

## **5.0 Marketing and communication strategy**

### **5.1 Brand Messaging**

Trusti Metrix prides itself on helping to protect investors, both professional and casual, from counterfeit bullion. Key narratives we want to bring as a company would be transparency, trust, and protection.

- Mention the story of a nurse who invested her savings into bullion, only to realise the bullion was not authentic. Create peace of mind using Trusti Metrix's verification tools and reinforce the idea that this brand is there for the "little guys"
- With rising metal prices and growing demand, the counterfeit market has also risen, investors must protect themselves from these counterfeits. Trusti Metrix's detection prices are affordable to the everyday investors as well as vaults/banks.

**Our key focus in our messaging will now be:**

- **Authenticity guarantee:** traditional testing methods can only test the outer layer of the bullion, not the whole bullion
- **Protecting investors ("the little guys"):** a focus on affordability for the casual investors, and ensuring that this company has their best interests at heart.
- **Reducing risk for dealers/ institutions:** a rise in counterfeit products will only hurt their brand, and help protect their own brand reputation

### **5.2 Outreach strategies for B2B**

- A list of dealers from designated countries, along with their contact details, has already been created in B2B Sales and Partnership
- Stress the importance of risk reduction and liability while bringing the focus away from exposing possibly fake bullion items.
- Verification, protection, and consumer trust
- *"Trusti Metrix, will be your trusted partner..."*, emphasis on partner and not competition or someone in their way.
- Here is an example of an email sent to a potential company:

*"Dear [Name of person in charge of outreach at {Named Company}],*

*We at Trusti Metrix are reaching out as part of our B2B Sales & Partnership team to provide comprehensive bullion authenticity verification that goes beyond traditional surface-level tests.*

*With bullion demand and prices continuing to rise, the risk of the counterfeit market has grown in parallel. This introduces higher operational risk, liability exposure and reputational impact to your operations; this is why a robust verification scheme is critical.*

*Here at Trusti Metric, our mission is to support compliance, due diligence, and internal audit requirements at affordable, scalable prices for our retail clients and institutional holdings. We want to be a trusted partner, not a competitor in the bullion supply chain.*

*We welcome the opportunity to explore how Trusti Metric can support your work while reinforcing the trust your clients have placed in you. We would be glad to schedule a short conversation at your convenience to continue the discussion.*

*Regards,*

*Trusti Metrix"*

### 5.3 Outreach strategies for B2C

- High-engagement influencers who focus on education for casual consumers.
- Stress the importance of verification in bullions, due to the growing counterfeit market, as well as rising prices in precious metals
- **Content published should be about:**
  - Counterfeit awareness and precautions taken (using Trusti Metrix's device for verification)
  - Videos demonstrating the difference between real and fake bullion bars
  - Educational post about the industry and what to be aware of
  - Titles: "things you should know before investing in bullion", "tips and tricks on bullion investment"
- **Formats should follow the social media platform**
  - TikTok, Instagram, Facebook: short-form videos, with mostly educational and debunking title formats. Can produce on your own page or a high engagement influencer
  - Blog articles: address the recent issues with rising precious metals cost, reach out to large publications in the industry for these promotions (mentions of your product), or on your own website, add a blog section.

Educational post on Instagram, Facebook, Reddit



## **5.4 Social Media Influencer List**

<b>Social Media</b>	<b>Account name</b>	<b>Followers</b>	<b>Engagement Rate</b>	<b>Country</b>	<b>Notes</b>
Instagram	@bullionclubuk	3840	0.33%	United Kingdom	Guidance for investment in Gold
Instagram/ Facebook	@jmbullion	18k	0.06%	United States	Seller of bullion, but has guides on investment
Instagram	@kitconews	22.8k	0.06%	Canada, but Global	Global news on metals
Instagram	@proaurum.de	997	4.01%	Germany	Small account, but higher engagement
Instagram	@muenzeoesterr eich	6806	1.91%	Austria	Coin collectors
instagram	@royaldutchmint	7866	0.8%	Netherlands	Promotional post, mint driven audience
Instagram	@tavid.ee	839	2.8%	Estonia	Educational videos
Website	The Silver Forum			UK	Forums, but can do advertisement
Youtube	@SilverDragons4 7	379k	1.08%	United States	Educational videos about bullion
Youtube	@KettnerEdelmet alle	469k	0.47%	Germany	News and background of metals

## ***The final recommendations***

- 1) Position Trusti as a simple, portable, and consumer-friendly verification solution supported by a strong mobile app.
- 2) Build brand trust through clear educational content that empowers beginner investors and small dealers.
- 3) Partner with finance influencers, gold stackers, and bullion YouTubers to quickly scale credibility and awareness.
- 4) Establish a structured B2B Partnership Programme for EU Dealers. Tailored to the different bullion dealers and coin retailers have specific resell programmes for: strategic dealer partners, standard resellers and influencers. A formalised partnership programme turns dealers into long-term advocates and gives Trusti Metrix a replicable entry model across multiple EU markets. This also differentiates the company from competing Sigma distributors, who lack structured partnerships
- 5) Implement an engagement strategy focused on trust, education and efficiency. Offer leading dealers demonstrations and free online training for staff to prove the value of Sigma devices in daily operations. Provide dealers with certificates and digital badges claiming all bullions are tested with Sigma Metalytics to improve customer confidence. This strategy makes Trusti Metrix stand out as a support-oriented partner committed to dealer success