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Internal Marketing (Organic)

A large swath of InterPop's internal organic marketing covers daily posts on our main social media accounts (listed above), with Twitter content operating as the primary outlet, then adapted and published on our other accounts. Because our sales model releases a new card every weekday, there's a constant churn of content.

Twitter

InterPop's Twitter activity primarily focuses on the @EmergentsTCG handle, while using the @InterPop handle to amplify (this also applies on FaceBook and Instagram)
Organic content on Twitter can be broken down into 2 main categories . . .

Emergents TCG Card and Mechanics Spotlights

- Daily posts that relate to card releases (Tezos-based NFT cards for use in our TCG)
- Posts of video content sliced from our "[How to Play](#)" videos on YouTube focusing on a specific mechanic in our game

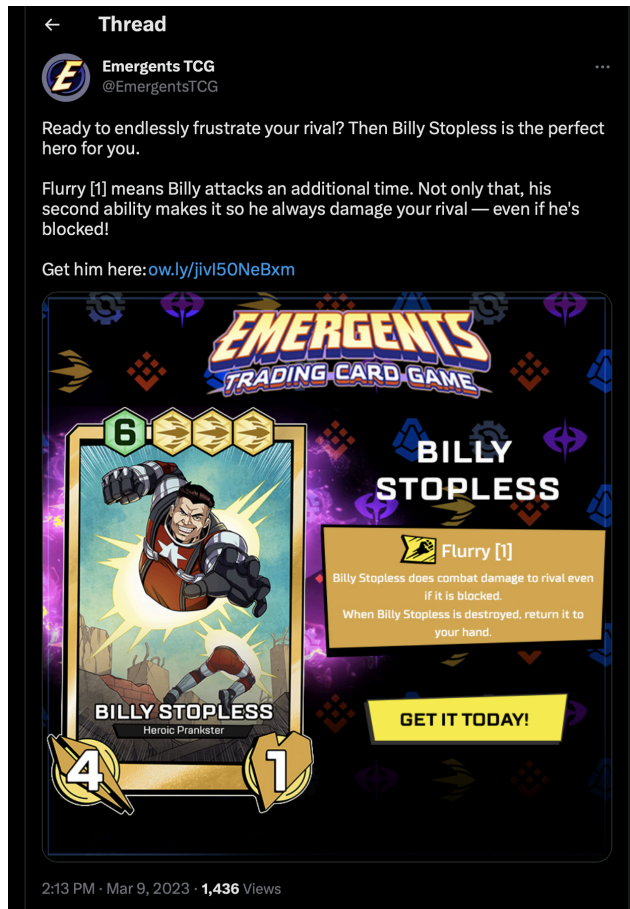
Lore

- The Emergents Universe has been represented in 6 comic book series published on our comics reader platform, [InterPop Comics](#). All titles are free-to-read. Because of the shared-universe nature of the TCG/comics, we strive to keep as much connective tissue between the two as possible. Our goal is to create a sense of unity between the two. If you're a comics fan, the game empowers you with the ability to control characters that you've been reading about - if you're a fan of the game, the comics add vital context to the universe and enriched the gameplay experience
- Whenever applicable, a card release post is followed by a lore post.

Example - Billy Stopless- Covers Card Spotlight, Mechanic Spotlight, and Lore

Billy Stopless is a character who has a strong presence in the Emergents Comics - last week, his card for the Emergents Trading Card game went live on our marketplace -

[Card Spotlight Post](#)



- **Card Spotlight** I really try to let the graphic do most of the work here, but these posts usually offer a brief intro to the card/character, along with commentary on why its attributes are meaningful in terms of gameplay

[Lore post](#)

