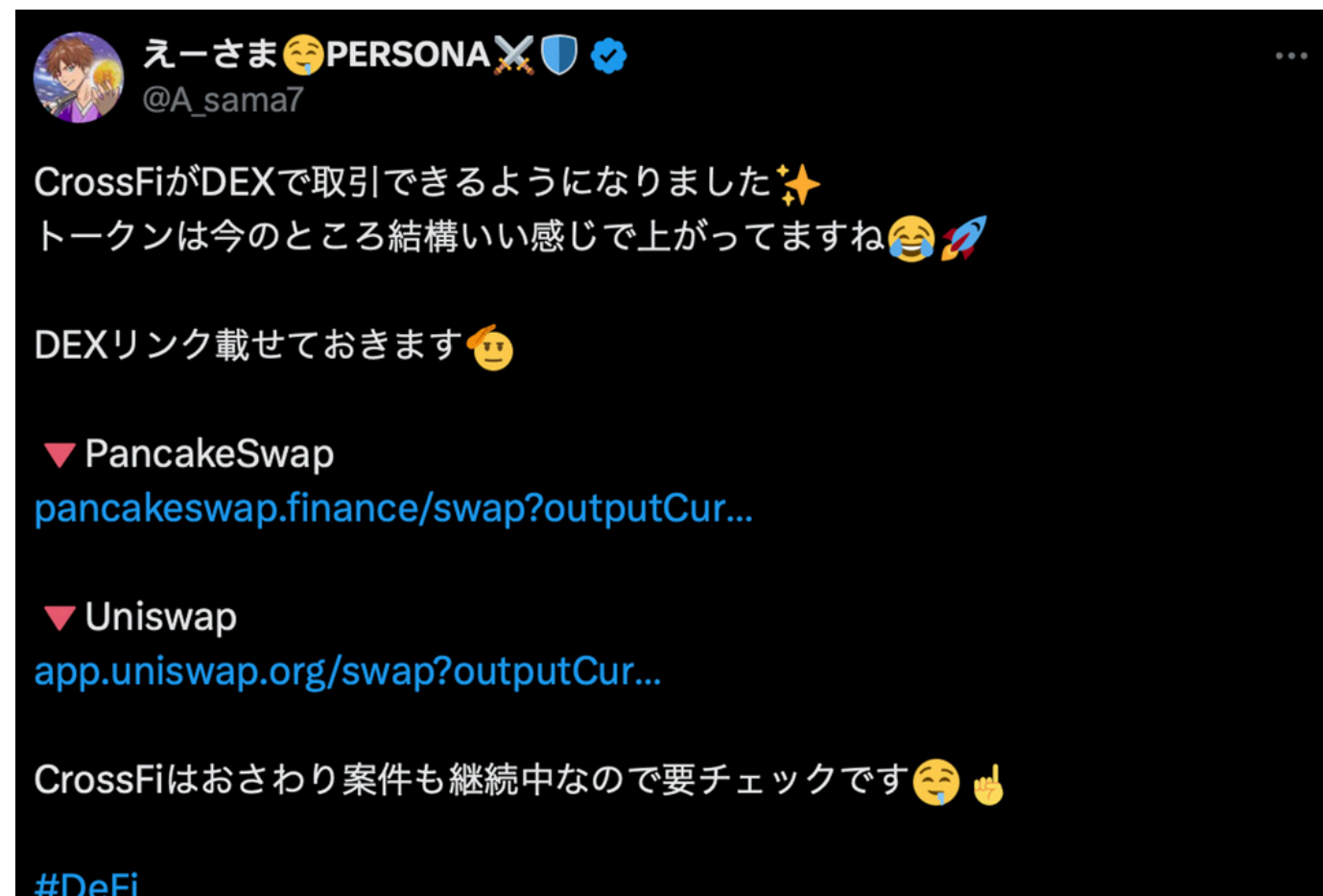
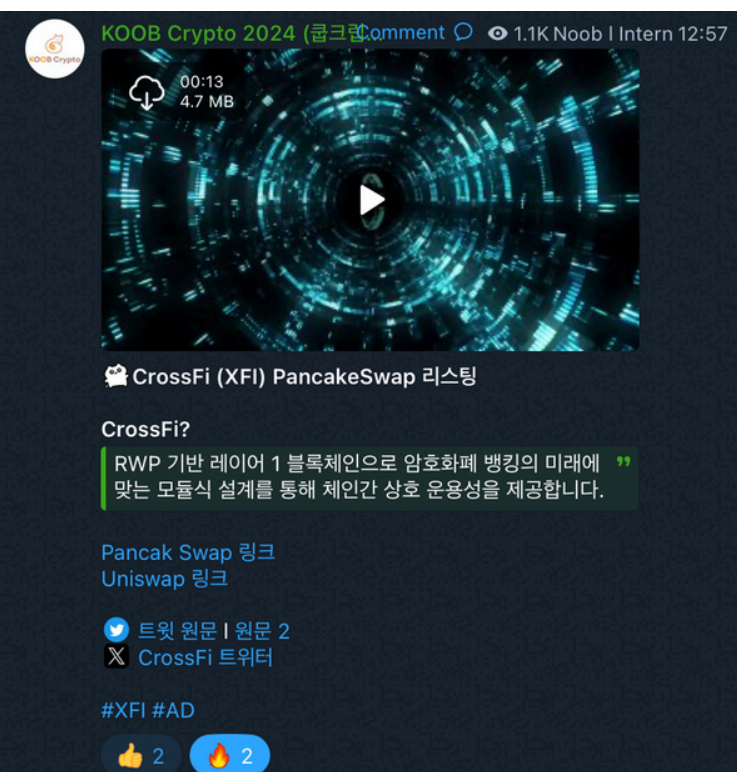


