

# **Social Media Campaign Report: 2XKO Game Launch**

## **Executive Summary**

This report outlines a comprehensive social media campaign for 2XKO, a new fighting game, designed for a social media analytics student's assignment. The strategy focuses on maximizing brand awareness, driving beta sign-ups, and fostering a highly engaged community. Key initiatives include a high-impact announcement at Ibai's La Velada del Año, immersive pop-up experiential events in major cities for game trials and feedback, and a structured social media campaign offering free beta access. The report also details a dynamic content strategy and explains the conceptual application of text mining techniques—sentiment analysis, topic modeling, and keyword extraction—for real-time audience reaction analysis. This multi-faceted approach leverages strategic partnerships, direct consumer engagement, and data-driven observations to ensure a successful launch and sustained community growth for 2XKO.

## **1. Campaign Objectives for 2XKO**

A successful social media campaign begins with clearly defined, measurable objectives. For 2XKO, these objectives will follow the SMART framework (Specific, Measurable, Achievable, Relevant, Time-bound) to guide all strategic efforts and enable effective performance tracking.<sup>1</sup>

### **1.1. Increase Brand Awareness**

The primary objective for 2XKO's social media campaign is to establish the game as a highly anticipated new fighting game within the global gaming community. This includes targeting fighting game enthusiasts, esports fans, and the broader Twitch and YouTube audiences. Key Performance Indicators (KPIs) for this objective will include social media reach and impressions, follower growth across essential platforms such as Twitch, YouTube, X (formerly Twitter), Instagram, and TikTok, along

with mentions gathered through social listening and the game's share of voice relative to competitors.<sup>2</sup>

Initial awareness is paramount for any new game entering a competitive market.<sup>3</sup> Leveraging high-visibility events, such as Ibai's La Velada del Año, is crucial for generating a significant initial surge in public attention.<sup>4</sup> Beyond simply counting followers or impressions, a more comprehensive understanding of market penetration requires examining the "share of voice".<sup>2</sup> While 2XKO might accumulate a substantial number of mentions, its true impact is measured against the total conversation volume within its competitive landscape. If a competitor garners significantly more discussion during the same period, 2XKO's relative prominence might be lower. This indicates that the campaign should not merely aim to generate buzz in isolation but must actively monitor and strive to capture a dominant portion of relevant online conversations. This approach necessitates competitive social listening to identify market trends and opportunities to secure a larger share of the audience's attention. By focusing on share of voice, the marketing team will be motivated to create content that not only resonates with its audience but also strategically positions 2XKO to outperform rivals in capturing public interest, thereby directly contributing to its perceived relevance and standing within the gaming community.

## **1.2. Drive Beta Sign-ups & Quality Feedback**

A crucial objective is to generate a substantial number of sign-ups for the 2XKO beta program and, equally important, to collect high-quality, actionable user feedback to refine the game before its full launch. Metrics for success will encompass the total number of beta sign-ups, the conversion rate from various campaign touchpoints to sign-ups, and the quantity and, critically, the quality of feedback submissions, alongside feedback completion rates.<sup>2</sup>

Beta testing provides invaluable real-world feedback, which can significantly reduce development costs and enhance user satisfaction by addressing issues pre-launch.<sup>6</sup> Incentivizing participation has been shown to significantly boost engagement and the quality of feedback.<sup>7</sup> The emphasis here is on the

*quality* of feedback, not just the sheer volume. While a large number of submissions might seem desirable, vague or unhelpful comments can be as challenging to process as a lack of feedback. Research highlights the importance of "actionable insights" and

"detailed context" in feedback.<sup>6</sup> This implies that the beta feedback process for 2XKO must be designed with clear guidelines for submission, potentially offering templates or specific prompts to guide testers. Incentives should be structured to reward not just participation but also the thoroughness and relevance of the feedback provided. By prioritizing and structuring for quality feedback, the development team can more efficiently identify, prioritize, and integrate critical improvements.<sup>6</sup> This systematic approach leads to a more polished game at launch, higher user satisfaction, and ultimately, stronger long-term engagement and positive word-of-mouth.

### **1.3. Foster Community Engagement & Loyalty**

Building a passionate and loyal community around 2XKO is a vital objective, encouraging active participation, user-generated content (UGC), and brand advocacy. Key performance indicators will include the engagement rate (likes, comments, shares), the volume of user-generated content, positive community sentiment (measured through mentions), the retention rate of beta testers, and participation in community challenges and contests.<sup>2</sup>

A strong community is instrumental in defining a brand's voice, fostering meaningful connections, and transforming casual users into invested advocates.<sup>2</sup> This is particularly critical in the gaming industry, where community often serves as a primary driver of long-term success.<sup>8</sup> A significant observation in the gaming landscape is the evolving identity of players, who increasingly "identify more with the game and less with the device".<sup>10</sup> This fundamental shift means that player loyalty is less tied to a specific console or platform and more to the game itself. For 2XKO, this implies that community-building efforts should intensely focus on the game's unique identity, its lore, character personalities, and its competitive scene, rather than generic gaming culture. The game itself effectively becomes the central "marketplace" for the customer relationship.<sup>10</sup> By fostering a deep identification with 2XKO, players are more likely to become dedicated fans, invest emotionally, generate authentic user-generated content, and advocate for the game across all platforms they engage with. This transcends traditional platform loyalty, contributing to a more resilient and passionate community directly tied to the 2XKO brand.

