



If you're unfamiliar with the term, STOs are security tokens .

Your STO marketing campaign will almost certainly include a lot of promotion to raise awareness and interest. This includes traditional marketing channels like blogs, press releases, events, and social media promotions, as well as guerrilla tactics like traditional roadshows, mail marketing, and market influencers. It is a stage in which you promote to the general public and complete the VC deals that you began during the preparation period.<https://www.dunitech.com/STO-Marketing.aspx>.

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