

// GROWTH PROPOSAL

User Acquisition & Community Growth

Structured for user acquisition, SEO & AI search visibility, brand authority, and healthy community growth.

Just Games × LuvKaizen

// ABOUT LUVKAIZEN

Continuous improvement, on-chain

At LuvKaizen, we drive continuous improvement in Web3 marketing — helping blockchain and decentralized projects thrive through steady, measurable progress in a fast-moving industry.

Our services span GTM strategy, community & social management, content creation, influencer partnerships, and Web3 branding — so you can focus on the technology while we optimize the path to growth.

2019

Driving Web3 growth since

100+

Blockchain projects partnered

3K+

KOLs in our activation network

// CLIENTELE

Trusted across the Web3 ecosystem

From established Layer 1s to fintechs, DeFi platforms, memes, and infrastructure providers — each client leverages a suite of services tailored to their objectives. Our track record spans early-stage startups to billion-dollar protocols, scaling and adapting to diverse needs.

Polkadot

Layer 1

Provenance

RWA / Finance

Swissmoney

Fintech

StepApp

Move-to-Earn

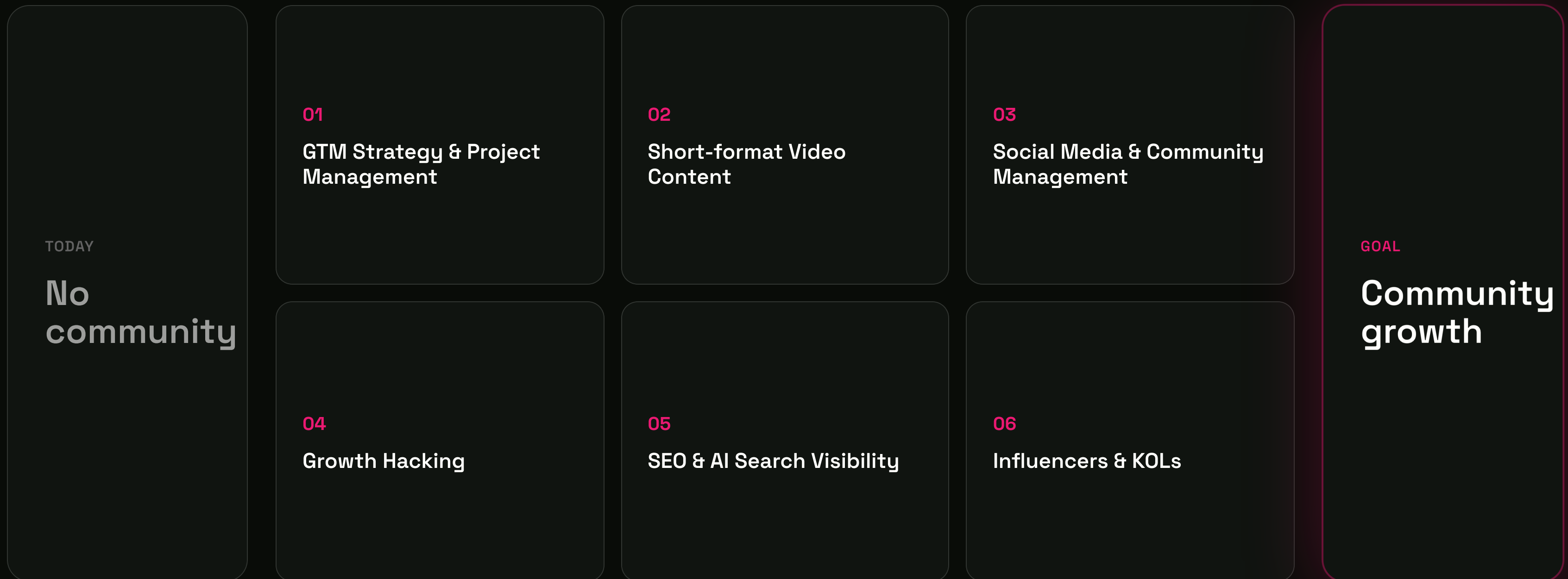
Saakuru Labs

Infrastructure

// THE PROPOSAL

From no community to community growth

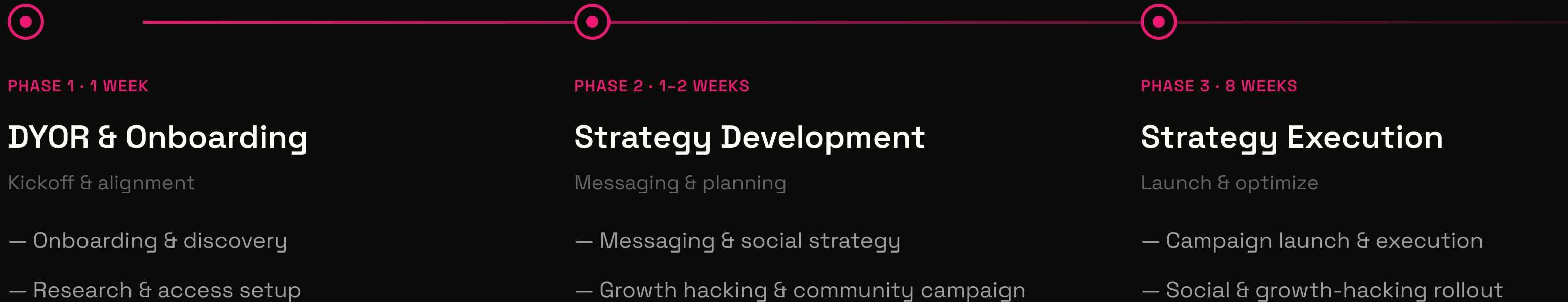
LuvKaizen partners with Just Games on full-funnel growth — six coordinated levers that move you from a standing start to a funded, retained community.



