

MEKAMON®

NEXT LEVEL BATTLE

Channel Critique

A look into current channel effectiveness - Is the Reach message being portrayed as best it could?



Improvements & Optimisation

How the Mekamon Universe can be delivered digitally (and beyond) for maximum engagement, entertainment and inspiration.



How to critique efficiently

Enter the Psych Framework, a way to quantify user experience, developed by Darius Contractor - Growth Engineer at Dropbox.

Edited slightly to fit this presentation!

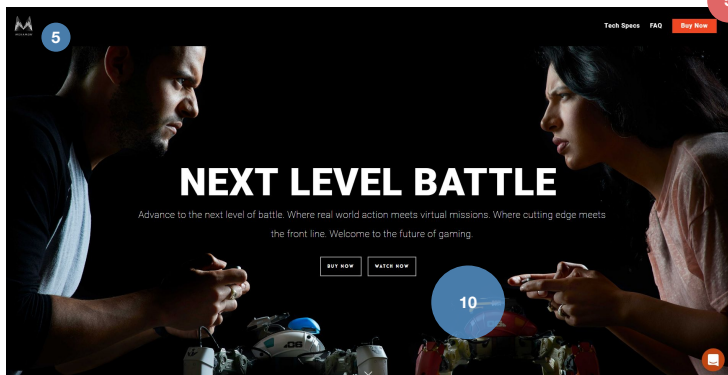
How it works

Reading Top left to Bottom Right, all elements of a site are scored by their potential emotional energy impact on a user. The score is weighted by prominence on-page.

The aim? To identify pain points and increase user resonance. End on a high.

How to critique Social channels

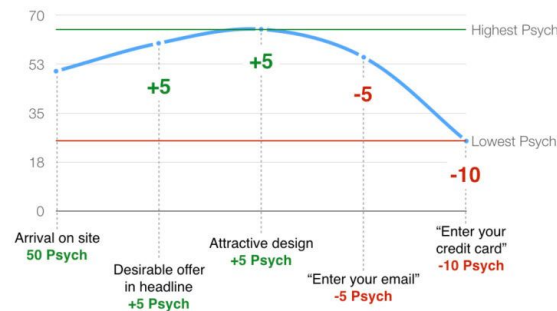
Taking a similar approach - start from top to bottom and critique content to work out a cumulative score above the fold..



MekaMon (2016)



Up next



Read More at <http://andrewchen.co/psychd-funnel-conversion/>

Be relevant

- Does the landing page resonate with expected message?
- Does it provide the user added value?
- Does it serve commercial or informational intent?

Be consistent

- Does content fit with business goals?
- Is the aim of each post clear?
- Is the content being delivered in line with channel expectations?

Worst offenders include YouTube videos with still Images - Facebook essays. Twitter rants that need more than 140 characters.

Side notes

Subjective - Ideally you'd aggregate multiple users' experiences.
Accuracy - Works best for generalising and hunches. Benchmarking needed.

Overall
score

25

MekaMon.com

Product domain - Serving everything from Sci Fi enthusiasts and potential customers through to press journalists and career searchers. This is the content hub to inspire, educate and entertain.

Pros:

- Visually Appealing
- Consistent Theme
- Social Validation is strong
- Good foundation

