

BK8 × M3TA MEDIA



A CLEARER ROUTE FROM SOCIAL TO PLAYER.

Start with a consistent identity and an X programme built around BK8's priority audience. Establish the baseline, test the content, then add channels where the evidence supports them.

[Explore the full navigable proposal](#)

ONE CONNECTED GROWTH PROGRAMME

01 Give the feed a recognisable identity

Build a small set of repeatable formats around BK8's approved brand assets. Match-day posts, product stories and community prompts should feel connected while giving each format a clear job.

02 Give attention somewhere useful to go

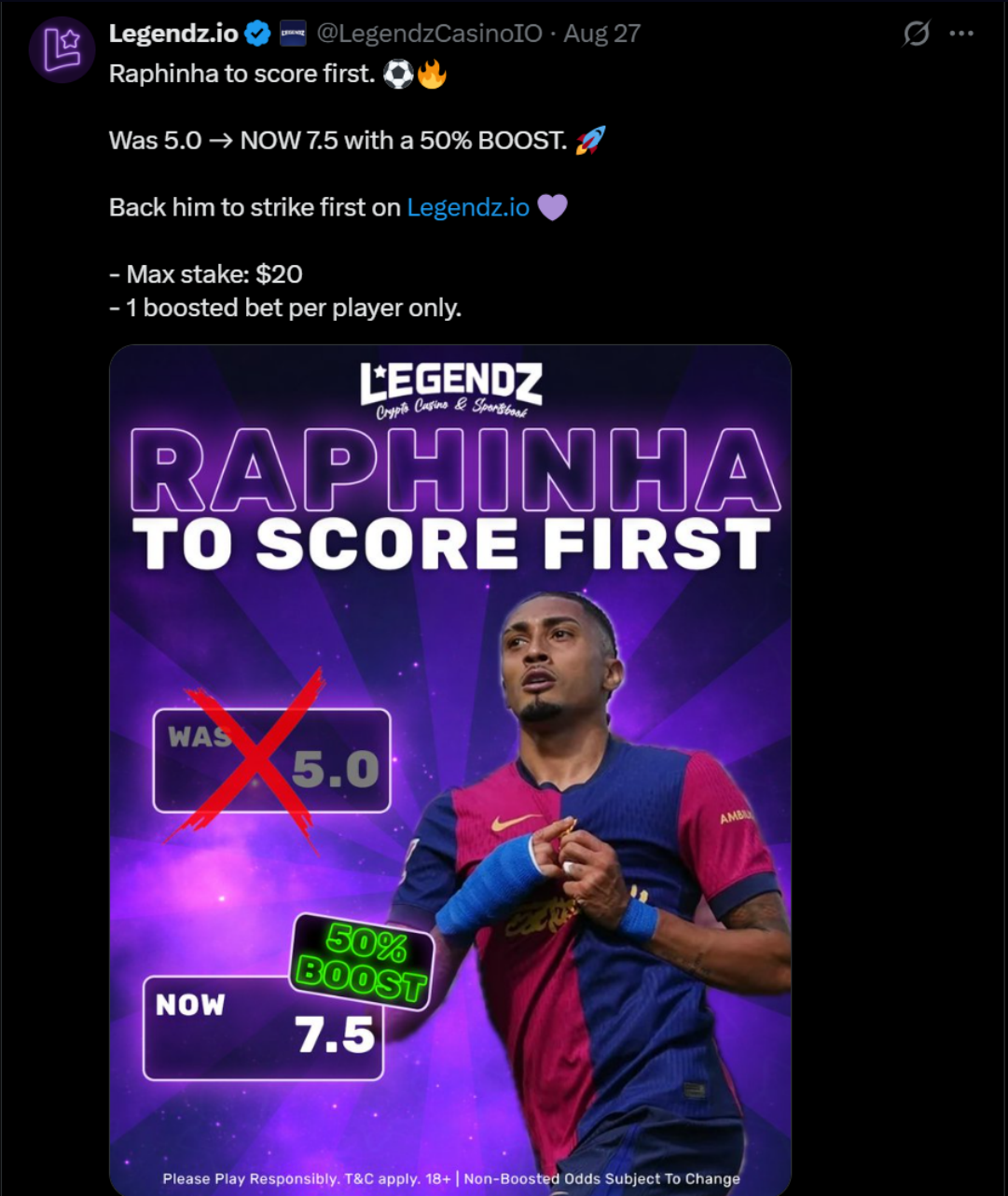
Connect each campaign to the right product page or community destination. Use tagged links and agreed events so that visits can be followed beyond the social platform.

