



10 THINGS YOU NEED TO KNOW BEFORE PROMOTING CRYPTOCURRENCIES

With cryptocurrency making headlines, consumers are changing their approach to investing, where they bank, and their views on the future of money, every financial institution will need a crypto strategy. **Did you know that over half of crypto-aware consumers believe that cryptocurrency needs involvement from established financial institutions before it reaches mainstream adoption and for it to have staying power?**¹

1



Differentiate clearly

Be clear and inform consumers of the differences and varying levels of volatility between the 3 main types of digital currencies – cryptocurrencies, stable coins, and central bank digital currencies.

2



Provide a wallet set-up guide

Provide consumers a step-by-step guide on how to set up a crypto wallet so they can properly store their digital currencies and how this differentiates from current tools.

3



Verify legitimacy

In order to avoid consumers investing in 'rug-pull' digital currencies (high risk, likely scams), clearly outline options, risks and uncertainties so consumers can make informed choices.

4



Communicate tax consequences

Make clear what the local guidelines are around tax implications when investing or engaging with digital currencies.

5



Keep investors up-to-date

As government regulations on digital cryptocurrencies begin to grow, send investors timely updates on new and pending guidelines.

6



Understand use cases

Stay ahead on how various digital currencies can be used beyond investment opportunities, especially as more major retailers begin to accept them as payment methods.

7



Create community

Encourage a culture of learning and engagement through community-building practices like setting up webinars, meet-ups or marketing activations that showcase the ever-growing trends in the space.

8



Educate employees

Invest in learning and development content or research in this space. Lead employee trainings to ensure that they know how to properly advise customers and clients.

9



Attend events in the space

Position your company as a valuable contributor to the digital currency space by attending industry events.

10



Understand holistic crypto concepts

Outside of digital currencies, stay current on other concepts in the crypto space.

Visa is here to help you

Contact your Visa account executive to learn how we are uniquely positioned to help you give added utility to digital currencies and make it more applicable as a safe payments method.

Source: 1. The Crypto Phenomenon: Consumer Attitudes & Usage, Visa 2021.

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