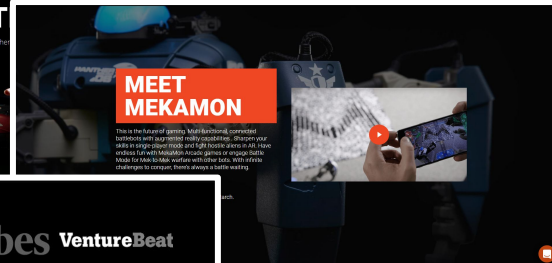
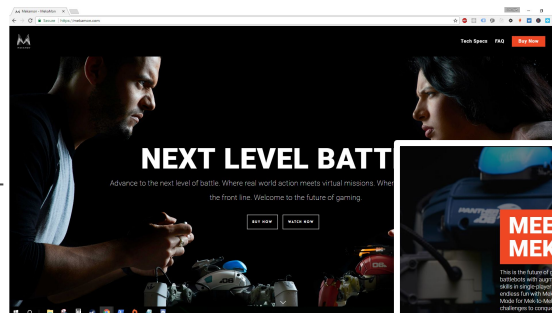
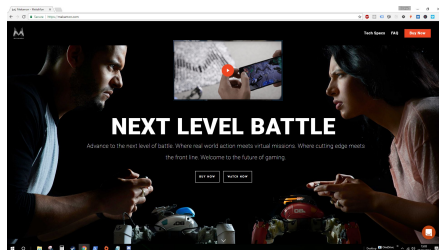
Cons

- Minimal Information
- Lacks content depth
- Best content hidden
- No extra GA event tracking - Add events to GA tracking.

Optimisations



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Official Presence

Brand name domain, Official Logo. HTTPS

+5

Logo

Visually appealing but poorly scaled

-5

Menu

Lacks content - Poor UX on mobile as is. Fill out with FAQ content in separate pages.

-5

BG Imagery

Strong vibes - Suggests core audience is adult. Average gamer is 35 yo according to Microsoft. This product is for me.

+10

Title & Description

Very cool - Prominent. Appealing. Aspirational.

+10

Buy Now / Watch Now

Watch what? Will I stay on site? Exit point fomo.

-5

Initial Site

Smooth transition - Fast. Secure. Aesthetically pleasing.

+5

Experience Meet MekaMon - Summary

Bold Title. Start of narrative. Attention grabbing. Close-up BG picture fitting with theme. Cool but let down by thin content. Section experience minimal.

-10

What is MekaMon? Video

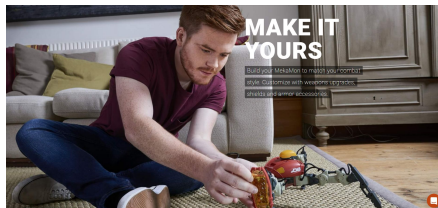
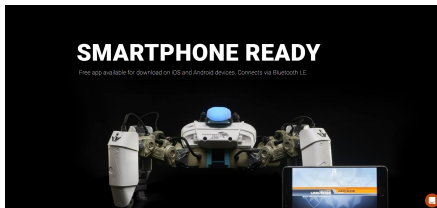
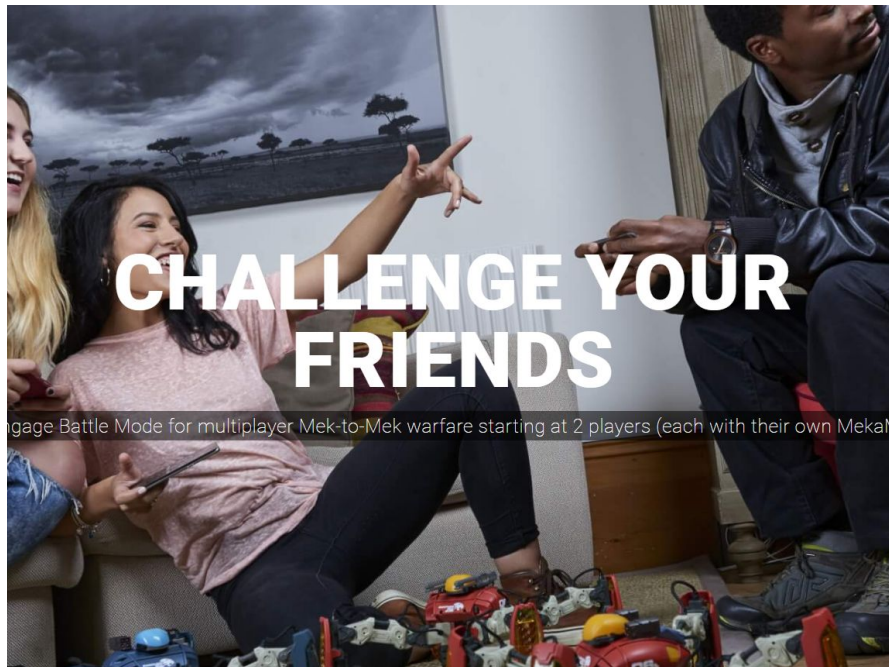
Relatable voice. Professional footage cut with raw camera... Consistency issues- No discovery element. Lacked depth.