### **1.4. Drive Website Traffic & Information Dissemination**

A clear objective for the social media campaign is to direct interested users to the official 2XKO website. This website will serve as the central hub for more in-depth information about the game, beta sign-ups, and future pre-orders. Relevant metrics for this objective include the volume of website traffic originating from social media channels, the number of link clicks on social posts, and the conversion rates from website visits to beta sign-ups.<sup>2</sup> The website's role as the primary destination for detailed game information and conversion actions is critical, with social media serving as an essential funnel to guide users to this central hub.

## **2. Comprehensive Target Audience Analysis**

Defining 2XKO's target audience requires moving beyond simple demographics to delve into psychographics, motivations, and online behaviors. This comprehensive understanding ensures that content resonates deeply with potential players and that platform selection is optimized for maximum impact.<sup>8</sup>

### **2.1. General Gaming Audience**

Globally, the gaming landscape is vast, with approximately 3.32 billion active video game players. A significant majority, 80%, are over 18 years old, and the gender distribution is relatively balanced, with 53% male and 47% female players.<sup>12</sup> Gamers engage with video games for a variety of reasons, primarily to unwind, relax, and decompress (66%), to fill time during breaks or commutes (52%), and to escape into highly entertaining experiences (51%).<sup>12</sup> Popular game types include casual games (63%), action games (39%), and shooter games (39%).<sup>12</sup> A substantial portion of gamers, 52%, subscribe to at least one gaming service.<sup>12</sup> In terms of social media behavior, younger gamers (aged 18-34) show a clear preference for YouTube (59%), while older gamers tend to gravitate towards Facebook.<sup>13</sup> It is also important to note that gamers are increasingly spending more time watching content related to games than actually playing them.<sup>14</sup>

The primary motivations for gaming—unwinding, escaping, and entertainment

<sup>12</sup>—when combined with the trend of players identifying more with the

*game* itself rather than the device <sup>10</sup>, indicate a profound desire for immersive and emotionally resonant experiences. This suggests that 2XKO's marketing should extend beyond merely highlighting features or combat systems. Instead, it should emphasize the emotional journey, the depth of its world, the personality of its characters, and the overarching immersive experience it offers. The goal is to present a compelling world into which players can escape. By tapping into these deeper psychological motivations, 2XKO can forge a stronger emotional connection with potential players, moving beyond superficial engagement to cultivate a loyal fanbase that values the game as a complete, self-contained experience.

## **2.2. Fighting Game Genre Audience**

While the general gaming demographic shows a near 50/50 gender split <sup>12</sup>, competitive genres like fighting games have historically exhibited a higher male representation (e.g., 95% male for *Defender* in the 1980s).<sup>15</sup> However, the success of games like *Pac-Man* demonstrated that design choices, such as simplicity and a lack of overt violence, can broaden appeal to women, leading to a majority female player base for that title.<sup>15</sup> Fighting game players are typically drawn to intense competition, the pursuit of skill mastery, strategic depth, and direct player-versus-player interaction. They actively seek challenges and opportunities to prove their abilities, often closely following professional players and tournaments. The "competition" aspect is a core emotional draw for this audience.<sup>11</sup>

The historical gender imbalance in competitive genres <sup>15</sup> presents both a challenge in reaching a broader audience and a significant opportunity for market expansion if addressed strategically. While 2XKO should undoubtedly cater to the core competitive fighting game audience, its marketing and potentially subtle design elements—such as a diverse character roster, accessible tutorials, or an inviting art style—could be crafted to appeal to a wider demographic, including women. This approach does not dilute the core competitive experience but rather expands its potential reach. By consciously embracing inclusivity in its marketing and potentially in its gameplay onboarding, 2XKO can tap into a significant, underserved segment of the gaming population. This could dramatically increase its potential player base and foster a more diverse and vibrant community.

### **2.3. Esports Audience**

The esports audience is primarily composed of young adults, with the majority falling between 18 and 34 years old, and a significant proportion being 18-24.<sup>16</sup> These enthusiasts are predominantly located in key regions such as Asia, North America, and Europe, with particularly strong engagement observed in countries like China, South Korea, and the United States.<sup>16</sup> Esports enthusiasts are deeply interested in gaming, technology, and entertainment, often exhibiting a passionate dedication to specific games or teams.<sup>16</sup> They actively follow popular games and trends, engage extensively with content centered around competitive play, and are significantly influenced by professional players and streamers.<sup>9</sup>

The esports audience's strong interest in "specific games or teams" <sup>16</sup> and "popular games or trends" <sup>9</sup> indicates a clear desire to be part of a successful, dynamic, and evolving competitive ecosystem. Their engagement is not with just any competitive game, but with titles that demonstrate competitive viability, a thriving professional scene, and cultural relevance. They are drawn to games that appear to be on an upward trajectory and show promise for sustained competitive play. For 2XKO, this implies that early marketing should subtly, or overtly if appropriate, highlight its competitive depth, its potential for professional play, and the developers' commitment to fostering a balanced, evolving meta-game. Showcasing high-level gameplay, identifying potential esports talent, and demonstrating developer support for the competitive scene will resonate strongly with this segment. By positioning 2XKO as a legitimate contender in the esports arena from the outset, the campaign can attract this highly engaged and influential group. These early adopters, driven by the game's competitive promise, can become powerful advocates, generating organic viewership and fostering a grassroots esports community that fuels long-term growth and attracts sponsors.<sup>16</sup>

### **2.4. Twitch & YouTube Gaming Audience**

The social media landscape for gamers is dominated by platforms like Twitch and YouTube, each serving distinct purposes and attracting specific behaviors.

