

THE MEGA

INFLUENCER MARKETING CASE STUDY

InfluGlue



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ABOUT GET MEGA

GetMega brings together the joy of gaming and the thrill of real money for a truly unique entertainment experience. Enjoy the best of skill-based games in Cards, Casual, and Trivia with real money prizes. We believe in safe, reliable, and responsible gaming and have built a platform where trust is of the utmost importance. GetMega allows only 100% verified profiles and features only legal, skill-based games. Not luck. Not chance. Put your skills to work and earn money by playing games!

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REC

GetMegaCarromParty

Win **₹10,00,000*** & go Live
with a YouTube star on
your own channel!

*T&C apply



THE GET MEGA CARROM PARTY CHALLENGE

Kickstarted by Tanmay Bhatt, Get Mega Carrom Party was a super hit campaign where 100+ youtube streamers played live carrom on their youtube channels while interacting with their fans. The person with maximum views were offered exciting prizes and opportunity to stream with top youtubers like Tanmay Bhatt, Nishant Talwar & Suhani Shah. InfluGlue provided over 50 youtubers to Get Mega for the same.,

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INFLUENCER SELECTION



PROMOTION OF THE APPLICATION ACROSS OUR NETWORK OF INFLUENCERS

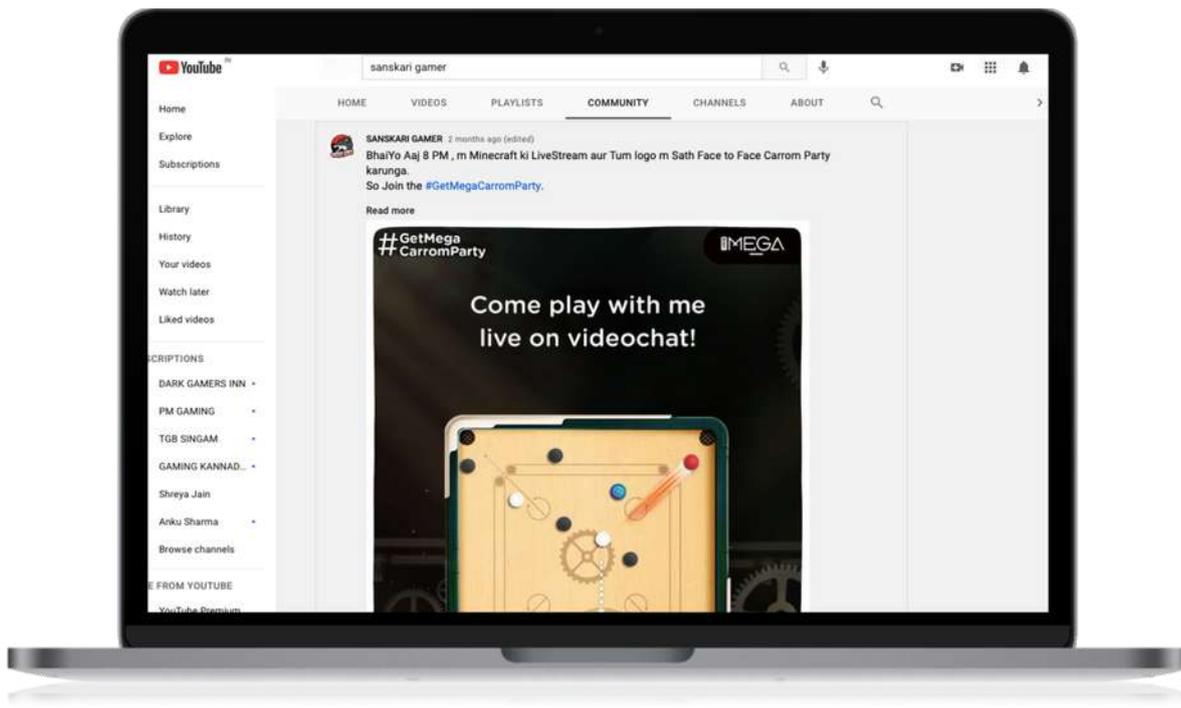
Get Mega came to us with the requirement of gaming youtubers with good engagement to live stream the #GetMegaCarromParty and engage with their fans while playing it live.

We selected a network of influencers based on gaming which included free fire & pubG & mine craft players and some entertainment channels too with good views and good engagement.

Once everything was finalized, we proceeded to the next step.