-5

As Featured In..

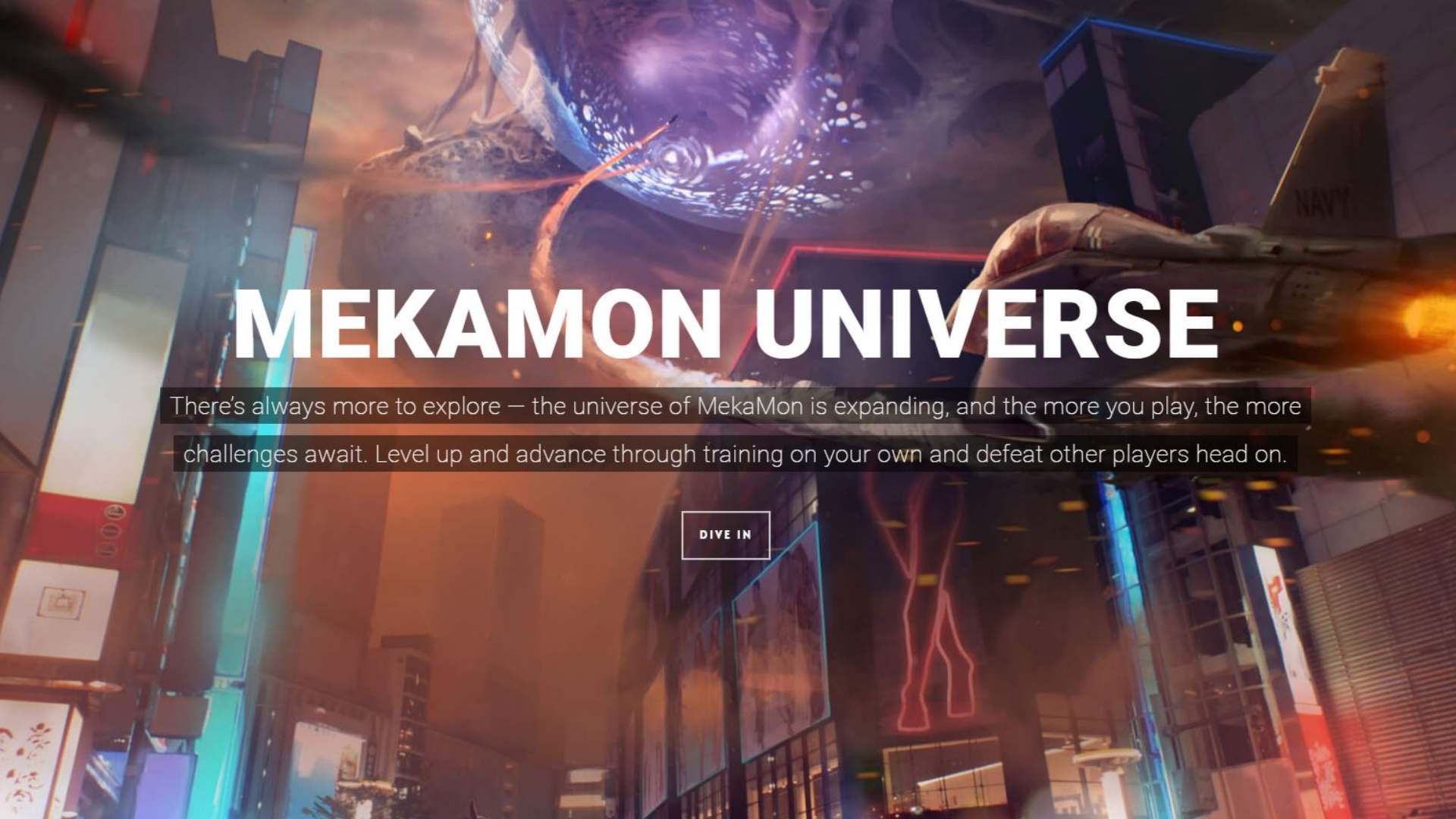
Big names. Instant credibility.

