

## Coin Fantasy

**Name for Campaign:** Fantasy League for the Crypto Markets

**Company:** Coin Fantasy

**Track:** P2P Game, NFTs, Metaverse

**Requested Service:** Drive adoption & bring exposure to our game leagues

**Bounty:** \$50,000



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### **One liner about your business/product:**

CoinFantasy is the World's first fantasy gaming platform for crypto-financial markets. The game is based on a decentralized Play-to-Earn (P2E) model. We have created a unique ZERO loss game play in which users can earn money just by playing the game.

### **In short, where we could use your help(scope):**

We need a marketing plan with creative solutions for inspiring people to come play the game.

Our key challenge right now is getting people to understand the product simply so they have the urge to come play it. We want to get influencers (games, crypto people, etc) to come play and bring their audiences.

**Any additional information about the problem:**

The main customer acquisition strategy thus far has been an airdrop campaign. Anyone that comes to play will get free Coin Fantasy tokens. Anyone that is in the top 1000 on the leaderboard gets an airdrop as well. This strategy has worked fairly well for us thus far.

We want to get influencers to come play the game with their communities. Think of it as a game the community will play against each other.

The value proposition we can sell to the influencers is 2 things:

    This is a platform to make passive income.

    This is a platform to help further engage your community and help monetize it

Once we get an influencer it's a simple process to get their audience:

1. Have the influencer create the game
2. Have them share their unique game link to their audiences

Make us go viral! We're open to affiliate marketing or influencer campaign strategies.

**Inspiration:**

<https://www.dream11.com/> or <https://www.dream11.com/games/what-is-dream11>

- Love their explanation on how to play
- <https://www.bloktopia.com/>
  - Love their go-to-market strategy with Metaverse narrative
- Also, <https://altcoinfantasy.com/v3>
  - Social Media Marketing
  - Content Marketing/SEO (Their Organic Presence)

**Are there any restrictions for the campaign:**

- We already have SEO & paid advertising covered internally on the team
- We don't want or need content marketing & PR activities

## Goals and metrics for this campaign:

- A campaign to drive 25k new users. (Active users who invest their money & play)
- A buzz campaign to create noise in market
- A campaign to grow community on telegram & other channels

## Links and Resources

- <https://coinfantasy.io/>
- <https://www.youtube.com/watch?v=geryJ1MiNbY>
- <https://twitter.com/CoinFantasylo>

## Appendix

### Gameplay

#### Game modes:

- Play against another player
- Play against the squad
- Play against the house

### Messaging

#### The Messaging we should target

- 1) Play with your crypto friends and earn more
- 2) 0% risk, 100% gain
- 3) Completely safe, Earn More
- 4) Join with your 5 friends and make xxx amount or x%
- 5) Bitcoin moved 5%, Dan made 1000 USD
- 6) Ask your friends to use CF and make money with that
- 7) Win actual money with CF, Extra Bonus

- 8) Your money is 100% safe and infinite opportunities to earn extra
- 9) Best DeFi Platform to make extra money
- 10) Crypto games to earn extra
- 11) Make money on predicting price stability.
- 12) Limitless possibilities at CF, Call it right. Get profit.

### **Target Audience - User Personas**

#### **User Persona 1**

**Beginner crypto day trader: Mike**

**Type of Audience: Crypto Enthusiastic**

- Age: 20-28 yo
- Income: Medium earner
- Pain Points: "Doesn't understand crypto much but keen to join this industry"
- Trading style: non-technical / "noise trader" / bold
- Desire: Wants to earn a lot but by not trading

#### **User Persona 2**

**The Seasoned trader: Joe**

**Type of Audience: Derivative Player**

- Age: 35+ years old
- Income: High earner
- Pain point: "I've been burnt badly by leveraged trading, never again!"
- Trading style: Technical / independent / high amounts
- Desire: get into crypto in a less risky way

**User Persona 3****The newbie: Bill****Type of Audience: New to the Industry**

- Age: 30+ yo
- Income: Medium/High
- Pain points: "I'm financially smart but financial jargon makes me feel stupid. "I hate large institutions and banks."
- Trading Style: none
- Desire: to get into the market in an easy and low-risk way

**User Persona 4****The newbie: Ramesh****Type of Audience: Fantasy Gamer**

- Age: 20+ yo
- Income: Student/Savings
- Pain points: "I want to earn big by playing games, Don't want to be depended on my parents' income"
- Trading Style: none
- Desire: To make money by playing online games, Ready to kick-off with small amount of investments

**Current Games****Some of the current game organizers**

- <https://enjinstarter.com/>
- <https://thehusl.io/>