

MTVRS

Name for Campaign: Growth Marketing Strategy for MTVRS and Metamon

Company: MTVRS

Category: NFT, Go-to-market

Requested Service: Create Growth Marketing Plan

Bounty: \$10,000



One liner about your business/product:

MTVRS is a web3 online gaming platform that launches play-to-earn games where users can win real money in crypto currency for playing. Think of MTVRS as a product studio for launching video games in-house and helping 3rd party developers to do the same. MTVRS has multiple games in the pipeline, but is focusing on online competitive battle and sports games.

The first game that MTVRS will be launching is Metamon. A play-to-earn video games where users can trade, evolve, and battle their Metamon against each other.

From MTVRS official:

****The Problem with Gaming Today****

The current gaming model locks players into their gaming economies and ecosystems with no ability to unlock real value from their time and effort playing.

This is a dysfunctional and unfair relationship that current Web2 gaming companies use to extract profits from their players.

****What is MTVRS?*** (<https://mtvrs.app>)

MTVRS aims to build an open metaverse of blockchain-powered games, unlock gaming economies, and transform the way we design, build, play and interact with games. MTVRS is a platform where players can explore an ecosystem of worlds, play blockchain-powered video games, earn and trade tokens, and participate in a wide network of communities and activities. MTVRS also enables creators to build a world of content and items backed by Non-Fungible Tokens (NFTs) and Fungible Tokens (FTs) with custom logic and economics, and seamlessly connect their blockchain inventory to their games.

****What games will be playable on MTVRS?***

MTVRS is launching with Metamon Battle Royale (<https://metamon.app>) and Protoball (<https://protoballgame.com>) both with play-to-earn.

****When is MTVRS launching?***

MTVRS is launching officially on January 20th, 2022.

****How can I participate in MTVRS today?***

You can participate with MTVRS by taking part in our Metamon (Nov 8-14) and Protoball (Nov 22-28) drops with Paras (<https://paras.id>), playtesting the Metamon battle game (<https://metamon.app>), playing the Protoball game (<https://store.steampowered.com/app/703970/Protoball/>), and taking part in the upcoming Protoball Tournament

In short, where we could use your help:

We need help crafting and planning our growth marketing strategies for MTVRS and Metamon. We would like you to provide a fully detailed growth marketing plan for both MTVRS and Metamon. Our team will execute on the plan, and you will provide the roadmap.

Any additional information about the problem:

We need help with social media, influencer, and other online marketing strategies in order to target and onboard both crypto and mainstream communities. We are targeting a global audience with no specific country demographics.

Please be as detailed as possible in your plan, even including the copy you would use for that specific campaign. We are looking for about 10 different growth marketing strategies in the plan.

Inspiration

Creative growth marketing ideas:

- Live events
- Viral marketing
- Ads
- Influencers
- Partnerships
- Traditional marketing

The sky's the limit.

Are there any restrictions for the campaign:

n/a

Goals and metrics for this campaign:

- # of Users estimated
 - #1 goal should be increasing the number of users
- 10 Different growth marketing strategies

Links and Resources

MTVRS: <https://www.mtvrs.app/>

Metamon: <https://www.metamon.app/>