

Belkinmarketing

# ROBOHERO

## KOL CAMPAIGN

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# CHALLENGE

The team asked us for help in fundraising, influencer support, and preparing pre and post-marketing strategies.



**FUND RAISING**

**KOL SUPPORT**

**PRE-LAUNCH  
STRATEGY**

**POST-LAUNCH  
STRATEGY**

# OUR SOLUTION

Before securing funds, we had to ensure the project had adequate exposure on social media. This enabled us to efficiently raise **\$150K** in the KOL round, thereby providing the project with the best influencers in the industry.

## 1 STEP- PAID CAMPAIGN

We conducted a paid campaign to increase exposure on social media and generate interest among influencers.

## 2 STEP- KOL ROUND

We executed a KOL round, successfully securing both funding and influencers at the same time.

## 3 STEP- KOL MANAGEMENT

We established a posting schedule for each KOL and maintained constant communication with them.

# KOL TEAM

We onboarded a **tier 1** KOL team to support RoboHero.



**Brian D. Evans**



**Sjuul**



**Mando CT**



**Ardizor**

**50+**

## Top Quality Influencers

We carefully selected Key Opinion Leaders to ensure they were the best fit for the project. We onboarded influencers who run their channels in English, Japanese, Korean, Turkish, Filipino, and Vietnamese.

# KOL POSTS

**ardizor** @ardizor

RoboHero - NFT Survivors giveaway!

@RoboHero\_io is the first tactical turn-based mobile web3 multiplayer game available on Google Play and the App Store.

\$ROBO is a project with esteemed partners like Polygon Labs, LayerZerp Labs, Wemix, GameSwift.

I have 40 Survivors NFTs for my followers.

✓ How to participate?

- 1 Retweet this tweet.
- 2 Join Galxe Campaign: [galxe.com/MuJFGatTobdHbo...](https://galxe.com/MuJFGatTobdHbo...)
- 3 Fill out the form: [docs.google.com/forms/d/1250wr...](https://docs.google.com/forms/d/1250wr...)

That's it, good luck!

This Post is unavailable. [Learn more](#)

10:30 PM · Mar 29, 2024 · 52.7K Views

29 113 117 20

**MANDO CT** @XMaximist

I'm excited about \$ROBO


Huge day for @RoboHero\_io today and looking forward to see how this pre sale goes because it's got all the right ingredients!

**RoboHero** @RoboHero\_io · Apr 28

1/5

What every Legend should know about #RoboHero before #TGE

What's RoboHero? It's a mobile tactical turn-based game available on Google Play and AppStore. ... [Show more](#)



