

TOPSTEP

TRADESBYMATT CASE STUDY

Social channels are constantly evolving, and the best marketers know that it pays to keep up with the latest trends. This case study will cover how one of our affiliates went from joining our program to being our top affiliate in just three short months by utilizing new social channels and promotional methods.

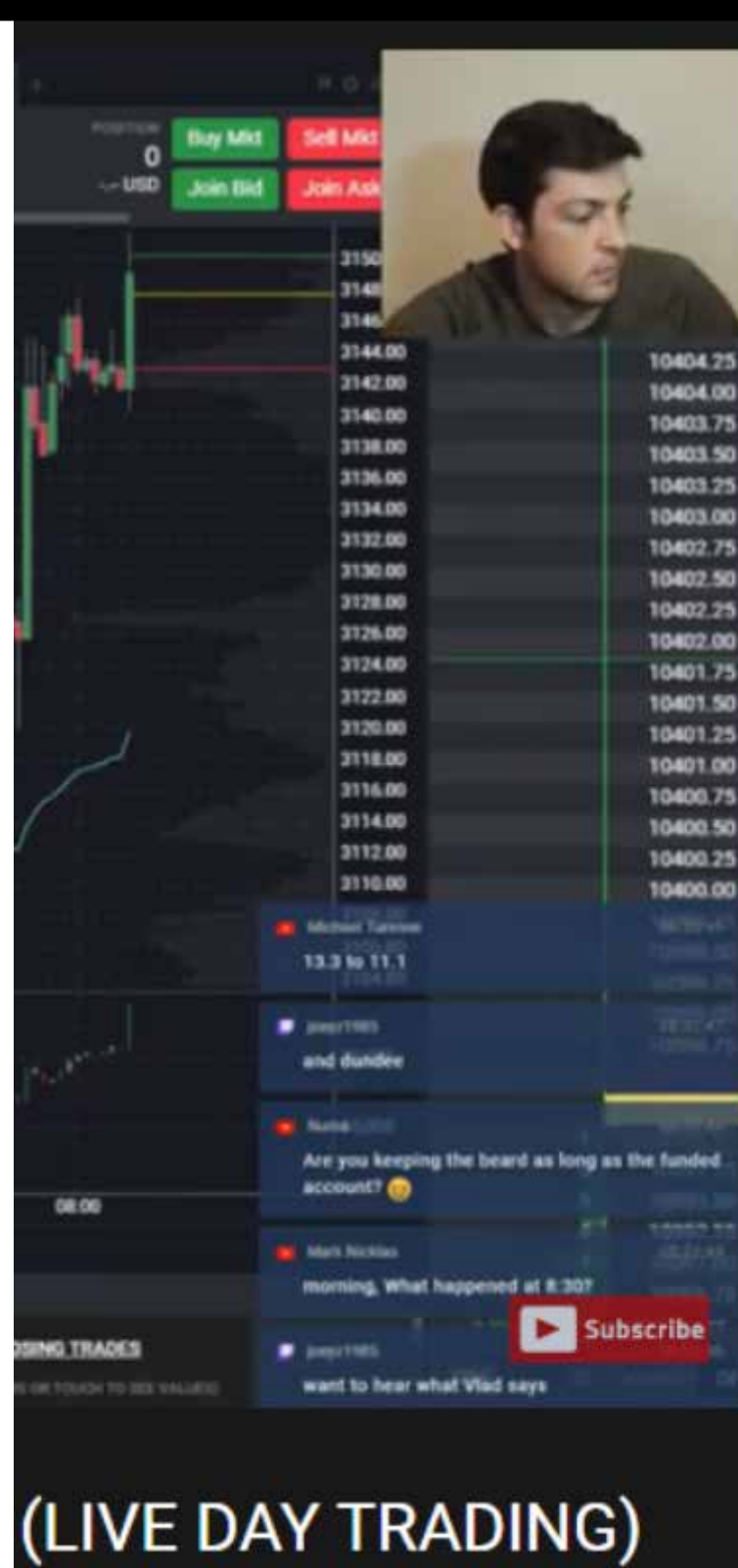


01

YouTube

TradesByMatt joined our affiliate program in March 2020 and quickly began creating YouTube videos of his experiences in the Topstep Trading Combine™. Not long after that, he started live streaming on YouTube so his audience could see his trades in real-time.

