**Monetization Work**

In this essay I am going to go through the plan and work our team did for the monetization so far and what are our future goals. I am part of the team named Triple-M-L.

At the beginning, while looking for a project to monetize, we had tons of luck. It started when all of us were searching Facebook groups for the project we liked. After the research, each of us had Arktrum on the list and we instantly agreed to ask the developer of that game to help him with monetization. Developers name is Vitaly and he is from Russia. We explained what our goals are, what we expect of him and what he can expect of us. He was thrilled that we are willing to help him and he agreed to all of our rules and expectations. We made Instagram and reddit page. Facebook and twitter were already made by Vitaly, though without a lot of followers. While we were setting up social pages, he sent us the build for the game so that we can make content ourselfs. Each social media, except reddit, had 2 persons posting on it. I was in charge of creating a content for posting with Mehmet, while also posting on facebook and reddit. Content that I am creating are pictures and videos from different environments in game and showing different features of a game. Before we started posting and creating content, we made a detailed plan for posting and design of the pages, especially instagram, because we thought it will be our main social platform because Arktrum has beatiful color pallete. We were aiming to have a pattern on the Instagram page. First, we published three photos representing banner, then the 9 pictures/videos that would made one block. Each block is represented with one theme color so that every block has visual difference from others. For twitter, because we wanted to have 3 posts per day, we were planning to post screenshots and gameplay of other games, besides lots of facts and images from our game. On the other hand, for Facebook we wanted to share just most important posts.

We managed to grow our Instagram page from 0 to 360 followers, our twitter page from around 100 to 400 and Facebook from 6 to 60 people that follows us. We plan to make it even bigger before we start crowdfunding campaign. This process was helpful because it gave me insight on how to get exposure for a game on social media and how strong and important the visibility of a game is.