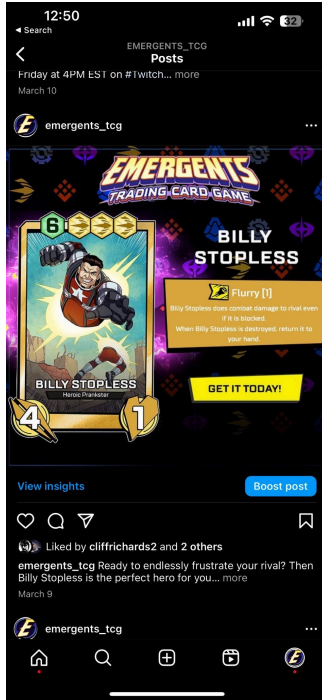
- **Mechanics Spotlight** - In this case, Billy has Flurry [1] - an ability that allows him to attack one additional time during the “combat” phase of the game.
- Because we’ve created a dedicated video on “flurry,” this is a perfect opportunity to release it on the same day as Billy’s promo - creating a full, comprehensive loop that covers A) we have a new card for sale! B) This card does a cool thing - here’s a video on how it works! And C) You can learn more about this character in our free-to-read comics (created by very notable writers, artists, colorists, and letterers in the industry)

This social content originates on Twitter, then is lightly revised and posted on the following channels

- [FaceBook](#)
- [LinkedIn](#)

Additional channels

- Discord
 - **Card spotlight posts** are posted by our mods in the Emergents TCG Discord server in the “New-Cards” channel
 - **Lore** posts are posted by our mods in the Emergents TCG Discord server in the “lore” channel
 - While not technically marketing, we also use Discord as one of our main channels to provide customer service and answer help-related questions
- Instagram
 - **Card Spotlight Posts** are shared in static form (example below)
- Reddit
 - We occasionally post on the r/tezos channel, but aside from that, our footprint to date is fairly light. We hope to change that as our staffing expands.



- TikTok
- **Card Spotlight Post** uses an [animated version of the card with V/O narration](#)

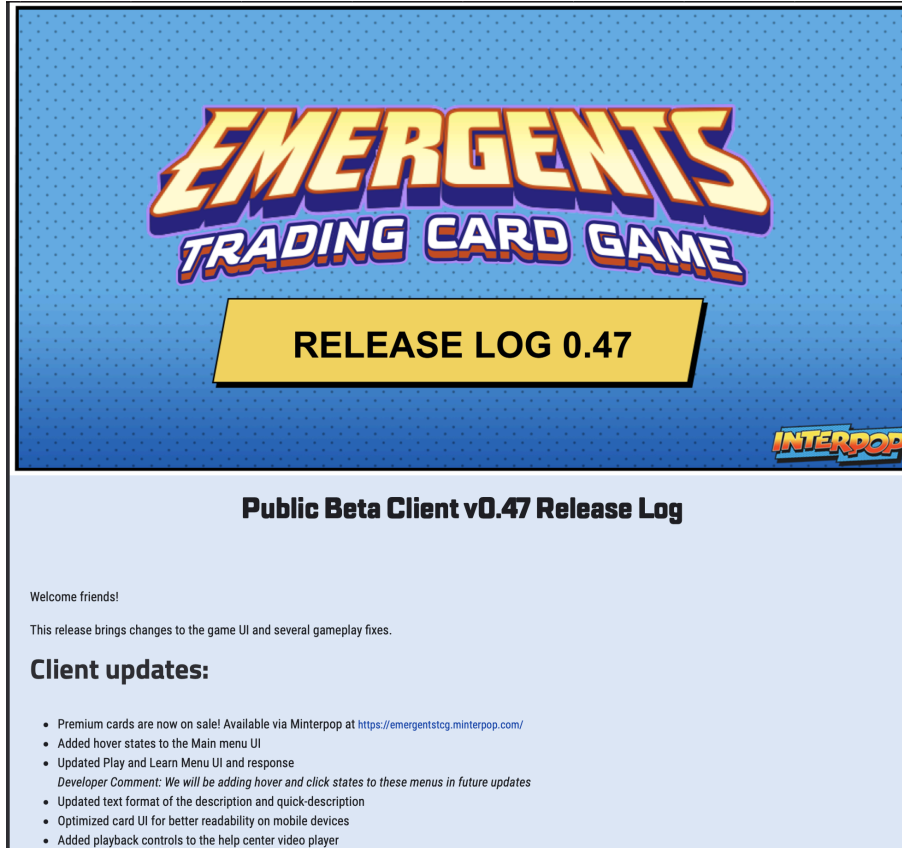


Live Service Content

This covers marketing opportunities within InterPop's products, as well as our mailing list (currently at over 25K subscribers)