Daily live streams not only assist him in finding like-minded people interested in trading but also help him have a strong and trusting relationship with those that watch his streams every morning when the markets open. It also helps him with accountability while making his own trades!



02

Twitter

Matt doesn't limit himself to just live streams, he also advertises heavily on his other social channels. He uses social media-friendly links and has them pinned to the top of his Twitter feed so they can be easily accessed.

Notice that he doesn't limit his promotions to just the Futures Trading Combine, he also mentions Forex and Swing, so he's able to reach out to a larger audience

📌 Pinned Tweet



Trades by Matt @TradesByMatt · Mar 18

I use Topstep for funded accounts so I don't have to trade my own money!

20% Off Funded Futures Account: tracking.topsteptrader.com/SHFN

20% Off Funded Swing Account: tracking.topsteptrader.com/SHFO

20% Off Funded Forex Account: offers.topstepfx.com/SHFP

03

He also makes sure to constantly promote any promotions we have going, and also works it into his stream information.

Trades by Matt @TradesByMatt · Jun 30

Tomorrow I start trading my Premium funded 150K Topstep account. If you want to follow along or are curious about Topstep, there are 2 more days to get 25% off! Get it while it's hot, although I can always get you 20% off. Couple more days of 25% off topstep.



Trades by Matt @TradesByMatt · Jun 30

If interested in 25% off combine: Go here and when you select your account size, enter "classic25" at checkout code for the full discount tracking.topsteptrader.com/SHGr



04

Instagram

He asks for feedback from his audience about what they want to see so he has a better idea of what promotion will get the most engagement. He easily displays where his 20% links can be found by visiting his main website.

