

VIREYE

Marketing Goals 2023

MAIN GOAL

Convert the acquired audience into
120,000 active application users

Marketing Strategy

Build a self-developing community by means
of PITER model

PR

5% of marketing resource

**Influence
marketing**

45% of marketing
resource

**Targeted
Advertising**

40% of marketing
resource

**Events and
Competitions**

10% of marketing
resource

**Referral
Program**

0% of marketing resource

Influence marketing

To generate "high-trust" traffic, it is planned to attract opinion leaders from the gaming industry with their further segmentation into Top, Intermediate (by the level of influence), and Average. Each of the Influencer segments involved in the marketing campaign contributes to the objectives of the marketing funnel.

Media plan

	Budget	Impressions	Clicks		Downloads		Registrations		All users (total acquisition)	
PLATFORM	%	Quantity	CTR, %	Quantity	Rate, %	Quantity	Rate, %	Quantity	Rate, %	Quantity
KOLs (below medium)	20%	2 753 075	2%	55 061	30%	16 518	30%	4 956	30%	1 487
KOLs (medium)	50%	5 506 150	4%	220 246	40%	88 098	40%	35 239	40%	14 096
TOP KOLs	30\$	2 359 778	3%	70 793	50%	35 397	50%	17 698	50%	8 849

346 101

140 014

57 893

24 432

The audience attracted using Influencer Marketing, is **the core of the further development of the OuMua community**

Target Advertising

Attracting audiences (with relevant interests and user behavior) by purchasing traffic on such mainstream platforms as Instagram, TikTok, Facebook, Youtube

	Budget	Impressions	Clicks		Downloads		Registrations		All users (total acquisition)	
PLATFORM	%	Quantity	CTR, %	Quantity	Rate, %	Quantity	Rate, %	Quantity	Rate, %	Quantity
Facebook	15%	7 341 533	4%	293 661	20%	58 732	30%	17 620	33%	5 814
Instagram	30%	14 683 066	4%	587 323	20%	117 465	30%	35 239	33%	11 629
Tik Tok	30\$	18 353 832	4%	734 153	20%	146 831	30%	44 049	33%	14 536
YouTube	25%	10 196 573	2%	203 931	20%	40 786	30%	12 236	33%	4 038

*These media plans and approaches suggest testing in order to optimize and adjust them afterward.

1 819 069

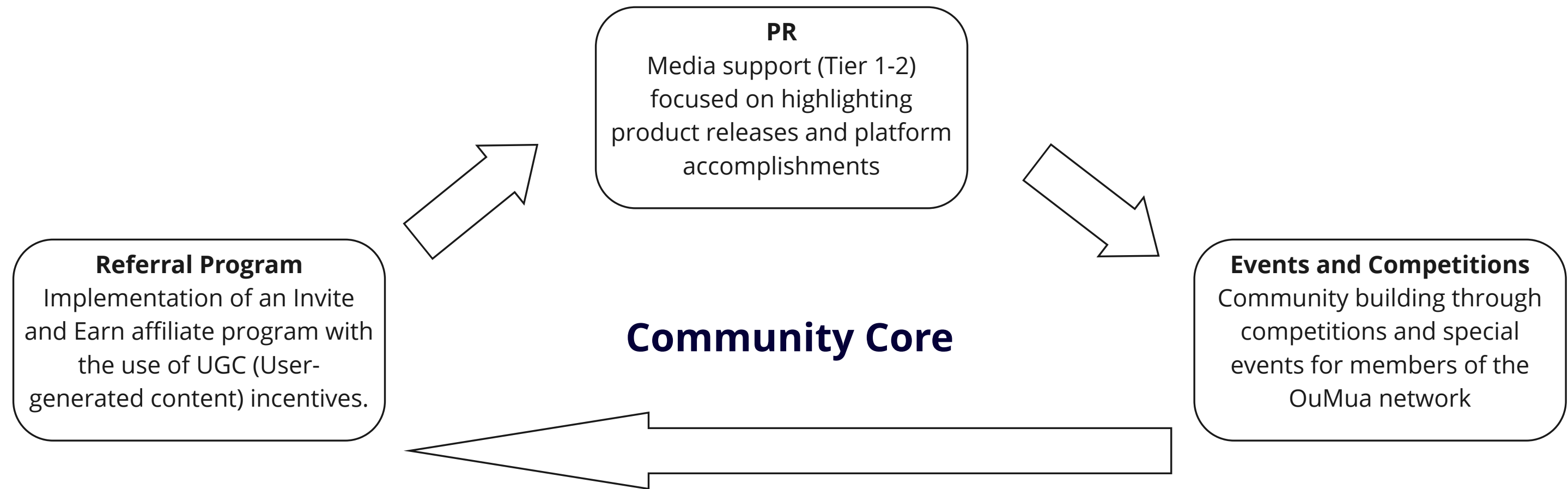
363 814

109 144

36 018

Securing traffic (through targeted advertising) is aimed not only at increasing the audience itself but also at increasing the users' confidence in the iconic community that they are creating