03 Expand from evidence

Prioritise the target market and strongest channel first. Introduce short-form video or a managed community when the audience, approvals and operational support are in place.

[Jump to: Work / Plan / Investment / Team](#)

RELEVANT WORK, MADE TANGIBLE



Sport and promotional creative

27 August 2026 · Legendz.io X



Casino product discovery

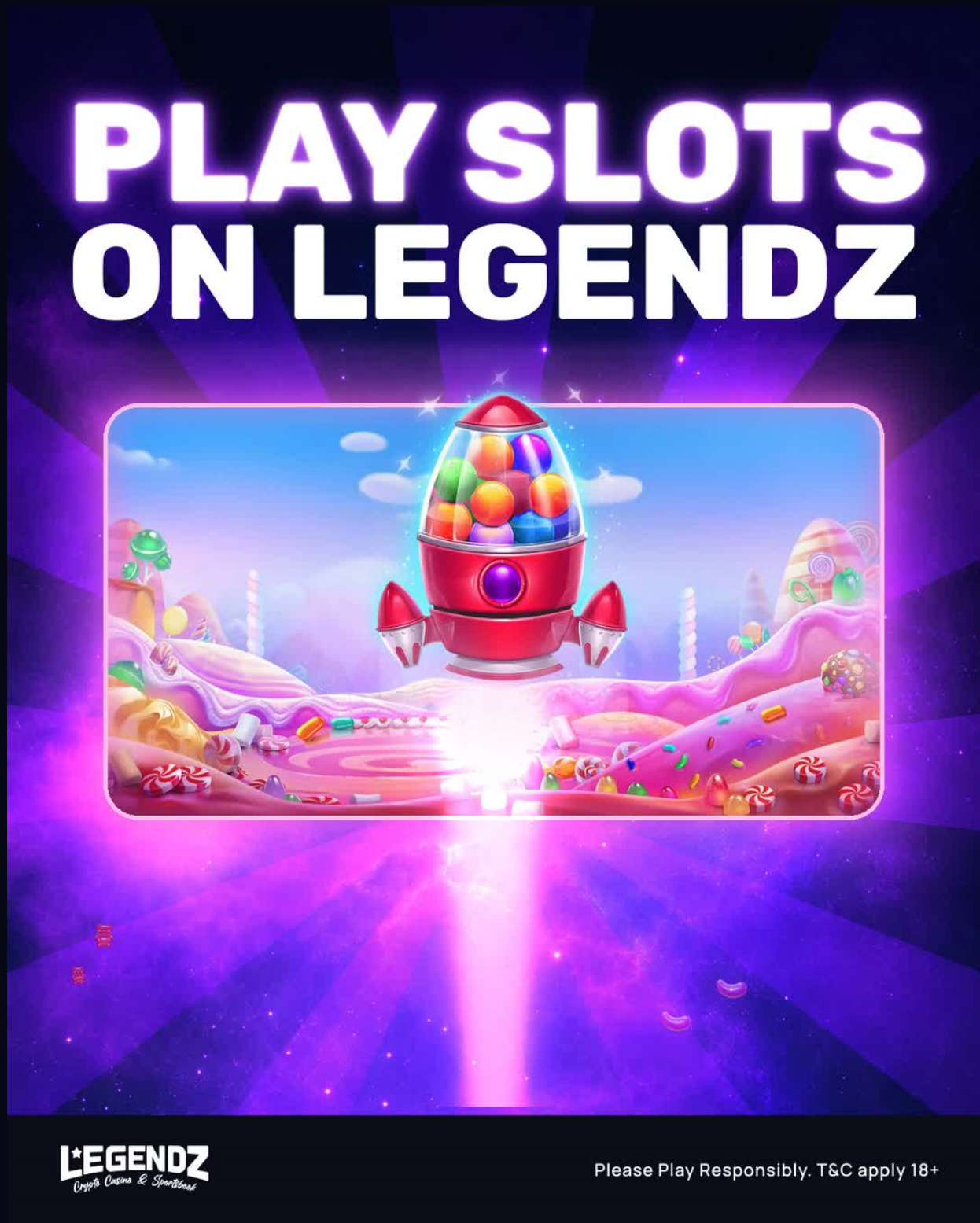
30 August 2026 · Legendz.io X



Community conversation

31 August 2026 · Legendz.io X

MOTION THAT CARRIES THE BRAND



Selected production examples

Short game showcases from the Legendz.io creative library. Each treatment keeps the product and the brand visible.

For BK8: adapt the approach using BK8’s brand pack and approved product material.

Play the examples in the web proposal

THE STARTING SCOPE

Identity and creative system

Audience alignment, content pillars and reusable social formats.

X strategy and management

Daily publishing, platform-native copy, relevant replies and reporting.

Instagram and short-form video

Optional expansion. Production volumes and TikTok inclusion to agree.

Discord community operations

Optional expansion. Structure, moderation and an agreed event programme.

Before kickoff: agree production quantities, coverage, approvals and account access.

THE FIRST 90 DAYS

Days 1–30

Establish the foundation

Confirm the audience, channels and scope. Audit the correct accounts, agree the creative direction, configure tracking and launch the first content calendar.

Baseline report, working templates and the first publishing cycle.

Days 31–60

Test the formats

Compare content themes, creative treatments and calls to action. Review audience response alongside tracked traffic and any available registration data.

A format review and a decision on the next channel or campaign test.

Days 61–90

Refine the programme

Put more effort into the strongest repeatable formats. Review the journey beyond the click and agree the next quarter’s scope from the observed results.

A 90-day review, recommendations and the next-quarter plan.

FOLLOW THE JOURNEY BEYOND THE POST

Stage	What we measure	Evidence
Attention	Impressions, video views and audience growth	Native platform analytics
Engagement	Meaningful replies, shares and content engagement	Platform data and content review
Intent	Tagged link clicks and landing-page sessions	UTM links and BK8 web analytics
Acquisition	Registrations and first-time deposits, where attributable	BK8 conversion events and reporting access
Retention	Returning participation and community activity	Agreed product and community reporting

Registration and deposit attribution depend on BK8 event definitions, access and reporting. Agree the baseline and attribution window before setting targets.

INVESTMENT AND OPTIONAL ADDITIONS

Package	USD / month	Scope position
X strategy and management	\$5,000	Recommended start
Discord community management	\$5,000	Optional addition
Instagram / TikTok package	\$3,500	Optional addition

All 3 listed packages: \$13,500/month before any agreed discount.

Rates are reproduced from Andy’s October 2026 proposal in USD per month. The original lists content at \$0/month and a 5% discount for 3 or more channels. Included creative quantities, channel counting, discount eligibility, taxes, term and any setup fees need written confirmation before acceptance. Creator fees, paid media, prizes and partner services require a separate agreed budget.

THE PEOPLE BEHIND THE WORK



Alec Ramirez

Founder & CEO



Andy Keelaghan

Head of Sales and Partnerships



Alexei Udall

Head of Growth



AGREE THE SCOPE. BUILD THE FIRST CYCLE.

- 01** Priority market, audience and BK8 product surface
- 02** Starting channels and the monthly production schedule
- 03** Final commercial scope, term and separate campaign budgets
- 04** Brand assets, account access and approval owner
- 05** Tracking access, baseline and measurable targets

Discuss the proposal

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[Open the full web proposal](#)