+5





**CANNON ADD
LOAD.**



MEKAMON UNIVERSE

There's always more to explore — the universe of MekaMon is expanding, and the more you play, the more challenges await. Level up and advance through training on your own and defeat other players head on.

DIVE IN

Fixes & Optimisation - MekaMon.com

Month One Plan - Utilise incoming traffic. There are links from some of the best websites in the world coming to this site

Content

Content drive. Tons more.

- Dev Blog
- Social Presence **ASAP** (Twitter Cards etc.)
- Latest News - Scheduled. Integrate plans for Community Manager.
- Do a Vaynerchuk. Tell a story.
- Expand on MekaMon universe. Add depth with more content.
- Set out content goals / schedule and stick to it.

Technical

- Implement event tracking - Add events to GA tracking.
- Look into CRO tools such as Hotjar - record / playback user sessions. Assess traffic funnel.
- Title tags and description update.

Mekamon - MekaMon

<https://mekamon.com/>

This is the future of gaming. Multi-functional, connected battlebots with augmented reality capabilities. Sharpen your skills in single-player mode and...

[MekaMon](#) · [Tech Specs](#) · [MekaMon Universe](#) · [FAQ](#)

Camelcase on brandname?

E.g. MekaMon - The world's first augmented Reality Spider Mech Battlebot.

Email Subscriptions 404s on email confirmation - Track frequency.

Shopify Specific

Treat as a unique site - Use relevant visual content to educate and entertain potential customers but minimised exit points.

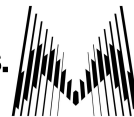
Content Ideas - Engage multiple potential audiences - Be Inclusive

Hobbyist Modders & Hackers. Sci fi fans. Educators. Artists. Embrace UGC engage fans aspirations through promotion.

Create a community. Careers in video games are a reality now - Engage the engineers, programmers and creatives of the future. Lead by example and become a beacon of authority.



vs.

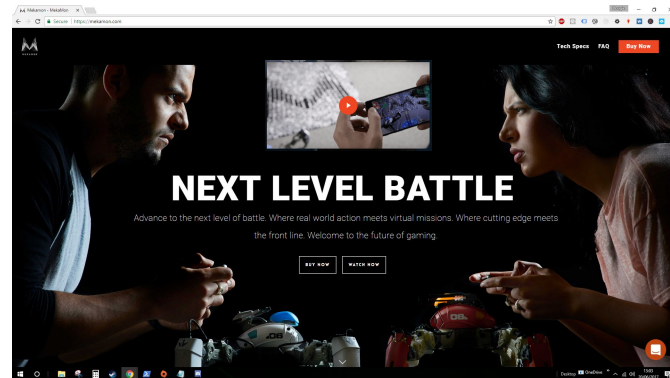


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Switch out - Retina ready but not correctly scaled. Minimal issue but an eye for detail helps in the long run.



Subscription Box Woes - Bottom of footer. 404s on email confirmation. Links from some of the best websites in the world. Potential customers being lost now.



Above the Fold - Minimal is cool but giving a user more interaction points as they move through the site creates a more invested experience.