MailChimp Mailing list

- Weekly newsletter that breaks down the previous week's lineup of cards in full detail, catalogs upcoming card releases, covers community news/team testimonials, livestream schedule, and directs to all of our relevant social accounts

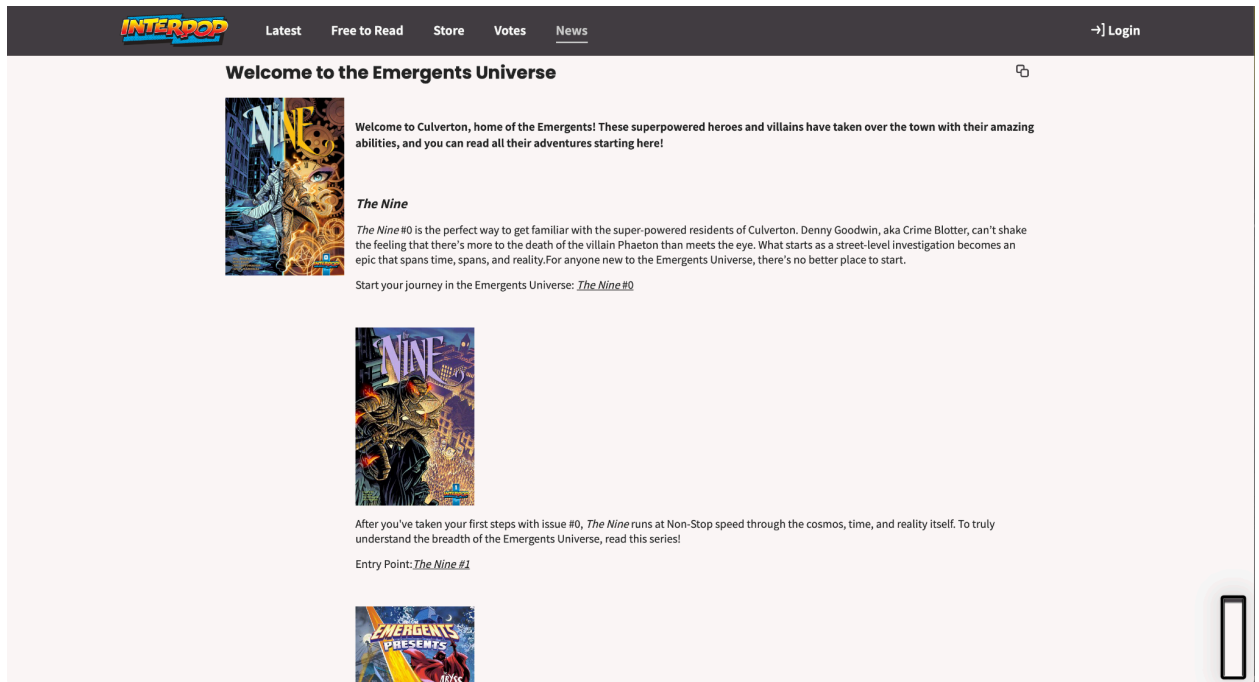


Emergents TCG Blog

The Emergents TCG blog lives on the games main webpage, emergentstcg.com. We update this with [major announcements and patch notes](#) each time the game goes through an update.

