Community & Social Media Plan

NSR & Zero one

Agenda

Monthly and Weekly Timelines
Target Audience & Insights
Pre-registration & Landing Page Strategy
Pre-launch Setup
Referral Program Overview
Reward Structure Highlights
Paid Campaign Strategy & Budget Allocation

Monthly and Weekly Timelines

- October (Weeks 1-2): Landing page build, pre-registration promotion, influencer outreach
- October (Weeks 3-4): Beta activation, referral campaign launch, social contests begin
- November (Weeks 1-3): Final pre-launch push, paid ads scaling, community milestone events
- November (Week 4): Launch week blitz, influencer livestreams, launch contests

NSR

- Unique Selling Points: Cross-platform multiplayer, smooth nitro/drift mechanics, extensive car customization
- Campaign Objective: Achieve 20,000+ pre-registrations via multi-channel marketing and influencer outreach by early December 2025
- Potential with a $10,000 Marketing Budget (with 70% toward Meta ads)
- Expected ROI: CAC $0.20-$0.80 (India, SE Asia), break-even on ad spend in ~3-4 months post-launch

Target Audience & Insights

- Primary: Males 18-34, urban millennials & Gen Z in India, SE Asia, & Latin America
- Secondary: Car culture fans and casual gamers 25-44 worldwide
- Key Interests: Street racing, multiplayer competition, car customization, esports
- Behavior: Active on YouTube, TikTok, and Twitch; participate in challenges and social sharing
- Platforms: Mobile (Android/iOS), Web/H5, Steam & consoles for enthusiasts
- Motivation: Exclusive rewards and social status
- Marketing Focus: Micro-influencers with engaged niche communities and referral-driven viral growth

Pre-registration & Landing Page Strategy

Landing Page Design:

- Mobile-optimized, fast-loading with minimal steps to sign up
- Clear, strong Calls-To-Action (CTAs) emphasizing exclusivity and rewards (Join the Race Early, Get Early Access, Unlock Exclusive Content, Reserve Your Spot)
- Visible pre-registration milestones with engaging visuals tied to specific rewards to build excitement and urgency
- Social proof elements including live countdowns, total signups, and testimonials from early beta users

Pre-registration & Landing Page Strategy

Referral Integration:

- Automatic unique referral link generation at sign-up
- Easy social sharing buttons (WhatsApp, Instagram, Twitter) with pre-crafted viral messaging
- Real-time leaderboard showing top referrers to foster competition

Analytics & Tracking:

- Embedded Google Analytics and Facebook Pixel for conversion funnel tracking
- Track landing page exits and identify points of drop-off for quick iterative fixes

Pre-registration & Landing Page Strategy

Optimization & Testing:

- Regular A/B tests for CTA wording, button color, layout, and sign-up flow to improve conversion rates
- Continuous monitoring and weekly optimization cycles

Launch Execution:

- Use influencer content and paid ads driving traffic directly to the landing page
- Enable drip email reminders to incomplete sign-ups and referral reinforcements
- Weekly milestone celebrations and community updates to maintain buzz

Landing Page Potential Concepts

Concept Name	Primary Conversion Goal	Hero Section Visuals	Key Elements for NSR Racing
1. The "Night Fury" Exclusive	Urgency & Scarcity (FOMO)	Dark, high-res 3D render of the Ultra-Rare Night Fury Car Skin	Countdown Timer to launch. CTA: "Secure Exclusive Skin Now."
2. The Viral Referral Gateway	Frictionless Sharing	Graphic showing a friend sharing a link/code	Form: Email Only. Immediate post-submission redirect to a user's Referral Dashboard.
3. The Immersive Gameplay Trailer	Emotional Desire (I Want That)	Full-screen, high-speed video loop of nitro boosts and drifting	Headline: Features a core USP (e.g., "Cross-Platform Multiplayer is HERE").
4. The Community & Leaderboard	Social Proof & Validation	Giant, updating Pre-Reg Counter (14,582/20,000)	Visible Top 5 Influencer Leaderboard. Shows active community growth.
5. The Simple Bullet Point Pitch	Clarity & Speed (Mobile-First)	High-contrast, clean screenshot of a customized car	3 Scannable USPs (e.g., Cross-Platform, Customize 40+ Cars, Nitro/Drift). Large, thumb-friendly CTA.