**Twitch:** This platform boasts over 240 million monthly active users in 2025, with approximately 30 million logging in daily.<sup>17</sup> A significant majority of its audience, 73% globally and 71% in the 16-34 age group, consists of young adults.<sup>17</sup> The audience is predominantly male, accounting for 65% globally and 63% in the US.<sup>17</sup> The average Twitch user is around 26 years old, with a median age of 29.<sup>17</sup> The United States alone contributes over 36 million users.<sup>17</sup> Top interests among Twitch users include music, gaming, television, and food and drink, with a high percentage (68%) specifically interested in gaming.<sup>18</sup> Notably, 54% of Twitch users indicate they would purchase a product or service for the

*community experience* it offers.<sup>18</sup> Viewers frequently engage with "Just Chatting" streams (65%), "Minecraft" (36.8%), "Special Events" (36%), "Valorant" (27.7%), and "Sports" (24%).<sup>4</sup>

**YouTube:** As the second-largest search engine, YouTube has over 2.7 billion monthly active users globally.<sup>19</sup> While its age distribution is broader than Twitch, the largest segment falls within 25-34 years (21.5%), followed by 35-44 (17.9%) and 18-24 (15.7%).<sup>19</sup> The audience is slightly male-skewed, with 54.4% male and 45.6% female users.<sup>19</sup> The US alone accounts for 253 million users.<sup>19</sup> An astounding 100 billion hours of gaming content were watched on YouTube in 2020<sup>19</sup>, and the platform is recognized as the biggest discovery channel for gamers (64%).<sup>14</sup> Gamers primarily watch guides and tutorials (47%) and reviews and funny moments (40%).<sup>14</sup> Mid-sized channels (100k-1M subscribers) are the most popular among gamers.<sup>14</sup> Gamers often adopt a multi-platform approach to live streaming, with YouTube leading (79%), followed by Twitch (43%) and TikTok (40%).<sup>14</sup> Younger gamers (18-34) show a preference for YouTube<sup>13</sup>, and importantly, watching others play can often influence them to purchase games themselves.<sup>13</sup>

The distinct, yet complementary, roles of Twitch (emphasizing community experience and live engagement)<sup>18</sup> and YouTube (focused on discovery, tutorials, and long-form content)<sup>14</sup> necessitate a highly differentiated content strategy for 2XKO. This is not simply about having a presence on both platforms but optimizing content for each platform's unique user behavior and expectations. For 2XKO, Twitch should serve as the hub for interactive live streams, community Q&As, and direct engagement, fostering a strong sense of belonging and real-time interaction. Conversely, YouTube should be the primary platform for high-quality trailers, deep-dive gameplay analyses, character guides, and competitive strategy breakdowns, functioning as an educational and discovery portal. By tailoring content to each platform's strengths and audience expectations, 2XKO can maximize engagement and conversion. The community-centric approach on Twitch builds loyalty and organic advocacy, while the



informative content on YouTube drives discovery and skill development, leading to a more knowledgeable and invested player base.

## 2.5. La Velada del Año Audience (Specific Targeting)

Ibai Llanos's La Velada del Año events are a unique and massive phenomenon, offering a specific targeting opportunity. La Velada del Año II, for instance, achieved an unprecedented reach with 3.3 million Peak Viewers and 6.1 million unique viewers.<sup>4</sup> A significant portion of this audience (59%) were new to Ibai's channel, and 23% were entirely new to Twitch<sup>4</sup>, demonstrating the event's remarkable ability to attract a broad, non-endemic audience. This audience is predominantly Hispanic, with strong overlaps with other major Hispanic streamers such as Auronplay and Rubius.<sup>4</sup>

In terms of interests and behaviors, this audience is highly engaged with "Special Events" (36%) and "Just Chatting" (65%) categories, but also shows considerable interest in competitive gaming, as evidenced by significant viewership for Valorant (27.7%) and viewers coming from the LVPes esports channel.<sup>4</sup> Crucially, viewers are drawn to the "macro-crossover of their idols punching one another"<sup>5</sup>, suggesting a strong interest in celebrity and influencer-driven events that transcend traditional sports or gaming. The core appeal of La Velada del Año is less about the sport of boxing itself and more about the

*spectacle* and the *personalities* involved, akin to a "Super Smash Bros. of streamers" where the sport is secondary to the event.<sup>5</sup> This observation is paramount for framing 2XKO's announcement. It means that a generic game trailer will likely not resonate as effectively as an announcement integrated into the event's unique entertainment value. The reveal should be part of a unique, engaging segment, perhaps involving Ibai or other popular streamers/celebrities, that aligns with the "macro-crossover" theme. The aim is to create a

*cultural moment* for the game. By understanding and tapping into the underlying reason for La Velada's massive appeal—the spectacle and the personalities—2XKO can craft an announcement that feels authentic to the event's spirit, maximizing its resonance and virality among this massive, highly engaged, and predominantly Hispanic audience. This strategy sets a powerful precedent for future influencer collaborations.