Referral Growth



The main objective of implementing the marketing strategy is to create sufficiently effective triggers that stimulate game users to use the invitation links as well as to distribute game content in an active way. The following triad is used for this purpose:

Referral Program - PR - Events and Competitions

OuMua active users and awareness dynamics

Expected OuMua minimum awareness rate within the audience reached by marketing campaigns

Tools	Interactions	Frequency	Reach
Referrals	193 794	1	193 794
Influencers	346 101	2	173 050
Targeting Ads	1 819 069	3	606 356

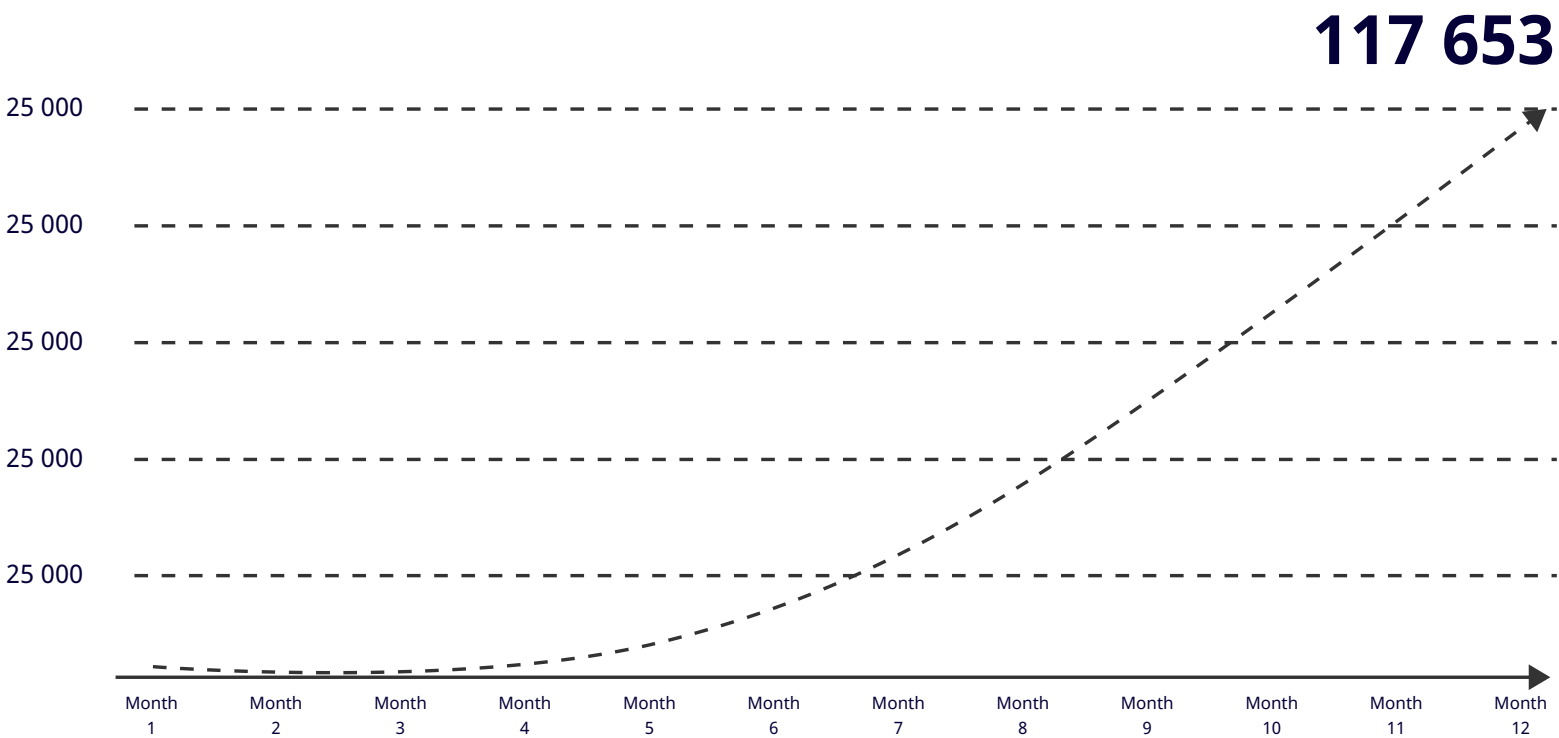
973 201

Chart of audience engagement from the channels below

Tools	Budget	All users (total acquisition)
	%	
Targeted Advertising	40%	36 018
Influence Marketing	45%	24 432
Referral program , Events and Competition, PR	15%	195 607

256 056

*The expected dynamics of audience growth (post engagement retainment)



Interactions* are the total number of clicks the audience makes on ads in various channels. In order to ensure the validity of the data, the *Frequency indicator (the number of the same user's interactions with ads) is applied.