Overall
score

5

ReachRobotics.com

Huge potential to inspire new business and partnerships, find the next new talent and show off what you're proud of. Right now though, it serves as a website with no real purpose..

Pros

- Interesting recruitment video - Needs a sense check for consistent message though.

Cons

- Structure slightly flat. Moving forwards, add content to sections.
- Message inconsistent - Blacklisted agency threat etc.
- Minimal Information again.
- Lacks consistency with MekaMon brand.
- SEO Issue - Duplicate content with no canonical tags



your agency being blacklisted.



Official Presence

Brand name domain, Official Logo. HTTPS

+5

Menu

Lacks content again - Poor UX on mobile as is.

-5

BG Image

Cool but does it fit with a consistent message? The future is here but there's a little kids hand just out of reach. Brand identity issues here.

-5

Product Offering

Visually sound. SEO issue - Duplicate content with no canonical tag. External link is an early exit point.

0

Leaders in Innovation

Strong buzz words but lacking substance. No previous credentials given.

-5

Behind MekaMon Video

Great watch but some inconsistencies in message. Some great moments of inclusive chat. (Talking through model iterations etc)

+10

Join Us

Inviting. Suggests there are vacancies. Natural link progression.

+5

Footer

Valuable information tucked away and out of vision. Might as well not exist. Move to one-page landing page

-10



facebook.com/MekamonRobots
facebook.com/ReachRobotics

Overall
score

25

Some very interesting content ideas to be found here. The Reach Robotics facebook page has a lot of promising content with a consistent message, whilst the MekamonRobots page is a little more flakey.

Pros:

- Interesting videos from big content producers - UniLAD etc
- Paid Reach Platform makes sharing content easy.

Cons

- Content Schedule
- Consistency in message quality
- Two pages with the same thin amount of content. Consolidate into one.

Immediate & Future Needs

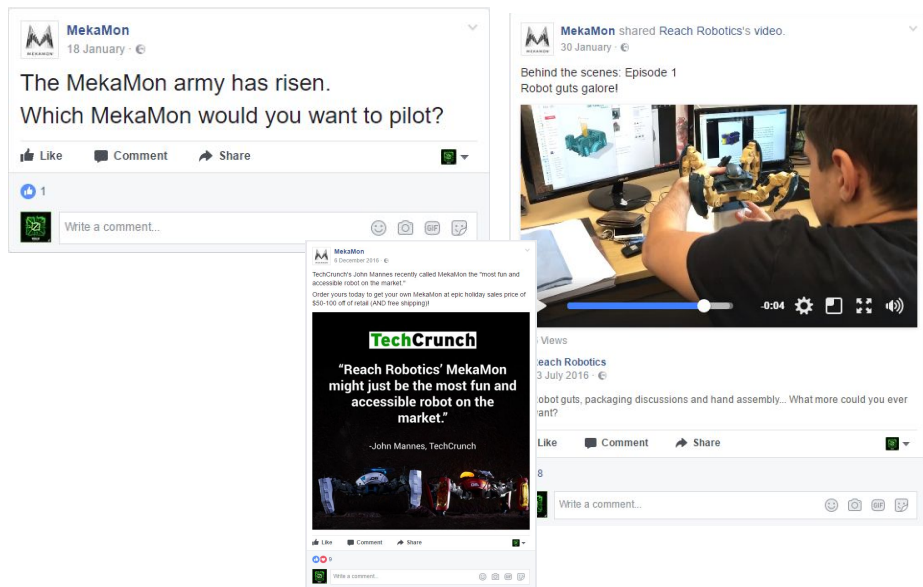
Consistent content.

Evaluation of user funnel to website.

Trial ways to engage with different user groups - Stimulate a modding group with brand for third party designers (commercial or not), UGC, Artist engagement (Create a new MekaMon design. Soundtrack for video game. Fan Art / Fiction.)

Paid Social - Adverts promoting presales drives and user acquisition.