**Table 1: Key Target Audience Demographics & Interests for 2XKO**

To provide a concise overview of the diverse audience segments for 2XKO, the following table summarizes key demographics, interests, and motivations, drawing from the detailed analysis above. This consolidation of complex, multi-source data into an easily digestible format directly fulfills the requirement for a data-supported audience definition. It enhances readability and comprehension, allowing for a quick, at-a-glance understanding of each segment's nuances. By clearly segmenting and detailing the audience, this table serves as the foundational data for all subsequent strategic decisions, enabling the report to demonstrate how content strategies, platform choices, and campaign initiatives are precisely tailored to resonate with each specific group, thereby strengthening the analytical rigor and practical applicability of the entire report.

Audience Segment	Key Demographics	Key Interests/Motivations	Primary Platform Usage	Supporting Data
General Gamers	3.32B active players globally; 80% over 18; 53% male, 47% female <sup>12</sup>	Unwind, relax, decompress (66%); escape/entertainment (51%); casual, action, shooter games; 52% subscribe to gaming services <sup>12</sup>	YouTube (59% for 18-34), Facebook (older gamers) <sup>13</sup> ; spend more time watching game content than playing <sup>14</sup>	<sup>10</sup>
Fighting Game Enthusiasts	Historically higher male representation (e.g., 95% for Defender); potential for broader appeal with inclusive design <sup>15</sup>	Intense competition, skill mastery, strategic depth, direct PvP interaction; proving abilities; following pro players/tournaments <sup>11</sup>	Twitch, YouTube (for competitive play, tutorials)	<sup>11</sup>

<b>Esports Audience</b>	18-34 years old (majority 18-24); predominantly Asia, North America, Europe (China, SK, US) <sup>16</sup>	Gaming, technology, entertainment; passionate about specific games/teams; following popular games/trends; influenced by pro players/streamers <sup>9</sup>	Twitch, YouTube (for competitive streams, highlights)	<sup>9</sup>
<b>Twitch Gaming Audience</b>	240M MAU (2025); 30M daily users; 73% under 34; 65% male globally <sup>17</sup>	Community experience (54% buy for it); "Just Chatting" (65%), "Special Events" (36%), competitive games (e.g., Valorant 27.7%) <sup>4</sup>	Primarily Twitch (live streams, community Q&A)	<sup>4</sup>
<b>YouTube Gaming Audience</b>	2.7B MAU; largest segment 25-34 (21.5%); 54.4% male <sup>19</sup>	Game discovery (64%); guides/tutorials (47%); reviews/funny moments (40%); 100B hours gaming content watched (2020) <sup>14</sup>	Primarily YouTube (trailers, guides, long-form content) <sup>14</sup>	<sup>13</sup>
<b>La Velada del Año Audience</b>	6.1M unique viewers; 59% new to Ibai's channel, 23% new to Twitch; predominantly Hispanic <sup>4</sup>	"Special Events" (36%); "Just Chatting" (65%); competitive gaming (Valorant 27.7%); "macro-crossover of idols" <sup>4</sup>	Twitch (main event broadcast), YouTube (highlights, reactions)	<sup>4</sup>

### **3. Integrated Social Media Campaign Strategy**

This section details the strategic implementation of 2XKO's social media campaign, integrating the user's proposed ideas with best practices in gaming marketing. The approach is designed to create a cohesive and impactful presence across relevant platforms.

#### **3.1. Leveraging Experiential Marketing: La Velada del Año & Pop-ups**

Experiential marketing, which allows brands to directly engage with customers in interactive settings, is a powerful tool for 2XKO.<sup>20</sup> Unlike traditional methods that simply present a message, experiential marketing creates hands-on exposure, fostering positive brand association, trust, and memorable impressions that lead to better conversion and retention.<sup>20</sup>

##### **3.1.1. Strategic Rationale for La Velada del Año Announcement**

The announcement of 2XKO at Ibai's La Velada del Año offers several compelling strategic advantages. First, it provides unprecedented reach and opportunities for new audience acquisition. La Velada del Año II, for instance, attracted a massive 3.3 million Peak Viewers and 6.1 million unique viewers, showcasing its unparalleled platform for a new game reveal.<sup>4</sup> A significant portion of this audience (59%) were new to Ibai's channel, and 23% were entirely new to Twitch<sup>4</sup>, representing a unique opportunity to acquire a vast, fresh audience beyond typical gaming demographics.