COMMUNITY POSTS

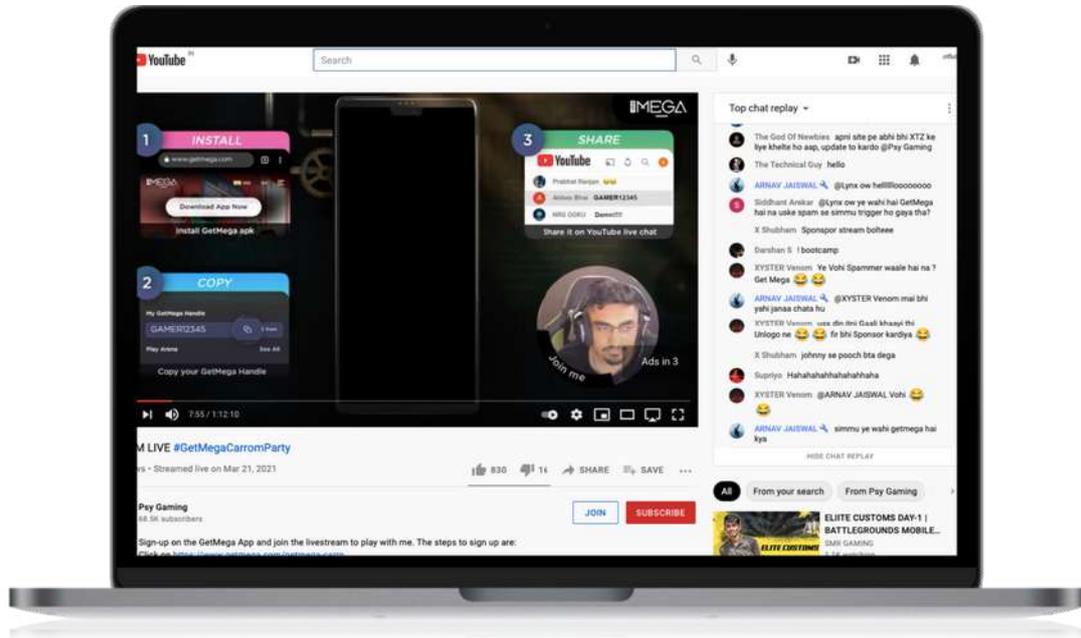


YOUTUBE COMMUNITY POST

A few hours before going live the influencer puts up a community post , inviting all influencers to come and take part in the Get Mega Carrom Party and play with them to increase the number of views & players . Here's a sample link for your reference:

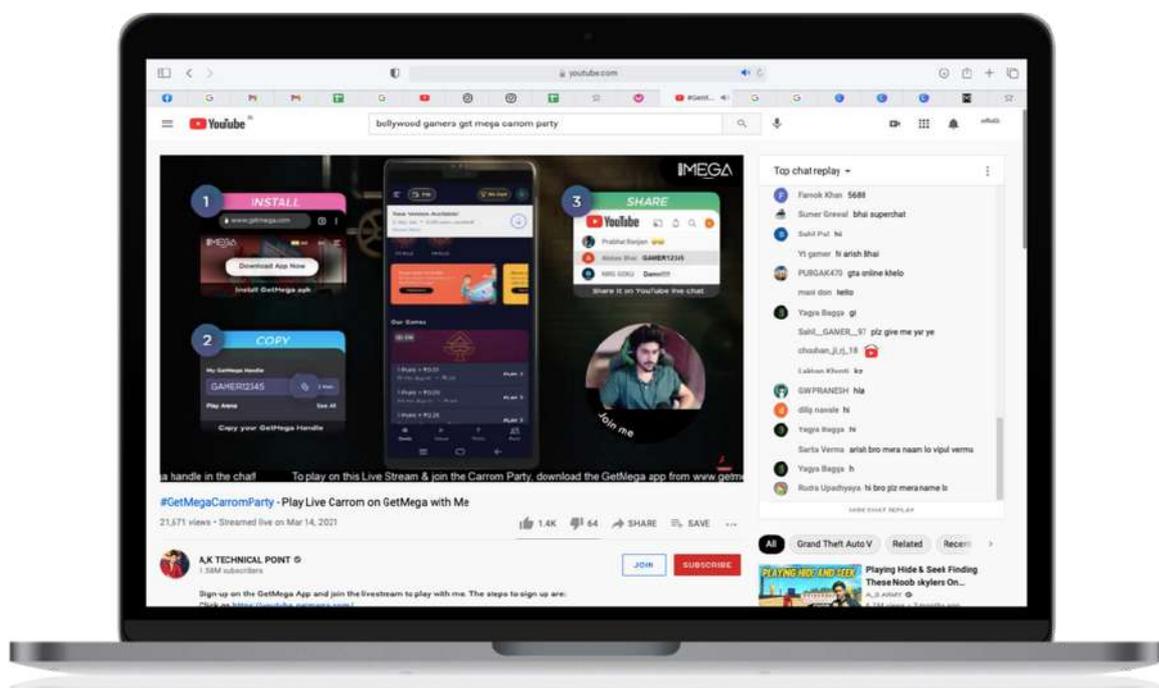
https://www.youtube.com/channel/UCMuXGzMQX65XcPs-zC5P39g/community?lb=UgyjjXRIELL8f13_DFI4AaABCQ

YOUTUBE LIVE STREAM



The gaming influencer streams for 1.5-2 hours , playing and interacting with their fans and responding to live stream chats and also accepting money from super chats. Here is a link for your reference :

<https://www.youtube.com/watch?v=obuNBfuuPLc&t=110s>



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STEP SUMMARY



1) InfluGlue creates the campaign and promotes the GetMega application through the huge number of gamers and live streamers.

2) Shortlisted influencers live stream with their fans, interact with their fans through the in app audio visual feature . The streams are 1.5- 2 hours long.

NOTE

We engage influencers from different cities & having different followers based on client requirement. What you are seeing here, is the case study done only of a handful of influencers.

All influencers follow similar steps while carrying out the same campaign.

CAMPAIGN SUMMARY



The campaign results are summed up below

100+ Creators

3,000,000+ Views

7,700+ Comments

1,000,000+ live chat responses

55,000 concurrent watching for a video



THANK YOU!

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