Address currency - UK or US.



Branding

Again. Great branding quickly shows the user what to expect.

+10

Metrics

Largest followings of any social channel - Sponsored post has strong like metrics. Comment engagement is low though - check targeting.

+5

Content Consistency

Reach Robotics page has a consistent message of discovery and behind the scenes footage. Inspiring stuff. New content should be in line with this.

+5

Inbound Content

Bloomberg reviews - UniLAD content. Really positive user comments. Inspirational, educational entertainment. Credibility gains

+10

Inconsistent Schedule

Content comes in short bursts over the month. No clear plan. Hard to plan for external PR but an internal content calendar is needed. Video diary would work well here.

-5



instagram.com/Mekamonhq

Overall
score

-5

Lots of potential given the scope for Facebook / Instagram ad delivery - Faces the same neglect issues as other social channels. There's a lot of content that could be repurposed or recreated to create some cool narrative.

Pros:

- Very shareable product has the potential for some very strong influencer campaigns
- Regular content could be a strong funnel to the website.
- Good place to curate UGC

Cons

- Random message selection
- Being used as a sales megaphone - Respect the channel
- Hotels.com Captain Obvious.

Immediate Needs

Consistent content schedule

Tons more content. Use instagram as a brand showcase that tells fans what to expect

Consistent art - Filters, watermark, something.

Focus on inspiring and entertaining fans, not a direct sales platform.



mekamonhq Don't go into a #robot battle unarmed! Add a Falcon Rail Gun and other weapons to your #MekaMon! (Link in bio). #Robotics #Robots #Game #Gaming #GearUp

torart, mekan, robote, mekan, love! 22 like NOVEMBER

Add a



mekamonhq How cool is this behind the scenes shot from our #MekaMon video shoot? Link in bio for more info! #Robots #Robotics #VirtualPeak #rangarsalazar Yay! @stantherobot Super cool :) mekamonhq @stantherobot @rangarsalazar Thanks!

and, h256, paul heydon, lileorml, kimglamyworld, theomungyore, stantherobot, beaverator and rangarsalazar like this

NOVEMBER 16, 2016

Add a comment...

Branding

Yep. Logo and description are clickable content. Interesting discovery account..

+10

Metrics

Small. New account territory. No benefit of the doubt as account started 9 months ago.

-10

Content Consistency

Cool video of crawling video - Not featured anywhere else though. Great teaser / Behind The Scenes shots.. Then Captain Obvious.

-5

Post Text Content

Link in Bio is an empty gesture - the content doesn't really exist.

-5

Engagement with commenters

Accounts that interact with their fans are much more likely to gain popularity.

+5



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Overall
score

-15

youtube.com/channel/UCmC769_2mL
T2AyAA8ntTODA

AKA The Reach Robotics Channel. Currently sitting at 345 subscribers after a viral launch in 2014. Neglected but salvageable.

Pros:

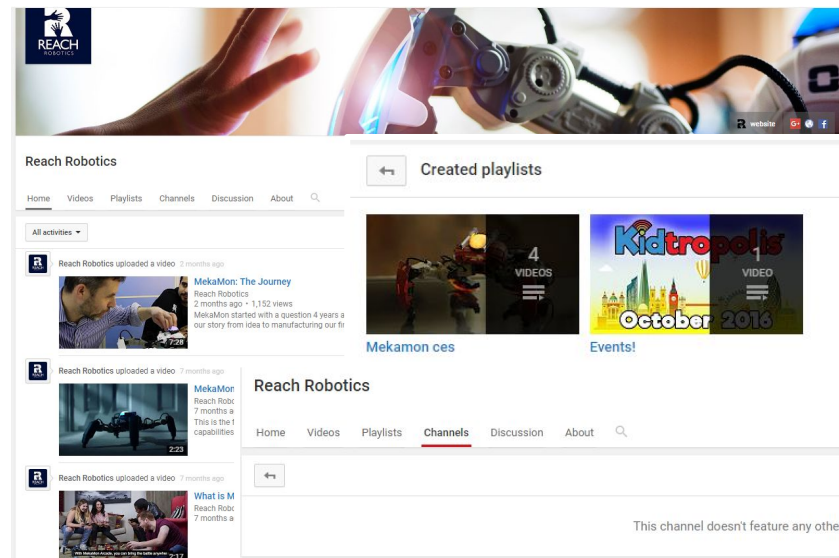
- Some very positive user comments with commercial intent.
- Latest video shows promise of journey-centric storytelling - Needs a little polish but shows potential.