Second, the event's audience alignment with spectacle and competition is ideal for a fighting game. The La Velada audience demonstrates strong engagement with "Special Events" (36%) and competitive gaming, as seen in their interest in Valorant (27.7%) and viewership of esports channels like LVPes.<sup>4</sup> This indicates a substantial overlap with the target demographic for 2XKO, which combines entertainment spectacle with competitive potential. Third, the inherent influencer synergy and organic amplification stemming from Ibai Llanos's position as a top Hispanic streamer,

whose audience heavily overlaps with other major Hispanic creators like Auronplay and Rubius, provides immediate access to a highly influential and interconnected community, enabling rapid, organic amplification of the announcement.<sup>4</sup>

Finally, the experiential integration within La Velada itself is a key factor. The event is inherently experiential, described as a "macro-crossover of their idols punching one another".<sup>5</sup> Announcing 2XKO within this context leverages the audience's appetite for unique, personality-driven spectacles, making the game's reveal an integral part of a memorable, culturally relevant experience.<sup>20</sup>

### **3.1.2. Pop-up Events for Game Trials & Feedback (London, New York, La Velada)**

Pop-up events serve as a powerful form of experiential marketing, enabling direct, hands-on engagement with 2XKO.<sup>20</sup> These temporary installations are designed to draw traffic in busy locations, engaging consumers in an entertaining way.<sup>20</sup> This direct interaction creates a positive association with the brand, builds trust, and leaves a memorable impression, ultimately leading to better conversion and retention rates.<sup>20</sup> Pop-ups transform passive audiences into active participants, fostering deeper emotional connections.<sup>21</sup>

These events offer a unique opportunity for direct, qualitative feedback collection. Players trying the game in a controlled environment can provide rich, nuanced insights into user preferences, pain points, and overall experience, complementing online feedback gathered during beta phases.<sup>6</sup> Furthermore, pop-ups are specifically designed to generate "shareable moments".<sup>21</sup> Attendees become "brand ambassadors" by organically spreading the message to a wider audience through their social media posts, photos, and videos.<sup>21</sup> This organic reach is highly valuable and authentic, serving as powerful social proof. Strategic location selection in major global cities like London and New York targets key gaming markets and offers high foot traffic, maximizing exposure and accessibility for a diverse audience. A pop-up at La Velada itself would capitalize on the event's massive, engaged audience, providing an immediate, tangible follow-up to the announcement and allowing attendees to experience the game directly after the reveal. These pop-ups can also serve as a direct funnel for beta sign-ups, potentially offering exclusive early access or special in-game rewards to attendees who try the game and provide feedback.

A significant advantage of experiential marketing is its ability to "flip the script,"

making consumers feel they are "taking part in an activity that is meant to be enjoyable" rather than being "sold to".<sup>20</sup> This approach overcomes consumer skepticism by shifting their mindset from being marketed

to to actively participating *with* the brand. For 2XKO, this means the pop-ups should be designed as immersive, highly interactive, and fun experiences—perhaps featuring mini-tournaments, photo opportunities with game characters, leaderboards, or unique challenges. The focus should be entirely on creating a positive, memorable experience. By prioritizing an enjoyable and interactive experience, the pop-ups can build genuine positive sentiment and trust. This leads to more authentic social media sharing, a higher likelihood of beta sign-ups, and stronger future purchase intent, as consumers associate 2XKO with a positive, engaging experience rather than a transactional interaction.

## **3.2. Driving Engagement & Feedback: The Beta Access Campaign**

### **3.2.1. Strategy for Free Beta Access**

Offering free beta access is a highly effective incentive for participation in the 2XKO testing program.<sup>6</sup> Research indicates that 65-70% of users are more likely to engage when incentivized, and even small perks can increase feedback submission rates by 50%.<sup>7</sup> This directly addresses the challenge of motivating users to provide valuable and comprehensive feedback. Beyond incentivization, beta access fosters a sense of exclusivity and early ownership among participants, transforming them into invested advocates and early community pillars.<sup>6</sup> This aligns perfectly with the broader objective of nurturing a loyal community.<sup>8</sup> Recruitment of beta testers will be targeted, defining a precise audience based on demographics, psychographics, and behavioral data.<sup>7</sup> For 2XKO, this entails actively seeking out highly engaged fighting game players, competitive gamers, and those interested in new intellectual properties, ensuring that the feedback collected is relevant and actionable for the game's core experience.

### **3.2.2. Best Practices for Collecting, Prioritizing, and Integrating Feedback**

To maximize the value of beta testing, diverse and contextual feedback collection methods will be employed. This includes integrated in-game feedback tools, dedicated surveys <sup>7</sup>, and actively encouraging video and audio submissions, such as selfie videos or screen recordings, to capture rich, detailed context.<sup>6</sup> This multi-modal approach ensures various types of insights are captured. Feedback will be systematically prioritized based on its frequency (how many testers reported the same issue), impact (how significantly the issue affects user experience), feasibility (difficulty to address), and strategic alignment (with the product's current goals).<sup>6</sup> Employing tagging (e.g., "critical bug," "feature request," "UX confusion") and a prioritization matrix (plotting impact versus effort) will streamline this process.<sup>6</sup> The prioritized feedback will then be integrated into agile development sprints.<sup>6</sup> Rapid iteration based on beta input can lead to a significant 20% increase in user satisfaction scores <sup>7</sup>, demonstrating responsiveness and commitment to the player experience.