Trades by Matt

Entrepreneur

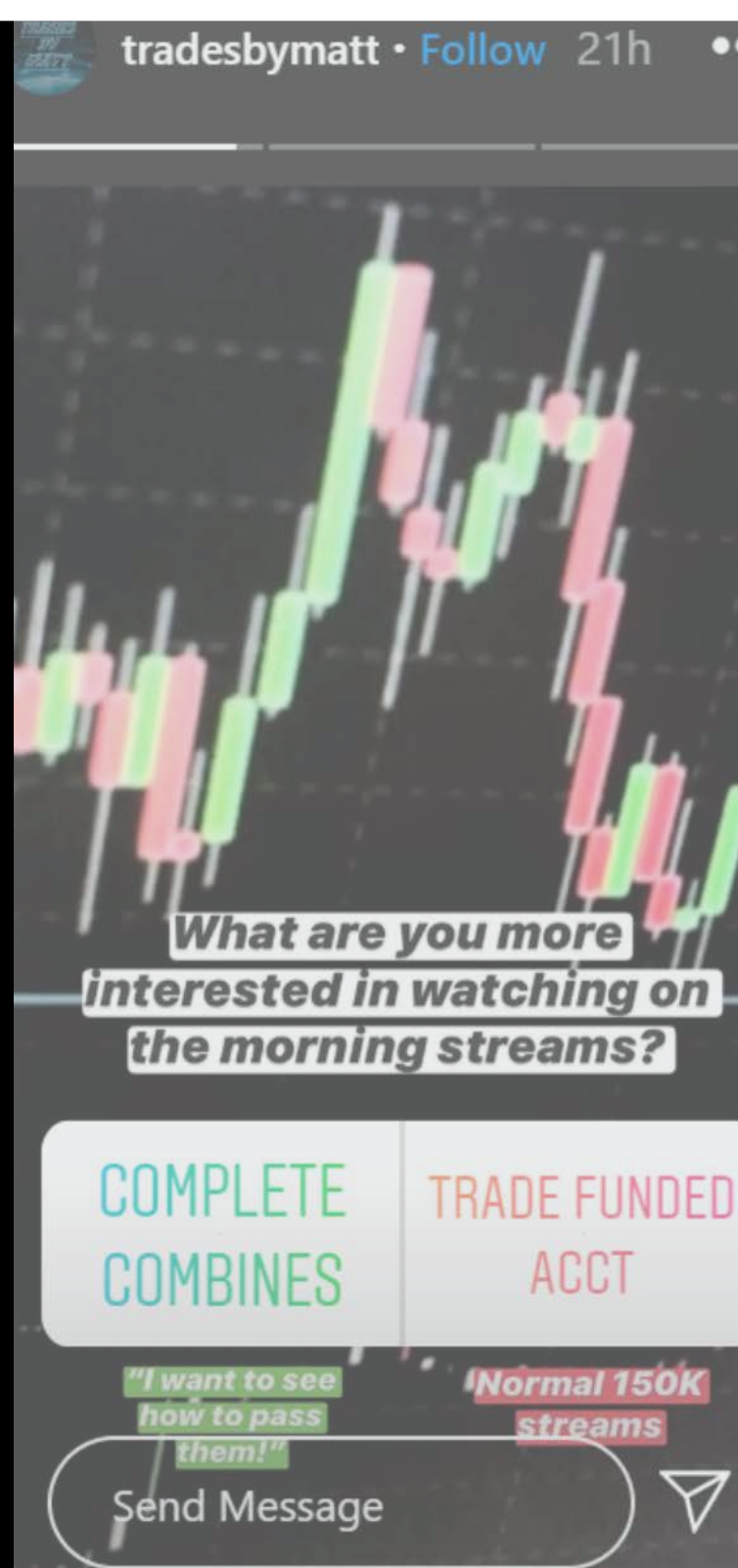
💰 #daytrader of #futures markets

▶ 9K+ subs on YouTube(live trading M-F)

📉 20% off Topstep accounts👉

🟢 LIVE trading M-F at market open on YT & Twitch👉

tradesbymatt.com



05

Discord

Matt took it even further by starting a *Discord* chat to better communicate with his audience, as well as allowing those who just like to watch the chat to be more involved in the community he has created.

The image shows a Discord server invitation for 'ChartBulls' overlaid on a trading interface. The invitation includes the server name, member count (410 Online, 1,871 Members), and a 'Continue' button. The background shows a trading chart for NQMO with a price range from 2830.00 to 2865.00 and a volume of 1,877.75.

DISCORD

tradesbymatt invited you to join

ChartBulls

410 Online 1,871 Members

USERNAME

What should everyone call you?

Continue

Already have an account?

By registering, you agree to Discord's Terms of Service and Privacy Policy

02:00 03:00 04:00 05:00 06:00 07:00

POSITION 0 Buy Mkt Sell Mkt Join Bid Join Ask --USD

NQMO POSITION 0 QTY 1 --USD

Buy Mkt Exit at Mkt&Cid Sell Mkt

BUY	ASK	PRICE	EST. FIL	BUY	SELL
		8783.00			
		8782.75			
		8782.50			
		8782.25			
		8782.00			9
		8781.75			6
		8781.50			8
		8781.25			6
		8781.00			8
		8780.75			8
		8780.50			8
		8780.25			4
		8780.00			7
		8779.75	1		1
		8779.50			
		8779.25			
1		8779.00			
4		8778.75			
3		8778.50			
4		8778.25			
6		8778.00			
5		8777.75			
7		8777.50			
6		8777.25			
6		8777.00			
6		8776.75			
		8776.50			

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CONTACT

If you want to find similar success to Matt, contact affiliates@topstep.com