

1000 GM SCOPE OF WORK

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About 1000GM:

1000 GM is a community of people who love chess.

We're all about allowing each other to improve skills, and community spirit. We believe that every Chess Fan has the power to become a Grandmaster, and we want to help you realize your potential!

At 1000GM we are on a movement to create an ecosystem that will generate and financially sustain 1000 Grandmasters overall globe.

Our organization is made up of people from all walks of life who have one thing in common: a love for the game of chess.

We're dedicated to reaching our vision and creating better players and people by removing financial barriers that stand between the dream of becoming an International Grandmaster (GM).

Short-Term Goals

What approach will we take with YouTube?

1. Using google Ads and using PA of 1000GM.org website we run campaigns to increase our followers in the channel.
2. Regular posting of the promo will be carried out but from our end, we will post other creatives from our chess domain that can drive engagement to our videos which in turn will have CTA to Youtube Channel.

1. Guerilla Marketing Tactics To Promote our Youtube Channel
 - a. **Undercover marketing** - To promote our channel, we can go “undercover” as a viewer/subscriber of your channel and talk about it on Reddit, Quora, and other similar platforms. A lot of these platforms may have questions and discussions on topics about your niche. There, we can talk about the topic and leave a related link to one of your videos.
 - b. **QR codes** - Something as simple as a QR code leading to our YouTube page is bound to grab people’s attention. We can display the QR code in local stores, malls offline, and online on various bloggers' websites etc., where we might expect our target audience to come frequently.
 - c. **Promoting on other influencers'** channels via podcasts in a creative way just to convey the message of the good work done.

On the other hand, some small changes will be done which can be impactful too.

1. Perfect our YouTube thumbnails via Alpha Beta Test
2. Host cool contests
3. Being consistent in terms of posting

Long Term Goal

- 1. Embed it into our email marketing**
- 2. Premiering our videos**
- 3. Posting it on our blog**

While the video is king at the moment, we must not underestimate the power of the written word. Posting about our video on the blog section of our website is an excellent way to amplify the reach of our content.

We can do this by getting our video transcribed (ie. the audio turned into written text) and publishing it verbatim, or just by writing a short summary of what the video is about. Then, you can embed the video inside the blog post, and direct your readers to watch the full video.

This strategy is a win-win because data shows that blog posts that include video drive 50% more web traffic. So, we'll likely be attracting more people to our website too, where they'll be more likely to engage with our content.

Deliverables.

YT	
₹3 / sub is the minimum COSA (Cost of subscriber acquisition)	<p>Suppose we target 6K subscribers and our COSA is an average of 3₹ and our goal establishment is 70% accurate,</p> <p><u>For an Adspend</u></p> <p>= ₹3*6000 = ₹18000 we will have 5000K subscriber in a span of 30-45 days.</p>
To establish ourselves as a strong YouTube channel, we must also make sure to increase views naturally via growth hacks, which involves sharing our content on groups where we can get sufficient traffic, same with INSTAGRAM & Facebook.	<p><u>FB & IG Budget = ₹18,000</u></p> <p>-10 Recent videos will be shot up to 5K+ views & we will have a subscriber base of 6000 followers with COSA as 1₹ per like.</p> <p>-Also, we will promote videos every day for the next 30 days with a budget of 200 per day, for a total of 6000 per handle on Instagram and Facebook</p>
Website Dev	
Dynamic Website with Blogs	<u>In Next 30 Days We will sync u</u>