### **3.2.3. Communicating Changes and Celebrating Contributions**

Transparency is paramount in fostering trust and engagement with beta testers.<sup>6</sup> Detailed release notes will clearly outline the updates made, specifically highlighting which changes were driven by user feedback.<sup>6</sup> Beyond general updates, personalized communication will be used to reach out to testers individually or in groups, thanking them for specific suggestions that led to improvements.<sup>6</sup> Public acknowledgment of top contributors in newsletters, blogs, or social media will recognize their valuable input and encourage continued participation.<sup>6</sup> Small tokens of appreciation, such as gift cards, exclusive in-game items, or early access to new features, will be offered to show gratitude.<sup>6</sup>

Treating beta testers as "partners" rather than just "participants" <sup>6</sup> represents a strategic shift that fosters co-creation and deepens community loyalty. This approach goes beyond simple gratitude, implying a collaborative relationship. For 2XKO, this means actively involving beta testers in the development narrative. This could involve "Developer Spotlight" features on social media showcasing how a specific piece of feedback from a named tester led to a significant game improvement, or even polls

asking beta testers to vote on minor feature implementations. By elevating beta testers to the status of partners and publicly celebrating their direct impact on the game, 2XKO can cultivate an extremely loyal and vocal community. These "partners" will not only provide more thoughtful and detailed feedback but will also become powerful, authentic advocates for the game, generating positive word-of-mouth and user-generated content that is far more impactful than traditional advertising.

### 3.3. Dynamic Content Strategy & Conceptual Calendar

A dynamic content strategy is essential for maintaining engagement and driving campaign objectives. This involves creating diverse content types tailored to specific platforms and phases of the campaign.

#### 3.3.1. Key Content Pillars and Types

- **Game Trailers & Teasers:** Production of high-quality, cinematic trailers and short, intriguing teasers will showcase 2XKO's stunning graphics, dynamic gameplay, and unique features, designed to ignite excitement and interest.<sup>3</sup>
- **Behind-the-Scenes (BTS) & Developer Diaries:** Sharing authentic insights into the game's development process, character design, and team culture will make the brand more relatable and genuine, building anticipation around key milestones like beta testing and launch dates.<sup>3</sup>
- **User-Generated Content (UGC):** Actively encouraging players to share their gameplay experiences, fan art, cosplay, and creative moments is crucial.<sup>8</sup> Featuring this content prominently on official social media channels showcases the community's creativity, enhances involvement, and provides authentic social proof.<sup>3</sup> UGC can also form the basis for contests and giveaways.<sup>3</sup>
- **Live Streams & Q&As:** Hosting regular live gameplay sessions, developer Q&As, and interactive "play with the devs" events on platforms like Twitch and YouTube allows for direct, real-time interaction with the audience, fostering a strong sense of community and addressing questions immediately.<sup>8</sup>
- **Interactive Challenges & Contests:** Integrating gameplay elements directly into social media campaigns through gamified challenges, scavenger hunts, or puzzles drives engagement, creates excitement, and can offer exclusive in-game



rewards or beta access.<sup>3</sup>

- **Influencer Collaborations:** Strategic partnerships with prominent gaming influencers and content creators, particularly those popular on Twitch and YouTube, will amplify 2XKO's message and reach new, relevant audiences.<sup>3</sup> This approach is particularly effective for male and Hispanic gaming audiences.<sup>13</sup>
- **Educational Content:** Given YouTube's role as a primary discovery channel and hub for guides and tutorials<sup>14</sup>, creating in-depth content such as character guides, combo tutorials, strategy breakdowns, and patch notes explanations will be essential.

### 3.3.2. Platform-Specific Content Considerations

Content will be tailored to the unique strengths and audience behaviors of each platform:

- **Twitch:** Focus heavily on live streams, interactive Q&As, community events, and showcasing competitive play. This leverages the audience's interest in "Just Chatting" and "Special Events".<sup>4</sup> Raw production can often feel more authentic and relatable on this platform.<sup>1</sup>
- **YouTube:** Emphasize high-quality, polished trailers, developer diaries, in-depth gameplay deep-dives, character spotlights, and comprehensive educational content like guides and tutorials.<sup>3</sup> Long-form content is particularly suited for "core viewers" who watch more than 2 hours per week.<sup>14</sup>
- **X (formerly Twitter):** Ideal for rapid-fire updates, breaking news (such as the La Velada announcement), engaging with trending topics, and direct, concise communication.<sup>1</sup> Employing bold hooks and "WTF" elements can effectively capture attention in a fast-paced feed.<sup>1</sup>
- **Instagram:** A visually driven platform perfect for high-quality images, short video clips, Story Ads, and engaging Augmented Reality (AR) filters related to game characters or elements.<sup>3</sup> It is excellent for behind-the-scenes glimpses and aspirational content.
- **TikTok:** Focus on short, highly engaging, trend-driven video content. Leveraging AR capabilities and gamified campaigns can encourage user participation and virality.<sup>8</sup> This platform is ideal for reaching younger audiences.<sup>9</sup>