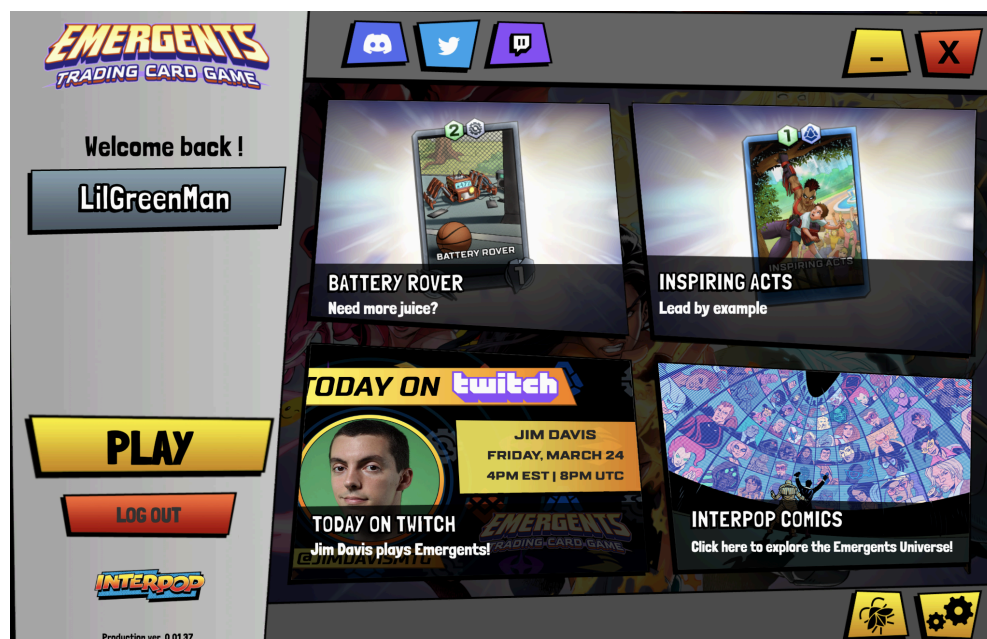
InterPop Comics Blog

- This is updated whenever we have a new comics announcement. It also houses the [“Explore the Emergents Universe” reading guide](#) that we use to help onboard newcomers to the Emergents Universe



Emergents TCG Game Client

The game client allows us to market directly to our players whenever they open the game. Upon logging in, you'll be directed to this page below, where we regularly update the top 2 squares with the latest card releases, the bottom-right stays the same (directs to the [“Explore the Emergents Universe” reading guide](#)) and the lower-right is updated with real-time updates like Streamers . . .

