

Vorto Network

Name of Campaign: Vorto Gaming Growth Strategy

Company: [Vorto Gaming AB](#)

Track: NFT, Go-To-Market, SaaS

Requested Service: Non-traditional creative strategy with an adhered action plan (Not looking for something like Facebook Events, looking for something less traditional)

Bounty: \$10,000 USD



One liner about your business/product:

Vorto Gaming is the company that is developing the Vorto Network. The Vorto Network is a platform for Web3 game developers building the future of crypto-based games. The Vorto Network has two components: an NFT trading platform that allows users to buy and sell in-game products (think of this component as the eBay for NFT game accessories) and a service that helps developers publish play-to-earn games (think of this component as developers tools similar to Amazon Web Services that make developing games in the crypto ecosystem easier).

Vorto Gaming tests the Vorto Network by developing games, such as the real-time strategy game Hash Rush.

For those that do not know what an NFT is: A NFT is a non-fungible token (NFT) that is a unique digital asset that represents ownership of real-world items like art, video clips, music, and more. NFTs use the same blockchain technology that powers cryptocurrencies, but they're not a currency.

In short, where we could use your help:

We are looking for a strategy to help get users into the top of the funnel (to our website) then help convert them. The main goal is to have the most amount of end users possible. For example, we would rather have 100 website visits with 100 conversions than 1000 website visits with 100 conversions. We want you to help us reach our target users.

We prefer clever ways that will help to sustain marketing initiatives. Specifically, we would like to see guerilla marketing tactics on the grassroots level and more significant campaign ideas with potential partners.

Our believed target audience for this campaign is crypto enthusiasts and crypto gamers who are trading NFTs.

We are looking for a comprehensive growth strategy that you designed, and we would execute on.

We can run Facebook Ads ourselves. What new ideas can you help us bring to the table?

Any additional information about the problem:

Vorto has a unique market fit as a platform dedicated to NFT trading and onboarding smaller developers who want to publish their games and connect them to blockchain to harness the power and utility of cryptocurrencies.

We need help to improve the space between the road and rubber and find the more non-traditional triggers that could elevate our results. Please include traditional ideas if they make sense in the context. You can assume that we have additional budgets to spend. We want to see enabling content foremost, so don't restrict the ideas.

For the initial deliverable, please submit a high-level don't strategy. Whoever wins the contract would submit a more detailed proposal for our team to follow.

Are there any restrictions for the campaign:

No, let your creative juices flow!

Goals for this campaign:

Produce a creative growth strategy that funnels to maximizing conversions on the platform.

Links and Resources

<https://www.vortonetwork.com>

<https://www.vortogaming.com>

<https://www.hashrush.com>