MARKETING PLAN

GAMEVERSE

INTRODUCTION

Gaming have become an essential activity done by many people and with the vast types of games being released, it's been attracting lots of audience and it's from all age groups! And so, we have an idea to build a platform that attract's not just gamers but also developers and artists.

THE IDEA

- Build a decentralized gaming platform

- Incorporate an NFT marketplace in it

GOAL

The goals for this marketing plan are

‣ To grow the NFT space on Algorand's blockchain

‣ To increase the hype surrounding the NFT marketplace

PRODUCT DESCRIPTION

TECHNICAL OVERVIEW

- Platform Architecture

- Smart Contracts

- Tokenization

- Security

- User Interface

- Integration With Other Technologies

PLATFORM FEATURES

- NFT Marketplace

- Games

- Token Integration

BUSINESS MODEL

- Commission on Sales

- Partnerships and Collaborations

- Token Utility

- Monetization of in-Game Activities

- Subscription-Based Services

MARKETING AND GROWTH STRATEGY

▸ Target audience

▸ Campaigns and promotions

▸ Partnerships and collaborations

▸ Community building

▸ Metrics and tracking (Measure of success)

BUDGET

- Platform Creation - $50,000

- Social Media Advertising - $10,000

- Influencer Marketing - $10,000

- Content Creation - $10,000

- Community Building - $3,000

- Total - $83,000

The expenses may change as the project progresses, Also, contingencies should be added to the budget to allow for unexpected expenses.

CONCLUSION

In conclusion, the proposed marketing strategy for building the NFT space on Algorand aims to increase traffic towards the marketplace, attract more artists, and increase social media awareness to build up hype around the project. By identifying and targeting a specific audience, the strategy aims to create a sustainable ecosystem for NFTs on Algorand blockchain.