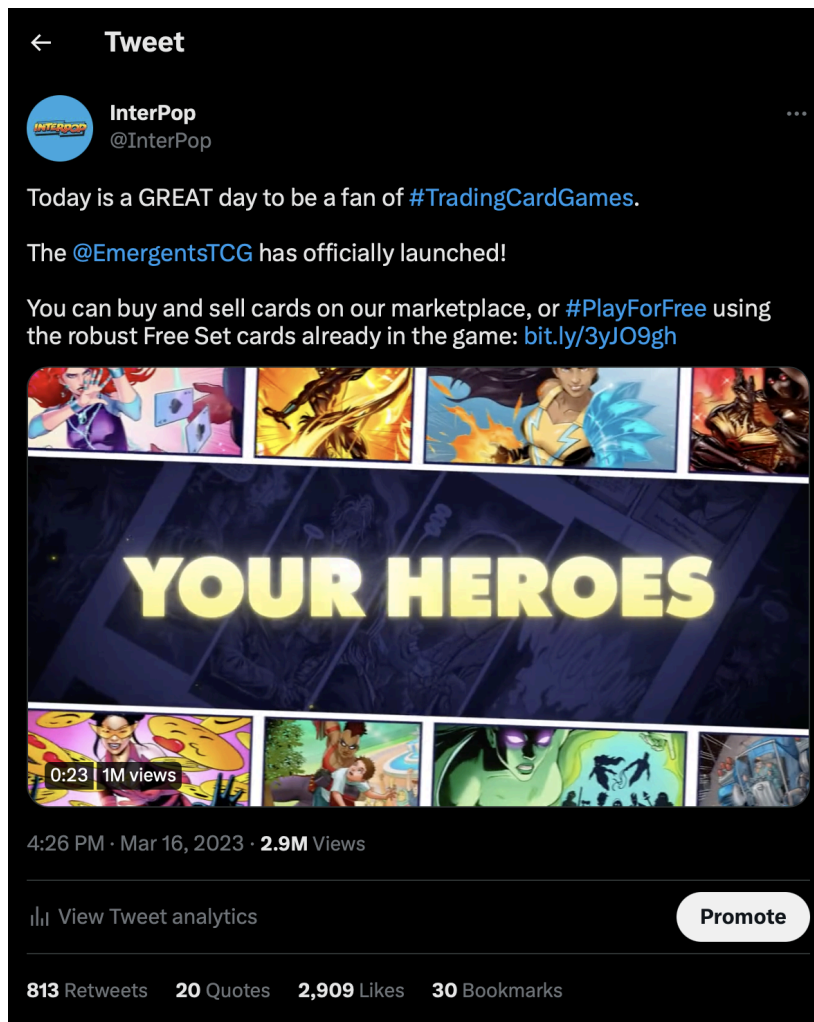


Internal Marketing (Paid)

Internal Paid UA is done solely through Twitter ads (for a variety of reasons, but a major incentive in Twitter advertising is our access to Twitter Credits we've been given access to by the Tezos Foundation) - Our internal Paid marketing works in concert with our External paid marketing (Google/Youtube) where learnings on creative performance, messaging, targets, etc. that come from our External UA efforts are applied to our Twitter ads.

Currently, we have two ongoing campaigns that are optimized for engagements.

Campaign A - "Download Today"



Campaign Metrics below

Summary for 1 ad				1,919,963	15,318	0.80%						
 InterPop @InterPop · Mar 16 Today is a GREAT day to be a fan of #TradingCardGames . The @EmergentsTCG has officially launched! You can buy and sell cards on our marketplace, or #PlayForFree using the robust Free Set cards already in the game: bit.ly/3yJO9gh pic.twitter.com/yG9TWW4Kc		Tweet	 Running	Engagements	1,921,751	\$8,754.48	15,342	0.80%	\$0.57	EmergentsTCG_Engagements		

Campaign B - “Deckbuilding”



- This campaign just went live, so metrics are unreliable

The second component of our Twitter ad strategy involves “whitelisting” our sponsored streamers. This entails the streamer (in this case, Jim Davis) publishing content related to the Emergents TCG from his own channel that InterPop’s ad account supports with a paid campaign. This helps narrow down the targeting to an audience (Jim’s followers and look-alike audiences) much more likely to engage with TCG content. **The first whitelisted campaign goes live March 29.**

External Marketing (Paid)

Paid UA Campaign (Google/YouTube)

Our external marketing efforts are relegated to a **paid UA campaign** across Google (search, YouTube pre-roll, etc.) and **influencers**. Our paid UA vendor is called GCSF (GameChangerSF; <https://www.gamechangersf.com>). The paid UA campaign has taken some time to get off the ground, but we’ve seen consistently improving results. Currently, we’re on track to continue our best week in terms of new account creation and games played, which we attribute largely to this campaign.

Influencers

We've recently devoted a great deal of our marketing efforts to our influencer program. We currently have sponsorships with two of the most prominent TCG streamers out there, [Jim Davis](#) and [Brian Kible](#) (who come from the Magic: The Gathering and Hearthstone ecosystems) - Jim and Brian do weekly streams of the Emergents TCG streams - Jim also posts the streams on his YouTube Channel ([Jim](#)) their average viewership is in the 500-800 live viewer range, and Jim's YouTube videos of the Emergents TCG have drawn a total of 5,000 views to date.