Pre-launch Setup (Oct 17–23)

- Create & brand profiles: Instagram, TikTok, YouTube Shorts, X/Twitter, Facebook Page & Group, Reddit community, Discord, Steam/Play Store pages

- Asset creation: Hero trailer, 6 short clips, poster templates, referral system, landing page widget, influencer kit

- Schedule posts & setup analytics tracking (GA, FB Pixel, UTM tags)

Week 1 Launch & Intro (Oct 24–30)

- All channels: Hero trailer launch post + pre-reg CTA (pin on all profiles)
- TikTok/Reels: car drift clip + trending sound
- Instagram: Carousel of key features + CTA in bio
- Twitter: Announcement thread with USP + link
- Facebook Groups: Share on gaming groups
- Reddit: Intro dev note + short clips calling for feedback
- Discord: Welcome + intro channel + launch week schedule

Week 2 Features & Engagement (Oct 31–Nov 6)

- TikTok: Feature clip nitro/drift highlights
- Instagram stories: Car choice poll (two images)
- YouTube Shorts: Track montage + pre-reg CTA
- Twitter: Community drifting tip question
- Facebook Group: Reward tiers & referral explainer
- Reddit: Track screenshot + "Name the track" post
- Discord: AMA announcement, Qs collection

Week 3 Social Proof & UGC (Nov 7–13)

- TikTok/Reels: “Unbox NSR loot” challenge
- Instagram: “Meet a racer” player persona post
- Twitter: Early analytics sharing / pre-reg push
- Facebook Group: UGC caption contest
- Reddit: License plate design contest + votes
- YouTube Shorts: Dev clip on car customizations
- Discord: Design Jam for decals

Week 4 Influencer Referral Launch (Nov 14–20)

- TikTok: Influencer teaser reposts + upcoming competition promo
- Instagram stories: Influencer leaderboard preview
- Twitter: Referral competition announcement
- Facebook Group: Live referral mechanics Q&A
- Reddit: Influencer challenge launch & community backing
- Discord: Automated leaderboard channel live
- YouTube Shorts: Influencer clips highlight

Week 5 Momentum & Viral Push (Nov 21–27)

- TikTok: Viral horn/engine sound remix challenge
- Instagram: Referrer shoutouts + milestone celebration
- Twitter: Share best fan clips
- Facebook Group: Flash race event schedule + reminders
- Reddit: AMA recap + highlights
- YouTube Shorts: Flash race highlights
- Discord: Developer livestream + community shoutouts

Week 6 Final Launch Push (Nov 28–Dec 4)

- TikTok: Countdown montage (7 days out)
- Instagram: Rare skin teaser carousel
- Twitter: Urgent pre-reg CTA (pin tweet)
- Facebook Group: Final event poll + weekend push plan
- Reddit: Leaderboard reminder + referral call
- YouTube Shorts: Final launch trailer
- Discord: Final countdown livestream + beta dates

Post-Launch Weekly Template

- 3 TikToks/Reels per week (high-energy, UGC, influencer content)
- 3 Instagram posts + daily stories (polls, countdowns)
- Daily Twitter posts (news, engagement)
- 2-3 Facebook Group posts weekly (events, polls, UGC)
- 1-2 Reddit posts weekly (events, dev updates, AMAs)
- Discord: Weekly live events + daily check-ins

Referral Program Overview

- Unique referral link/code generated per pre-registrant upon sign-up
- Tiered rewards structure unlocking progressively as community milestones are hit
- Both referrer and referred players receive in-game benefits (cosmetics, currency, exclusive access)
- Built-in anti-fraud safeguards: email verification, IP checks, CAPTCHA
- Transparent leaderboard displays top referrers and global milestone progress

User Journey & Incentives

- User receives a unique link for sharing across all social channels
- When friends sign up via the link, referrer’s count increases toward milestones
- Referred users receive instant bonus rewards encouraging faster sign-up
- Referrers earn cumulative rewards as community milestones (5k, 10k, 20k preregs) unlock
- Visual progress bars and milestone counters motivate continuous sharing

Reward Structure Highlights

Milestone (Pre-regs)	In-Game Reward Description	Virality / Engagement Reason
500	Personalized digital racing poster + 200 coins	Instant social share asset plus usable in-game currency
2000	Exclusive neon underbody lighting skin	Flashy visual customization great for UGC and videos
5,000	Vanity license plate (custom text)	Personal collectible with selfie/screenshot potential
7,500	Nitro Booster Pack (5 extra nitro uses)	Gameplay advantage encourages sharing wins