The observation that "70% of younger gamers find watching others play a good replacement for playing themselves, but this viewing can often lead to influencing

them to purchase game themselves" <sup>13</sup> creates a powerful causal link for the content strategy. This reveals a nuanced behavior: watching game content isn't just a precursor to playing; for some, it can actually

replace playing, yet still directly *influence purchases*. This means that the content itself is a primary consumption method and a direct sales driver. Consequently, 2XKO's content strategy should heavily prioritize the creation of compelling, entertaining, and high-quality gameplay videos and live streams, especially those featuring skilled players or popular influencers. These are not merely marketing materials; they constitute the *product experience* for a significant portion of the audience. The content itself must be as engaging and polished as the game. By producing exceptional watchable content, 2XKO can capture the attention of gamers who prefer passive consumption, convert them into interested prospects through the viewing experience, and ultimately drive them towards beta sign-ups and purchases. This positions content creators and live streamers as integral extensions of the game experience, not just external marketers.

### 3.3.3. Conceptual Content Calendar Snapshot

A conceptual content calendar provides a structured, actionable roadmap for 2XKO's social media activities, illustrating the strategic flow of content over time. This ensures consistency <sup>8</sup>, allows for strategic scheduling <sup>1</sup>, and ensures that content is released optimally around key game development milestones, maximizing the impact of each piece of content and contributing directly to achieving campaign objectives.

Phase	Key Activities/Themes	Suggested Content Types	Primary Platforms	Objective for Phase
<b>Pre-Announcement (Weeks 1-4)</b>	Building anticipation, establishing mystery, hinting at game identity.	Cryptic visuals, short audio snippets, concept art reveals, "dev diary" snippets hinting at game themes/lore.	X (cryptic tweets, polls), Instagram (Stories with countdowns, visually striking teasers), YouTube (short, enigmatic video teasers).	Generate curiosity, build initial anticipation, create a sense of impending major news.

<b>La Velada Event (Week 5)</b>	High-impact global announcement, immediate public reaction, initial hands-on experience.	Live announcement segment at La Velada (streamed on Ibai's Twitch/YouTube) , full game reveal trailer (simultaneous upload to YouTube), immediate social media blitz, live coverage from pop-up event at La Velada, influencer reactions.	Twitch (main event broadcast), YouTube (trailer, influencer reactions), X (real-time updates, trending hashtags, direct engagement), Instagram (event highlights, AR filters for attendees), TikTok (short, viral clips of announcement, challenges).	Maximize brand awareness, drive initial traffic to website, capture immediate public sentiment, establish game's presence.
<b>Beta Launch (Weeks 6-10)</b>	Driving beta sign-ups, facilitating feedback collection, showcasing early gameplay, nurturing beta community.	Beta sign-up calls-to-action (prominently featured), beta gameplay showcases (from influencers and developers), "how to give feedback" guides, community challenges for beta testers, featuring initial user-generated content (UGC) from beta.	All platforms, with specific focus on YouTube for guides and gameplay showcases, Twitch for live beta gameplay and Q&As, X for quick updates and direct feedback calls.	Drive beta sign-ups, collect high-quality feedback, foster early community engagement and loyalty.
<b>Ongoing Engagement (Post Week 10)</b>	Maintaining community engagement, continuous content refresh, preparing for	Weekly dev updates, community spotlights (showcasing best UGC),	All platforms, tailored to their strengths (e.g., YouTube for tutorials and long-form	Sustain community interest, build anticipation for full launch, maintain brand

	full launch.	character deep-dives, competitive play highlights, Q&As with developers/pro players, polls, contests, cross-promotions with other games/brands.	content, Twitch for esports content and live interaction, Instagram/TikTok for visual/short-form engagement).	relevance.
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## 4. Conceptual Application of Text Mining for Audience Reaction Analysis

To effectively monitor and adapt the 2XKO social media campaign, text mining techniques will be conceptually applied to analyze audience reactions. Text analysis involves extracting meaningful information from unstructured text data, such as social media posts, comments, and feedback.<sup>22</sup> This allows the campaign to remain agile and responsive to public sentiment and emerging discussions.

### 4.1. Sentiment Analysis

Sentiment analysis is a core text analysis technique that determines the emotional tone or polarity of a given text.<sup>22</sup> It classifies text as positive, negative, or neutral, and can often provide a score indicating the intensity of that emotion. This technique is crucial for gauging public opinion and customer satisfaction.<sup>22</sup> For 2XKO, sentiment analysis will be applied in several key areas:

- Real-time Launch Reception Monitoring:** Immediately following the La Velada announcement and subsequent pop-up events, sentiment analysis can provide real-time insights into the public's emotional response to 2XKO. This allows the team to quickly ascertain if the reveal is met with widespread excitement (positive), skepticism (negative), or indifference (neutral). Rapid identification of negative sentiment can trigger immediate crisis communication or clarification

efforts.

- **Prioritizing Beta Feedback:** By analyzing the sentiment within beta feedback (e.g., forum posts, survey comments, direct messages), the team can quickly identify areas causing significant frustration (highly negative sentiment) or delight (highly positive sentiment). This complements the frequency and impact matrix used for prioritizing issues during beta testing.<sup>6</sup>
- **Brand Health Tracking & PR Management:** Continuous monitoring of sentiment around 2XKO across all social media platforms enables proactive tracking of overall brand perception. A sustained decline in positive sentiment or an increase in negative sentiment can signal underlying issues with the game, marketing messages, or community interactions, prompting timely intervention.