// TIMELINE

How we'll work together

An estimated engagement — certain elements may progress at varying paces.



PART 02

Services

Seven coordinated workstreams, each with a dedicated team, driving Just Games's user acquisition and community growth.



// SERVICE 01

GTM & Project Management

Our strategy team gets results. They handle every part of the project — managing workstreams, bringing teams together, doing research, and working with Just Games to craft the best possible strategy. You'll have a strategy leader and account manager, plus senior team support.

01 GTM Strategy

02 Campaign Development

03 Project & Account Management

TEAM

Fractional CMO

Account Manager



// SERVICE 02

Social Media Management

Our social media team creates and runs Just Games's X (Twitter) strategy. We'll share regular, high-quality posts that build your brand, keep people updated, and grow your community — with a dedicated Head of Social and social media manager keeping everything running smoothly.

01 Content Strategy

02 Content Calendar Creation

03 X Management, Engagement & Social Listening

TEAM

Head of Social Media

Senior Social Media Manager



// SERVICE 03

Video Content

We produce 1,000+ short-form videos per month across 5 accounts, powered by AI workflows and a dedicated UGC team — minimum 2 million impressions per month. From scripting and filming to editing and publishing, we run the entire content engine so your brand stays omnipresent without your team lifting a finger.

01 AI Video Production Pipeline

02 Content Calendar Creation

03 Performance Tracking & Optimization

TEAM

Senior Social Media Manager

UGC Team



// SERVICE 04

SEO & AI Search Visibility

When users Google "best sports prediction market" or ask ChatGPT "how does Just Games settle bets," you need to be the cited answer. We handle technical SEO, schema, llms.txt, AI crawler accessibility, and a passage-level content engine designed to be quoted by Google AI Overviews, Perplexity, and ChatGPT search.

01 Technical SEO & Schema

02 EEAT Content Engine

03 GEO & AI Citation Strategy

TEAM

SEO Lead



// SERVICE 05

Growth Hacking

LuvKaizen drives Just Games's community growth through strategic engagement across multiple fronts — from boosting your own posts to participating in relevant crypto communities and strengthening your existing one. Natural growth through targeted involvement and authentic conversations.

01 Engagement on Just Games's posts & community

02 Infiltration of Telegram & Discord communities

03 Engagement on relevant X account posts

TEAM

Head of Growth

Fractional CMO



// SERVICE 06

Influencers & KOLs

LuvKaizen runs Just Games's KOL program as a quality tier — only operators whose audiences actually trade, with performance-tied compensation. The goal isn't reach, it's funded users and trading volume.

01 KOL Strategy, Vetting & Budget

02 Identification & Outreach

03 Relationship & Performance Management

TEAM

KOL Manager

// SERVICE 07 • OPTIONAL BONUS



Project Acceleration

LuvKaizen leverages our extensive network to accelerate Just Games's growth through strategic partnerships. Our Head of Partnerships identifies and connects you with relevant projects for co-marketing and long-term collaboration — building relationships that expand reach and create mutual growth across the Web3 ecosystem.

01 Identification & Outreach

02 Co-marketing with other projects

03 Connecting with future partners

TEAM

Fractional CMO

PART 03

The Cost

One complete growth package — a transparent monthly retainer, plus recommended activation budgets.

// INVESTMENT

The LuvKaizen Growth Package

A complete solution for success — every workstream, one team, one transparent retainer.

\$15,000 per month

INCLUDED

- ✓ Strategy, Campaigns & Project Management
- ✓ SEO Strategy & AI Search Visibility
- ✓ Branding & Visual Content
- ✓ Social Media Management
- ✓ Influencers & KOLs Management
- ✓ Growth Hacking
- ✓ Project Acceleration & Advisory

What you can expect

AGENCY DELIVERABLES

- Full mapped-out go-to-market strategy
- 1,000 videos on TikTok & Instagram
- 10–20 social media posts / week
- 1,000 targeted keyword replies / month
- 2–5 weekly external backlinks
- Scope & brief for weekly deliverables
- 1–2 branded short-format videos / week
- 20–30 engaging replies & comments / day
- 2–3 weekly blog posts
- 10,000+ active members in first 2 months

RECOMMENDED ACTIVATION BUDGETS

KOL test budget

\$10K–\$20K

20–40 content pieces

KOL scaling budget

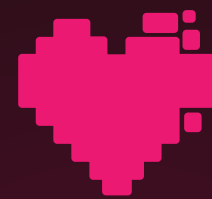
\$50K–\$100K

100+ content pieces

Backlinks

\$500–\$1K / mo

10–20 backlinks



Let's spark some Web3 magic together

Thank you. We'll be in touch soon.