Reward Structure Highlights

Milestone (Pre-regs)	In-Game Reward Description	Virality / Engagement Reason
10,000	Rare engine sound effect (select one unique roar)	Distinct audio branding viral on TikTok/Reels
12,500	Access to exclusive drift track	New gameplay content with FOMO impact
15,000	Special brake light effects (animated glow)	Visual flair evident in race clips
17,500	Customizable horn sound pack (3 horn sounds)	Sound montages, memes, and easy social sharing
20,000	Ultra-rare “Night Fury” permanent car skin	Big prestige reward, major FOMO & influencer push

Reward Structure Highlights - Influencer

Tier (Total Referred)	Influencer Prize (Top Influencer)	Community Prize (Referred Players)	Why It Works / Mechanics
1,000	“Influencer Map” — Named custom mini-track	Exclusive custom decal	Low-effort dev creation with visible social credit; players get instant collectible reward
3,000	Branded time-trial challenge (weekly event)	3x Nitro pack	Recurring visibility and competitive gameplay reward for players
6,000	Custom map with influencer’s “ghost” AI final boss	Rare engine sound + vanity license plate	High prestige for influencer; viral challenge content for social sharing
10,000 (Ultra Grand)	Permanent “Legend Map” + in-game statue/monument + 0.1% revenue share from referred users	Ultra-rare permanent car skin (exclusive, never re-released)	Blockbuster prestige + ongoing passive income incentivizes deep influencer commitment and organic growth

Influencer / Channel	Platform	Approx. Followers	Why They Might Work With NSR
RakaZone Gaming (Rishab Karanwal)	YouTube	500K+	Engaged fans, specializes in game streams; authentic connection with audience
V3nom [redacted]	YouTube	90K+	Competitive esports and racing content; credibility in mobile game community
GamerAmit	Instagram	40K+	Mobile gaming focused, active racing game content creator; strong engagement
DriftKingIndia	Twitch	25K+	Has niche drifting/racing audience; perfect for car racing collaborations
SpeedRunRacer	YouTube	15K+	Small but dedicated channel specializing in racing game speedruns
CarModsOfficial	Instagram	20K+	Car culture and racing lifestyle influencer pairs well with racing games
SimRacerPro	Twitch	30K+	Sim-focused racing streamer; engaged views and community
NSR_FanClub	Instagram	10K+	Rising page focused on NSR style racing content and memes; willing to collaborate early
TurboBoostGaming	YouTube	12K+	Indie mobile game promoter, authentic small influencer reach
DriftNDrive	TikTok	50K+	Viral short-form racing content creator; strong TikTok engagement

Technology & Automation

- Referral links auto-generated & tracked via integrated CRM + game backend
- Real-time dashboard feeds public leaderboard and reward unlocks
- Automated granting of rewards upon validation to eliminate manual processes
- Social sharing prompts embedded at milestone unlock for viral amplification
- Analytics to monitor spam, track conversion rates by source, and optimize campaigns
- Use email and push notifications to remind users of referral progress and new milestone rewards

Paid Campaign Strategy & Budget Allocation

- Expected click-to-pre-reg conversion: 6-8%
- Continuous weekly budget reallocation based on KPI feedback

Phase	Timeline	Primary Goal	Paid Ad Focus / Edits
Phase 1: Brand & Teaser	October (Weeks 1-3)	Low-Cost Awareness & Asset Testing	Budget: ~30% ($3,000 total) Focus: TikTok Ads ($1,000) and low-cost Meta Ads ($2,000) for “Traffic” and “Reach” objectives, not “Conversion”. Purpose: Find cheapest viral short-form creatives and test influencer content performance.
Phase 2: Conversion & Referral	Late Oct - Mid-Nov (Weeks 4-6)	Maximize Pre-Registrations via Referral	Budget: ~60% ($6,000 total) Focus: Shift to Meta Ads ($5,000) and Google UAC ($1,000) with “Conversion” objective driving traffic to landing page. Edit: Use ad copy highlighting immediate, low-tier referral rewards and referral contest launch for viral loop acceleration.
Phase 3: Launch Week Blitz	Late Nov (Week 7)	Final Push & Retargeting	Budget: ~10% ($1,000 total) Focus: Remaining Meta/Google UAC spend ($1,000) targeting retargeting landing page visitors who didn’t sign up (via Facebook Pixel). Ads feature 20,000 pre-reg countdown and “Night Fury” skin for urgency.

Analytics & Optimization

- Daily and weekly KPI monitoring for rapid iteration
- Funnel targets: 30%+ visits initiating pre-reg, 85%+ form completion rate
- A/B testing across creatives, referral messaging, and landing page CTAs

Risks & Mitigations

- Risks: Possible ad fatigue, influencer no-shows, platform delays
- Mitigation: Fresh, rolling content pipeline; diversified influencer pool; backup technology and landing page