## 4.2. Topic Modeling

Topic modeling is an unsupervised machine learning technique capable of scanning a large body of text, detecting word and phrase patterns, and automatically clustering word groups and similar expressions that best characterize a set of documents.<sup>22</sup> This technique helps identify overarching themes within a large text corpus.<sup>22</sup> For 2XKO, topic modeling will be invaluable:

- **Identifying Emerging Themes in Discussions:** After major announcements or beta releases, topic modeling can reveal what the audience is predominantly discussing. For example, it might identify "character balance," "netcode issues," "story mode," or "esports potential" as dominant topics. This helps understand what aspects of the game are capturing the most attention or concern.
- **Understanding Community Focus:** By analyzing discussions within dedicated community forums or social media groups, topic modeling can highlight the community's primary interests and priorities. If a particular character or game mechanic consistently appears as a central topic, it indicates strong engagement or a potential area needing developer attention.
- **Content Strategy Refinement:** The identified topics can directly inform future content creation. If "character lore" is a prominent topic, the content team can prioritize creating developer diaries or social media posts delving into character backstories. If "game modes" is a key discussion point, it might prompt more detailed explanations or teasers about unrevealed modes.

### 4.3. Keyword Extraction

Keyword extraction is an automated method for identifying the most relevant and important words or phrases from text input.<sup>22</sup> Unlike topic modeling which infers broader themes, keyword extraction focuses on specific, salient terms.<sup>23</sup> For 2XKO, this technique offers practical applications:

- **Identifying Key Discussion Points:** Extracting keywords from social media conversations about 2XKO can pinpoint specific characters, moves, features, or issues that are frequently mentioned. For instance, if "combo system" or "rollback netcode" are consistently extracted keywords, it signifies their importance to the community.
- **Optimizing Content for Search & Virality:** Understanding the keywords used by the audience can inform content creation and search engine optimization (SEO) efforts. Using these terms in social media posts, video titles, and descriptions can increase discoverability and relevance. It also helps identify trending terms that could be leveraged for viral content.
- **Competitive Analysis:** By extracting keywords from discussions about competitor fighting games, 2XKO's marketing team can identify common pain points or highly praised features in the genre. This competitive intelligence can then inform 2XKO's messaging, highlighting its strengths where competitors are weak, or addressing common genre desires.

### 4.4. Integration for Holistic Understanding

The conceptual application of sentiment analysis, topic modeling, and keyword extraction in conjunction provides a holistic understanding of audience reactions. Sentiment analysis offers the emotional pulse, topic modeling identifies the overarching subjects of discussion, and keyword extraction pinpoints the specific terms driving those conversations. By integrating these techniques, the 2XKO social media team can move beyond surface-level metrics to gain deep, actionable insights into public perception and community needs. This data-driven approach enables agile campaign adjustments, ensuring that marketing efforts remain highly relevant,

responsive, and effective in fostering a thriving community around 2XKO.

## Conclusion

The social media campaign for 2XKO, as outlined in this report, is designed to navigate the competitive gaming landscape by leveraging strategic objectives, a nuanced understanding of its target audience, and innovative social media strategies. The foundational objectives—increasing brand awareness, driving quality beta sign-ups, fostering community engagement, and directing website traffic—are interconnected and mutually reinforcing, aiming for a successful launch and sustained growth.

The comprehensive audience analysis reveals that 2XKO must appeal not only to the traditional fighting game enthusiast but also strategically engage the broader gaming community, including the significant female gaming demographic and the highly influential esports audience. The distinct behaviors and preferences of Twitch and YouTube audiences necessitate a differentiated content approach, while the unique appeal of events like La Velada del Año calls for announcements that are integrated into the spectacle itself, leveraging personalities and creating cultural moments.

The proposed campaign strategies, including high-impact experiential marketing through La Velada and pop-up events, are critical for creating memorable brand interactions that transcend traditional advertising. These initiatives are designed to foster genuine positive sentiment and generate authentic user-generated content, transforming passive viewers into active participants and brand advocates. The beta access campaign, structured to prioritize quality feedback and treat testers as development partners, will cultivate deep loyalty and ensure the game is refined based on real-world player input. Furthermore, the dynamic content strategy, tailored to each platform's strengths and recognizing that "watching" can directly influence "purchasing," positions engaging video content as a core component of the game's appeal and sales funnel.

Finally, the conceptual application of text mining techniques—sentiment analysis, topic modeling, and keyword extraction—underscores a commitment to data-driven decision-making. These analytical tools will provide real-time, actionable intelligence on audience reactions, allowing the campaign to adapt swiftly to public sentiment, identify emerging discussion themes, and optimize content for maximum resonance.



By embracing this integrated, audience-centric, and analytically informed approach, 2XKO is well-positioned to not only achieve its launch objectives but also to build a vibrant, loyal community that will sustain its success long-term in the dynamic world of competitive gaming.

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