TRADE NOW

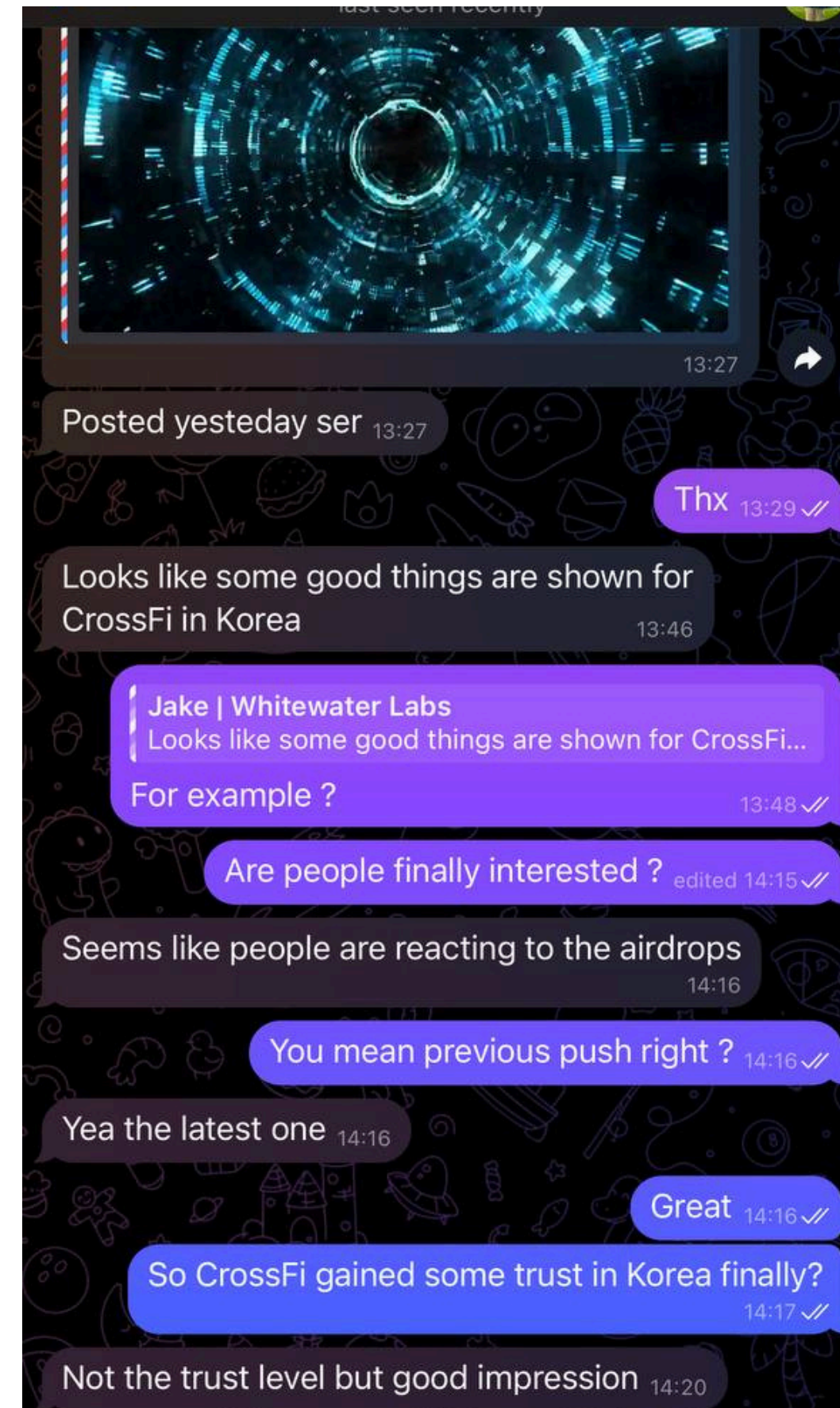
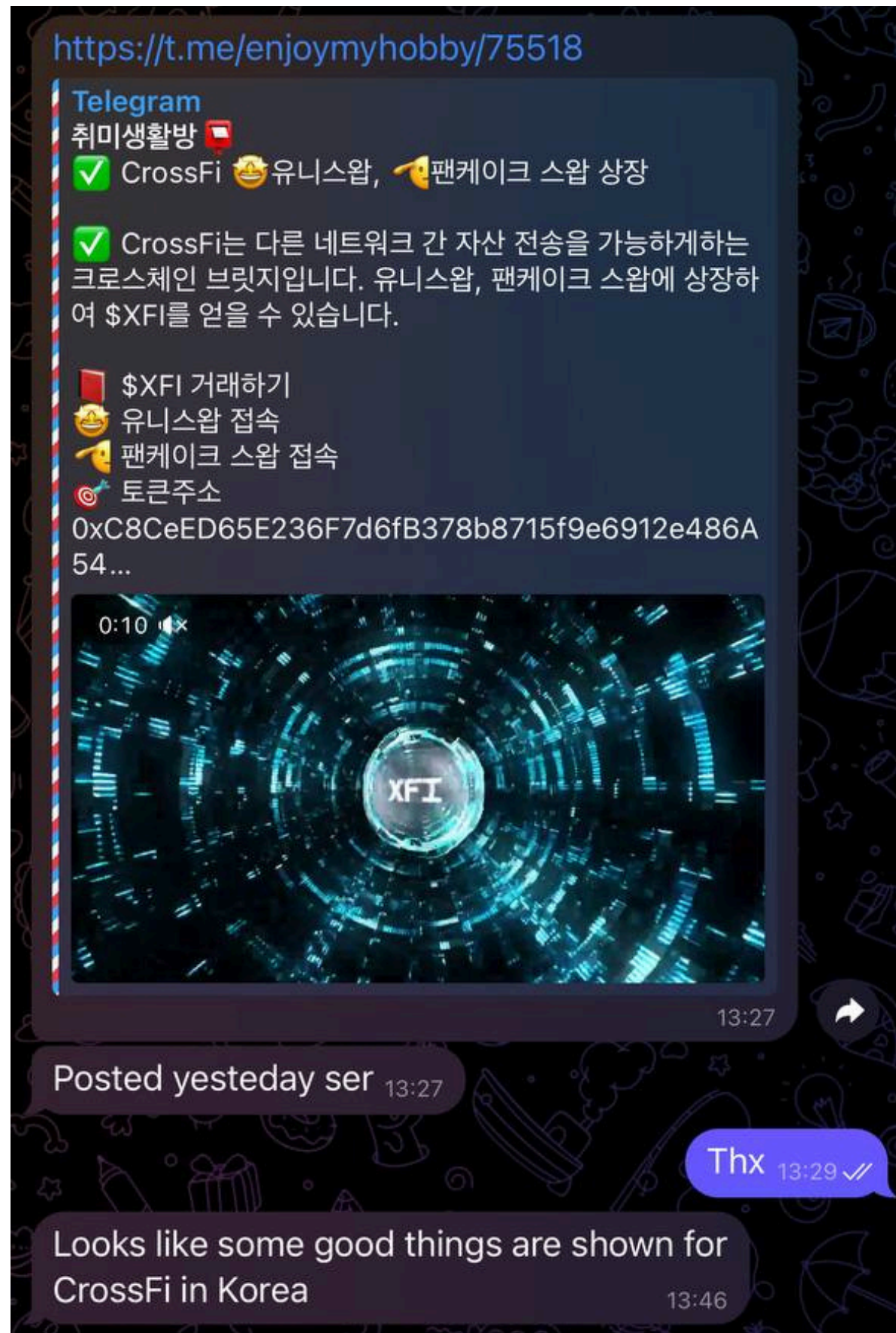
0:12 / 0:14

2

After the Q&A session conducted by FireAnt, many other Korean KOL started posting about CrossFi, resulting in organic spread for our campaign. Additionally, following a tweet from Lucian, one of the top Japanese KOL, many smaller Japanese influencers posted about the project organically, without any expenditure on them.



# EnjoyMyHobby- the biggest crypto channel in Korea



# Result:

