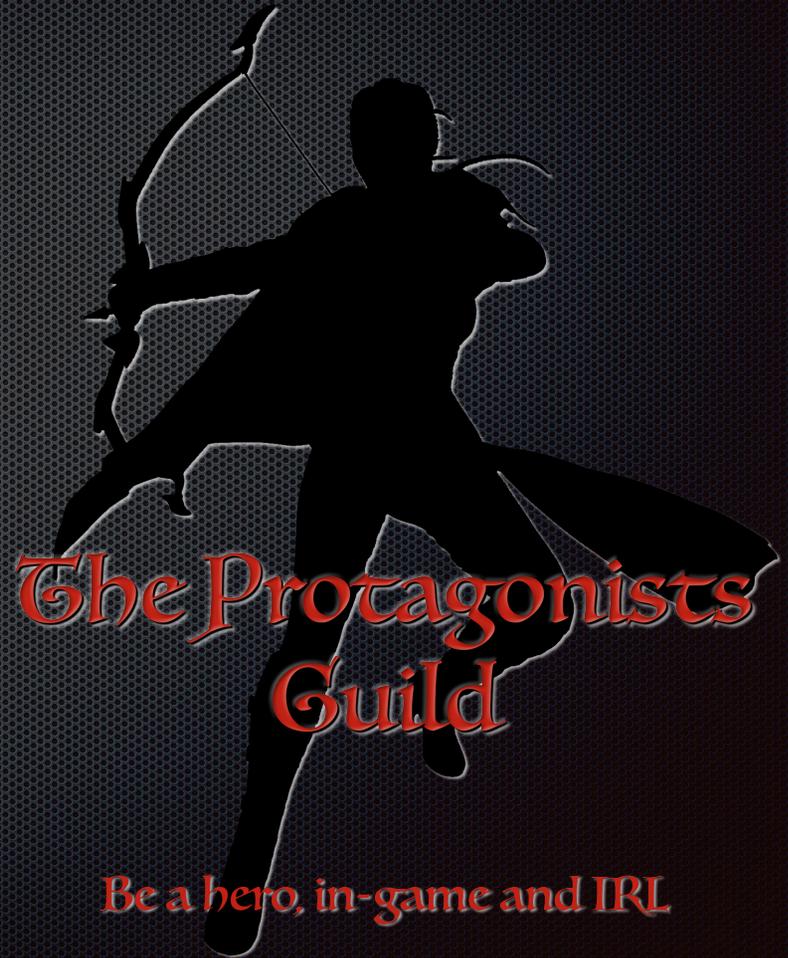


The Protagonists Guild

A new media network from Logan Nye



Business Concept

- The Protagonists Guild is a media network that builds online communities around entertaining, informational gamers and hosts.
- Videos, articles, and podcasts—including native advertising—generate advertising revenue, and attract audience members to live streams
 - Live streams drive community, donations, merchandise sales and subscription fees
- Starting with military infotainment with plans to branch into technology, history, and science fiction and fantasy

Who we are

Logan Nye

Former Army journalist and paratrooper

Ty McNeeley

Former Army drill sergeant and infantryman

Thomas Crough

Former Army journalist and awesome
rock climber

Blake Stilwell

Air Force veteran, writer, and podcast host



Competitive Analysis

- Brands have successfully addressed infotainment/military fans

- EmeryEXP

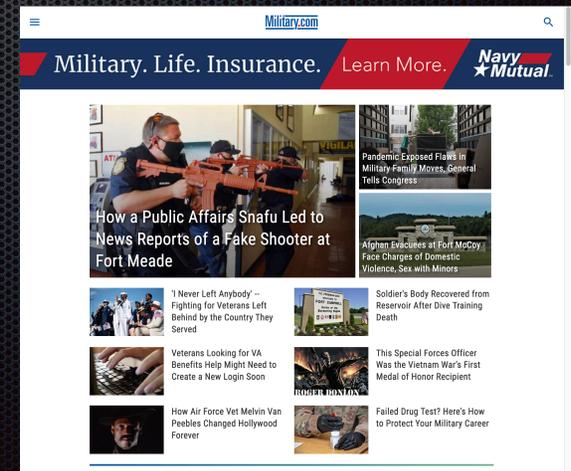
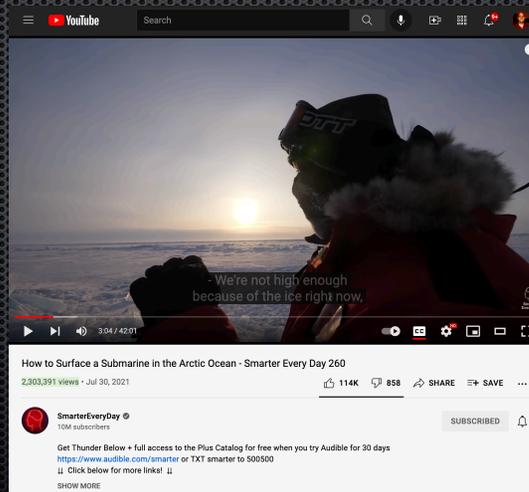
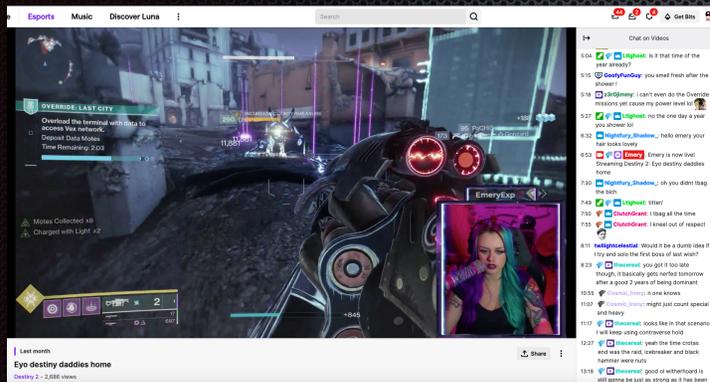
- A military veteran, live streamer, and model with over 100K Instagram followers

- Smarter Every Day

- A YouTube channel with 10 million followers

- Military.com

- A traditional website with over 4.5 million SEO clicks per month, an extensive email list, and large social audiences



Target Audiences: B2C and B2B

- The crux of TPG's model is to build curious audiences and help brands connect to them.
- Primary audience of B2C is between 18 and 24, curious, and is establishing their spending patterns
- Secondary B2C is a little older, starting families, and fans of military-themed entertainment like *Game of Thrones* and *Star Wars*
- Primary audience of B2B is brands targeting curious, smart audiences



Digital properties and strategy

TPG is a digital-first brand focused on internet natives. As such, digital presence is key

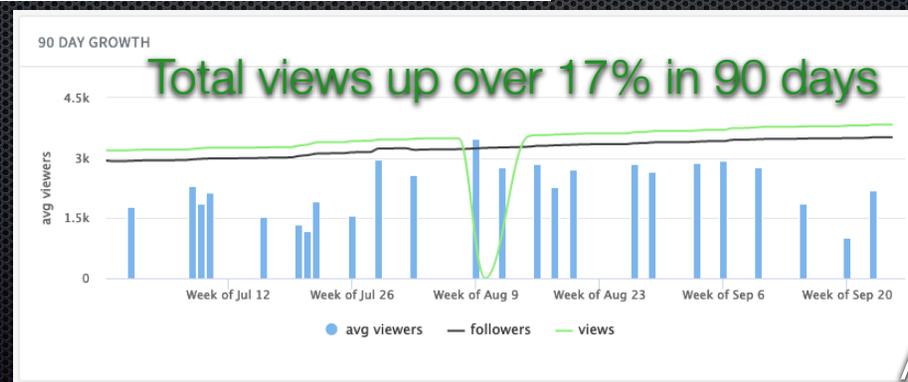
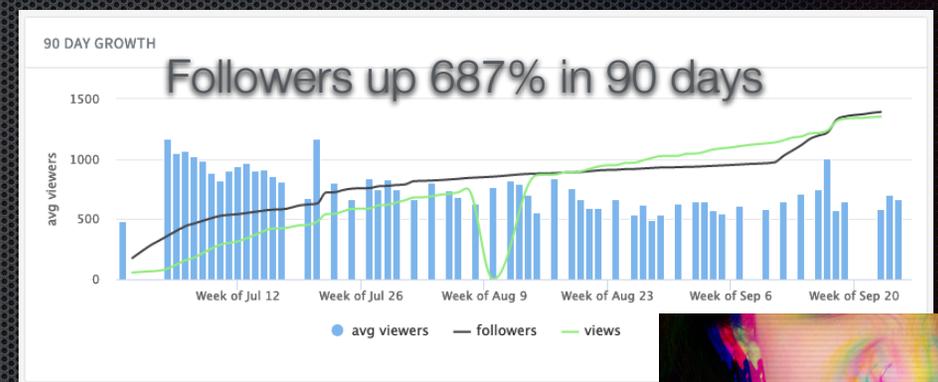
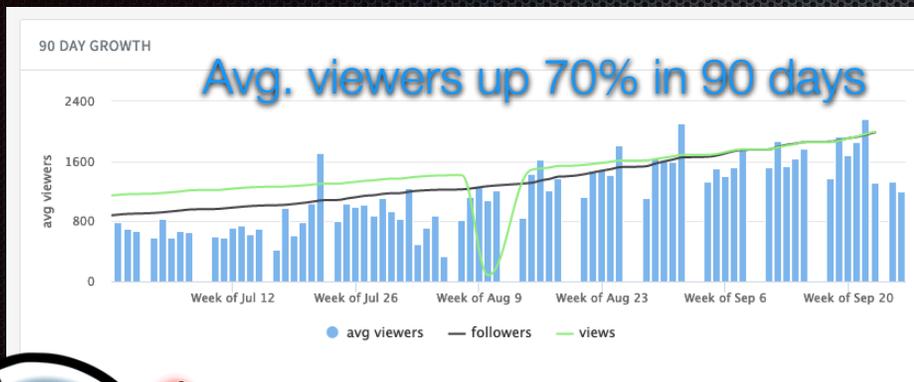
- Main Site: TPG.gg
 - One-stop shop of all content for super fans
- Instagram
 - Audience acquisition
- YouTube
 - Primary distribution point for VOD
 - Potential future site of livestreams
- Twitch
 - Primary site of livestreams and community engagement
- Podcasts
 - Place for in-depth dives and discussions with experts
 - Shows credibility and helps generate content/topics for other channels

Keyword Strategy

- TPG believes strongly that curious people search out information, and so the best way to bring them into TPG is to catch them as they're searching.
- Targeting “long-tail” phrases such as “US military top rankings” and “Bad military tactics movies,” or “Crossing the T navy battles.”
- Content generated to win these terms will help TPG eventually target more broad terms such as “tank tactics,” “naval warfare,” and “military technology.”
- As new fields, such as technology and history, are added, the groundwork for those SEO strategies will be laid ahead of time to start building relevance.

Campaign Objective

- The primary objective of the first-year campaign is to build a large and connected community of listeners, viewers, and friends.



SpookyLoopz

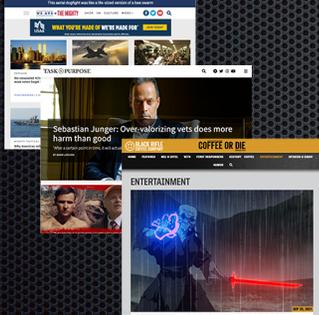


Ayrun



M Mental Mess

Marketing Channels



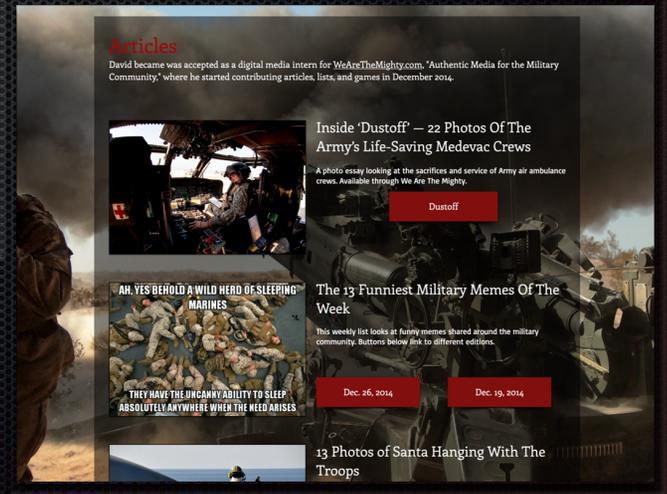
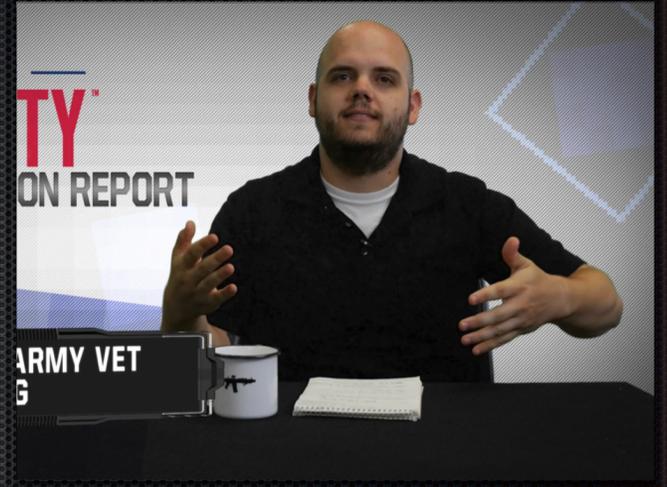
Content Strategy

January-22

KEY:

Instagram	Website Article
Email Newsletter	YouTube VOD
Syndicated Article	YouTube Livestream

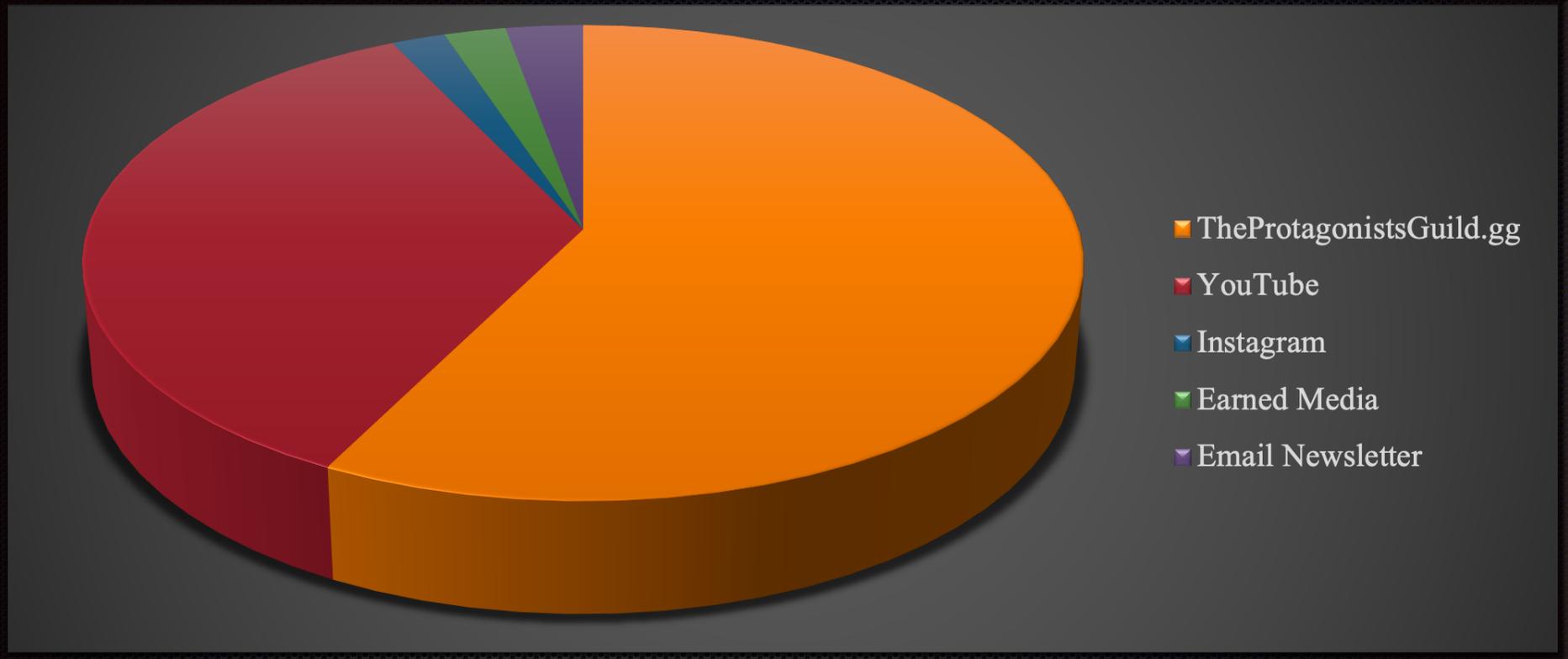
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY 01
						YouTube VOD-Script adapted from top performing content from previous week
SUNDAY 02	MONDAY 03	TUESDAY 04	WEDNESDAY 05	THURSDAY 06	FRIDAY 07	SATURDAY 08
Media Outreach	Syndicated Article from partners	Instagram-History photo YouTube Livestream-Variety Gameplay Syndicated Article from partners	Syndicated Article from partners	From Logan-tease livestream TT-Defender's Advantage Syndicated Article from partners	Instagram-Tech/News photo Syndicated Article from partners	Syndicated Article from partners YouTube VOD-Script adapted from top performing content from previous week
	7 times the Coast Guard proved itself under fire	X technologies only needed on Navy subs	next helicopter will show up in movies & games	doomsday weapons from Russia and China	The Lord of the Rings: Gollum	
SUNDAY 09	MONDAY 10	TUESDAY 11	WEDNESDAY 12	THURSDAY 13	FRIDAY 14	SATURDAY 15
Media Outreach	Syndicated Article from partners	Instagram-History photo Variety Gameplay Syndicated Article from partners	Syndicated Article from partners	From Logan-tease livestream TT-Crossing the T vs. Flanking Syndicated Article from partners	Instagram-Tech/News photo Syndicated Article from partners	Syndicated Article from partners YouTube VOD-Script adapted from top performing content from previous week
	Weapons lost to history: The American submachine gun	These new weapon sights tease revolution in warfare	Want to prevent cost overruns like F-35? Invest in STEM	General Milley seems out of f*cks to give	VGR-Suicide Squad: Kill the Justice League	
SUNDAY 16	MONDAY 17	TUESDAY 18	WEDNESDAY 19	THURSDAY 20	FRIDAY 21	SATURDAY 22
Media Outreach	Syndicated Article from partners	Instagram-History photo Variety Gameplay Syndicated Article from partners	Syndicated Article from partners	From Logan-tease livestream TT-Localized Superiority of numbers Syndicated Article from partners	Instagram-Tech/News photo Syndicated Article from partners	Syndicated Article from partners YouTube VOD-Script adapted from top performing content from previous week
	Website Article-Battle of Lissa and the weird history of naval rams	Ramjet artillery will change warfare just in time for World War 3	Why logistics remains the most underrated branch of military service	The Air Force shouldn't count on NGAD digging F-35 out of its hole	VGR-Hogwart's Legacy	
SUNDAY 23	MONDAY 24	TUESDAY 25	WEDNESDAY 26	THURSDAY 27	FRIDAY 28	SATURDAY 29
Media Outreach	Syndicated Article from partners	Instagram-History photo Variety Gameplay Syndicated Article from partners	Syndicated Article from partners	From Logan-tease livestream serial Syndicated Article from partners	Instagram-Tech/News photo Syndicated Article from partners	Syndicated Article from partners YouTube VOD-Script adapted from top performing content from previous week
	The first tampons were bandages & other weird military origin stories	XX patents that tease bonkers military technology	Diverse militaries come up with diverse solutions to defense problems	To improve readiness, make Oculus combat simulators	VGR- Final Fantasy VII: Ever Crisis	



Mockups

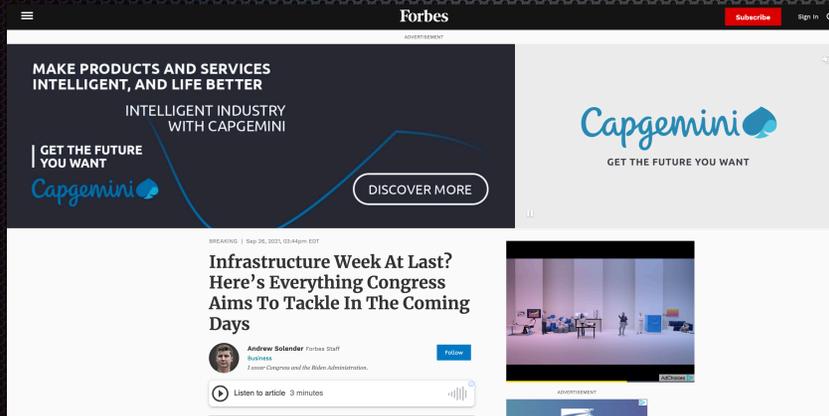
Integrated Marketing Strategy





Marketing Budget

KPIs



Channel analytics

Overview Reach Engagement Audience

Aug 29 – Sep 25, 2021
Last 28 days

Your channel got 1,053 views in the last 28 days

Views

1.1K ↑

53 more than usual

Watch time (hours)

21.8 ✔

About the same as usual

Subscribers

+2

SEE MORE

Your top videos in this period

Video	Average view duration	Views
1 Building a Fisher House Oct 2, 2017	1:20 (57.8%)	142
2 Paralympian Ellie Marks supports Fisher House	0:26 (86.0%)	94

Realtime

Updating live

542 Subscribers

[SEE LIVE COUNT](#)

50 Views - Last 48 hours

Top videos

- Building a Fisher House 8
- How to Stay at a Fisher House 6
- Kyle Carpenter's Fisher House... 6

[SEE MORE](#)

Latest videos

Keep the Book

Try searching "Week over Week Growth of Sessions"

Frequency & Recency

All Users (100.00% Users (100.00% Sessions))

Count of Sessions: 21,595 (100.00% (21,595))

Pageviews: 52,892 (100.00% (52,892))

Count of Sessions	Sessions	Pageviews
1	16,950	41,279
2	2,541	6,011
3	745	1,937
4	315	804
5	194	487
6	119	282
7	80	188
8	55	147
9-14	201	482
15-25	122	278
26-50	84	219
51-100	97	238
101-200	42	259
201+	49	161

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Channel Analytics

Questions?