



Client Case Study

**Magic Beasties – Unique NFT
Collectibles Game**



Brenton Way

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Our Approach

Brief Introduction

Every business is unique, so why settle for traditional marketing campaigns that prove no ROI? Brenton Way's core belief is that your uniqueness is followed with tailored solutions by a world class marketing team. Expect agile growth across various verticals and a planned out long-term strategy to position you as a thought leader in your vertical.



Marketing objectives and strategy

Expectations and outcomes

Objectives

Develop brand hype and awareness about the Beasties NFT launch with targeted Reddit reputation management & upvoted subreddit threads to gain maximum exposure.

Strategy

We worked with Magic Beasties to bolster their Reddit reputation through mentions & upvoting while working on increasing the engagement across the Discord channels to retain avid users within the ecosystem.



Company



Magic Beasties

Website

beasties.online

Company Focus

Magic Beasties is a game about cute Beasties, built on Binance Smart chain. Collect Ultra-Rare digital monsters, talismans, potions, scrolls, and more.



Findings

Magic Beasties needed to build an active community behind their gamified NFT and the primary channel was going to be Discord. We saw many opportunities where the team was able to activate the community.



Findings

Many of the audiences we saw from their social media and existing community were similar to subreddits on Reddit. We used this to determine the best threads to create.



Our Market Strategies for Success

Developed Quarterly Activation Plan

We began by activating all of the potential members from the existing marketing channels available to us through a marketing calendar.

Created Reddit conversations

We developed unique threads related to the NFT & Gamefi space that attracted users to sign up.

Reignited the Discord members

We re-ignited existing and new members into the Discord by improving bot automations and developing a quarterly community calendar.

Over +4k active community members

The screenshot displays a Discord server interface for 'Magic Beasties'. The main channel is '# suggestions'. The server has 4.62K total members and 376 online members. The channel shows a notification for 50+ new messages since 9:18 AM on February 11, 2022. The messages include:

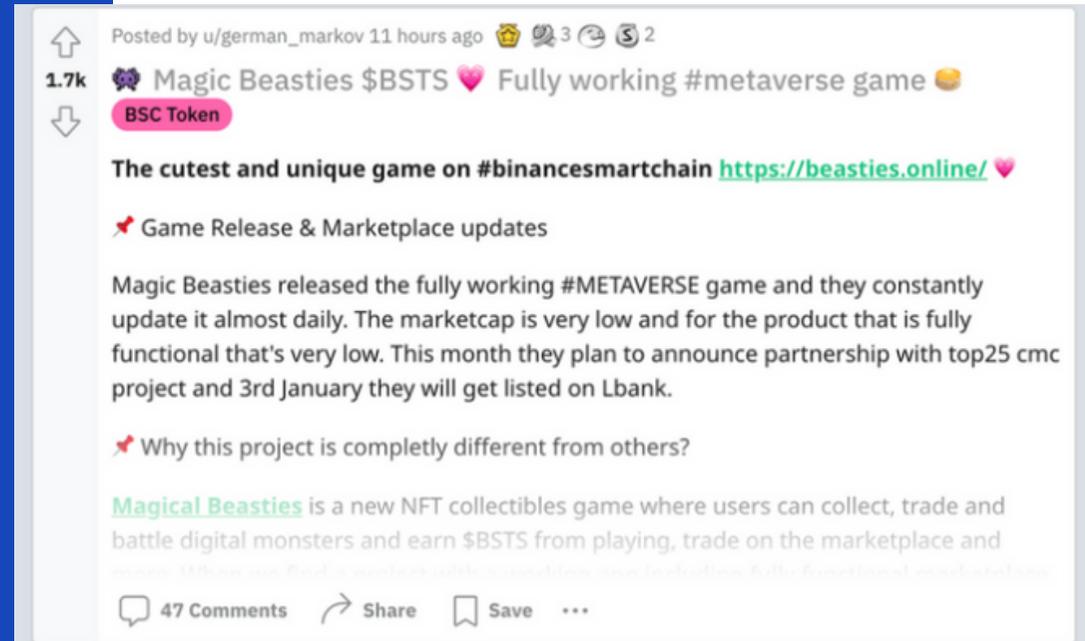
- A message from @Arveee: "Thanks for suggestions, this will be included in discussions" (February 11, 2022).
- A reply from mo2: "Thank you man" (February 11, 2022).
- A message from @Arveee: "Enchanting Events will be held soon 😊" (February 12, 2022).
- A reply from cipsy: "yea waiting for event to got 200k cookies ready to use 😊" (February 12, 2022).
- A message from max_2021: "The cost of claiming rewards from the drop vault is still way too high - it's going to put off a lot of players as it comes across as a scam (other projects have charged high fees for this kind of thing right before they rug). Please find a way to reduce this cost. Also, aggregating cookies in the vault was good - why not do it for other items? It's a complete waste of time for people to click hundreds of times to destroy items one by one for cookies." (February 13, 2022).
- A message from MEE6 (BOT): "x2H#5232 has been warned Reason: Posted a link" (February 13, 2022).
- A message from MoneyBSTS: "@max_2021 The cost of claiming rewards from the drop vault is still way too high - it's going to put off a lot of players as it co... \$0.5 as a mint price is way too high?" (February 13, 2022).
- A message from max_2021: "Lucky you! Perhaps you can mint for me. My mint price is \$14.5 (0.037 BNB) each time which as far as I can tell doesn't even clear my vault - only 10 items or so (I've paid this a number of times without realising the cost). I wouldn't mind so much if this cost covered the minting of the entire vault so players could keep stocking their" (February 13, 2022).

The right sidebar shows a list of server roles and members:

- SUPER-MODS — 2
 - Arveee
 - MoneyBSTS @itsrealgoku
- SERVER BOOSTER — 1
 - Minx
- PLATINUM BEASTIE — 5
 - Alucard
 - haekalilmi
 - Kiskia87
 - Norman
 - Sandmaster (HASAN)
- GOLD BEASTIE — 6
 - cipsy
 - kevje
 - Kilan Mining
 - MrPeterL
 - Rise
 - yeti

Garnering over 1.7k on Reddit upvotes

We utilized our high karma accounts to spark real conversations and bolsters conversations around the platform launch.



Recap of our performance

4000+ Discord members

4000+ members joining the Discord channel.

Over 8.5k in Reddit upvotes

Garnered over 8.5k in upvotes across the entire Reddit campaign.

4% active Discord community

4% of the members on Discord actively engage weekly.

10% online Discord members

20% of members on the Discord are actively online at a time.





Interested? contact us



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