**ROBOHERO**  
GAME

5:15 PM · Apr 29, 2024 · 28.6K Views

120 126 772


**tehMoonwalkeR** @tehMoonwalkeR

Subscribe

the style of #RoboHero is just godlike

**RoboHero** @RoboHero\_io · May 6

Coming soon... #RoboHero



**ROBOHERO**

SOON AVAILABLE ON

Google Play App Store

0:02 / 0:04

4:02 PM · May 6, 2024 · 4,836 Views

5 14 1

100+ Tweets

# RESULTS



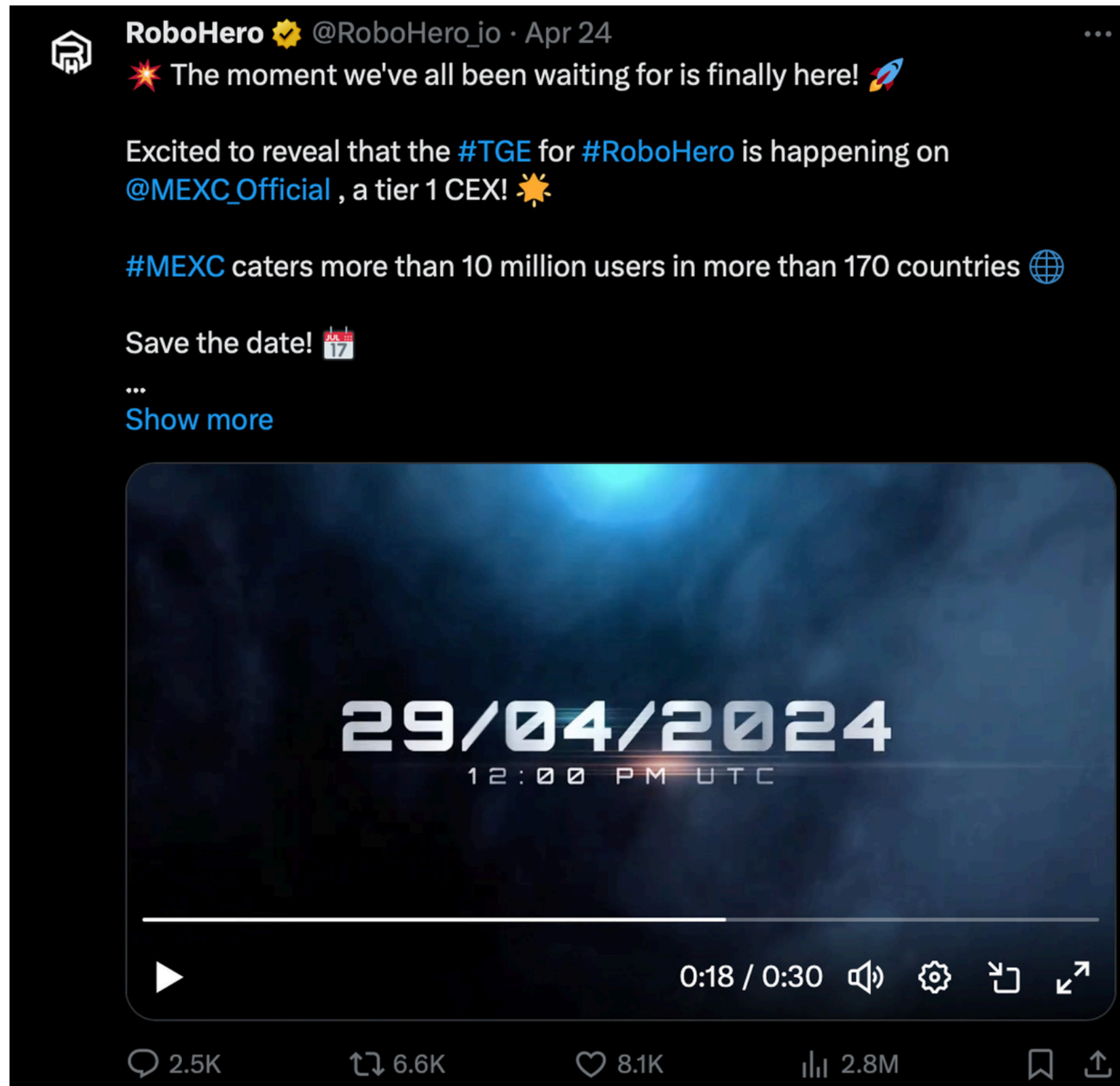
**\$150K** RAISED  
We raised funds while saving costs for the project by not having to spend on KOL.

**5M+** POST VIEWS  
Thanks to our KOL management, the posts gained incredible visibility, and \$ROBO trended on X.

**10X** GAINED  
\$ROBO did a 10x in the first 5 minutes after launch, then returned close to ATH after 4 hours despite very weak market conditions.

**SEGA** EXPERTISE  
Thanks to our contacts, we received feedback and game tips from the ex-director of Sega Japan, Mr. Nishiyama.

**48K** FOLLOWERS  
Before we joined the RoboHero team, their Twitter account had 17k followers.



PRE-LAUNCH POST  
ALMOST **3M VIEWS**



**1000%** FIRST 15M CANDLE

# CURRENT \$ROBO TOKEN PRICE

The price is holding strongly at almost 5x the listing price.



# SUMMARY

Thanks to our strategy, **\$ROBO** had a very good performance during the launch, and with the support of KOL, the token price is holding very well. The team can now focus on game development. Additionally, thanks to our personal connections, the Ex-director of **Sega** continues to provide advice and game tips. We helped the team save a lot of money, so they don't have to worry about completing the game and the best marketing strategies.

