



KarmaTheGame.org PR Automation Suite

Complete Implementation Guide for n8n & Mailgun Integration

AI-Powered PR

Automated Outreach

Token Launch Ready

System Overview

Automation Capabilities

- ✓ Media outreach automation (TechCrunch, VentureBeat, etc.)
- ✓ Social media content scheduling
- ✓ Email follow-up sequences
- ✓ Lead scoring and tracking
- ✓ Product Hunt launch coordination
- ✓ Token announcement campaigns

Expected Results

300%

Increase in outreach capacity

24/7

Automated campaign monitoring

50+

Media contacts managed

Prerequisites & Setup Requirements

Required Accounts

n8n Instance

Self-hosted or n8n.cloud account

Mailgun Account

Domain verified with API keys

Google Sheets API

For contact list management

Social Media APIs

Twitter, LinkedIn developer accounts

Technical Requirements

- 🖥️ n8n version 1.0+ (latest recommended)
- 🗄️ PostgreSQL or SQLite for n8n data
- 🔑 SSL certificates for webhook endpoints
- 🕒 Cron job capability for scheduling

Step-by-Step Implementation

1 n8n Environment Setup

Installation Commands

```
# Install n8n globally
npm install n8n -g

# Or using Docker
docker run -it --rm --name n8n -p 5678:5678 -v ~/.n8n:/home/node/.n8n n8nio/n8n

# Set environment variables
export N8N_BASIC_AUTH_ACTIVE=true
export N8N_BASIC_AUTH_USER=admin
export N8N_BASIC_AUTH_PASSWORD=your_secure_password
```

Security Note: Always use strong passwords and enable HTTPS in production.

2 Mailgun Configuration

Domain Setup

- Add your domain to Mailgun
- Configure DNS records (MX, TXT, CNAME)
- Verify domain authentication
- Generate API keys

Required DNS Records

```
TXT: v=spf1 include:mailgun.org ~all
CNAME: email.yourdomain.com ~ mailgun.org
MX: mxa.mailgun.org (10)
MX: mxb.mailgun.org (10)
```

3 Import n8n Workflows

Media Outreach Workflow

Automates personalized pitches to media outlets

```
{
  "name": "Media Outreach Automation",
  "nodes": [
    {
      "parameters": {
        "resource": "sheet",
        "operation": "read",
        "documentId": "YOUR_SHEET_ID",
        "sheetName": "Media_Contacts"
      },
      "type": "googleSheets",
      "position": [260, 300]
    }
  ]
}
```

Social Media Scheduler

Automated content posting across platforms

Features: Multi-platform posting, optimal timing, hashtag optimization

4 Email Templates Configuration

Press Pitch Templates

- AI Gaming Focus Template
- Blockchain Gaming Template
- VR/Immersive Experience Template
- Token Launch Announcement

Template Variables

```
{{recipient_name}}
{{outlet_name}}
{{personalization}}
{{press_kit_link}}
{{demo_link}}
{{token_details}}
```

Workflow Configurations

Media Outreach Automation

Sends personalized pitches to media contacts with smart scheduling

Trigger: Daily at 9:00 AM EST

Rate Limit: 50 emails per hour

Success Rate: 12-15% response rate expected

Email Sequences

Multi-step follow-up campaigns with smart timing

Sequences: 5-email series

Timing: Day 1, 3, 7, 14, 30

Personalization: Dynamic content based on recipient data

Social Media Scheduler

Multi-platform content distribution with optimal timing

Platforms: Twitter, LinkedIn, Instagram

Frequency: 3-4 posts per day

Content Types: Updates, demos, behind-the-scenes

Product Hunt Launch

Coordinates launch day activities and supporter outreach

Pre-launch: 7-day supporter campaign

Launch Day: Hourly updates and reminders

Post-launch: Thank you messages and metrics

Contact List Management

Media Contacts (50+)

Tech Publications

Gaming Media

Crypto Publications

VR/AR Media

General Tech

Influencers (30+)

AI Thought Leaders

Gaming Streamers

Crypto Influencers

VR Content Creators

Tech Podcasters

Community (1000+)

Early Supporters

Beta Testers

Token Investors

Partners

Industry Contacts

500

200

150

100

50

Monitoring & Analytics

Key Metrics to Track

Email Performance

Open rates, click rates, responses

Social Media

Engagement, reach, follower growth

Media Coverage

Articles published, mentions, reach

Lead Quality

Lead scores, conversion rates

Automation Health Checks

Workflow Execution Status



Email Delivery Rates



API Connection Health



Rate Limit Compliance



Data Synchronization



Token Campaign Strategy (KGZ & KTG)

KGZ (Karma Game Zodiac) Campaign

Campaign Elements

- Zodiac-themed token utility explanations
- Astrological gaming integration demos
- Early adopter benefits and rewards
- Community voting on zodiac features

Phase 1 Launch

Binance Smart Chain

KTG (Karma The Game) Campaign

Campaign Elements

- Platform governance token features
- Staking rewards and yield farming
- VR world access and benefits
- Music platform integration (KTG Music)

Utility Token

Multi-platform Integration

Troubleshooting Guide

Common Issues & Solutions

Email Delivery Problems:

Check domain authentication, verify DNS records, monitor reputation scores

Workflow Execution Failures:

Verify API credentials, check rate limits, review error logs

Social Media API Errors:

Refresh access tokens, check platform policy compliance

Performance Optimization

- Monitor webhook response times and optimize accordingly
- Implement intelligent retry logic for failed operations
- Use batch processing for large contact list operations
- Regular cleanup of old data and logs

Next Steps & Launch Checklist

Pre-Launch (Week 1-2)

- Complete n8n workflow testing
- Verify all email templates
- Import and clean contact lists
- Set up monitoring dashboards
- Create press kit materials

Launch Week (Week 3)

- Activate media outreach campaign
- Begin social media automation
- Launch Product Hunt campaign
- Start token announcement sequence
- Monitor and optimize performance



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This automation suite will amplify your vision and bring KarmaTheGame.org to the world