Cons

- YouTube for the sake of YouTube.
- A few negative comments with consistent messages.
- Poor on-page SEO efforts
- Zero Funnel Utilisation
- Inconsistent message - Brand Identity crisis.
- No custom URL
- Missing content from other mediums.

Immediate Needs

Consistent content schedule
Tons of content
Community manager
Decide on URL consistency (Grab youtube.com/user/MekaMonHQ right now)
Exclusive Content
Integration into website funnel



Banner

Looks like the product I want to learn about. Reach must be something to do with MekaMon

+5

Subscriber Count

Very small. Where's the demand? Social validation needs figures.

-5

Video Uploads

Last uploaded 2 months ago? 7 months prior for the next. Graveyard signals

-5

Video Titles

Mekamon: The Journey sounds enticing - MekaMon (2016) not so. On-page SEO is important. Descriptions dont have links, extra information, contact details etc.

-5

Playlists

Consists of mekamon ces playlist with 4 videos. Delete unrelated Events! Playlist ASAP.

-10

Engagement

A few good replies and conversations between fans and Reach. Great to see brands engaging with audience.

+5

YouTube User Insights

You can always trust the anonymous culture of YouTube to tell you exactly what they think of your content. Here's a candid view of some of the best and worst.

Pros

- Product is hugely inspirational

Cons

- Price point.
- Production style inconsistent.
- Minimal Information again.

Lots to take away here - Future content could address what goes into making MekaMon and where their value lies. A more dev diary approach could potentially please more people.



manoi2010 1 month ago

I HAVE BUY A DOUBLE PACK LIMITED EDITION!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!

Reply • 1 like 1 dislike



peter bone 2 months ago

E-mail me when they come out in shops please.

Reply • 1 like 1 dislike



Booty Lips 2 months ago (edited)

you guys are neat LIKE REALLY COOL NEAT thou, keep it up!

Reply • 1 like 1 dislike



Ranger Salazar 2 months ago

FRANKENMECHA

Reply • 1 like 1 dislike



TheSneezingMonkey 1 year ago

Bit of a shame that you didn't show the two robots actually fighting in this video.

Reply • 3 likes 1 dislike



Mathias Krill 7 months ago

This video is so hard unless i erased the product from my wishlist.

Reply • 8 likes 1 dislike



蔵ゴン 4 months ago

Great concept. Shitty video.

Reply • 1 like 1 dislike



Alpha Machina 2 years ago

What you guys are doing here is spectacular. As someone who started out, with nothing along the lines of a better option, with the Bioloid system back in 2008, which was pricey and difficult to get started with, I see this as something that could really launch a higher standard of entertainment and learning rolled up into one package for kids and adults alike. I think this is wonderful.



Scould Scake 1 year ago

I really do hope this kicks off and catches the eye of some massive potential donator. Cos I can see this being this generations Yugioh or Pokemon. Imagine it, Mecha Monsters. Potential battles on every corner, huge championships throughout districts of cities. This'd be awesome and I wish you guys at Reach Robotics the best of luck with this project.

Reply • 2 likes 1 dislike



Reach Robotics 1 year ago

+Scould Scake (Icarus Nova) Thank you :) We will keep you updated our upcoming crowdfunding launch!

Reply • 2 likes 1 dislike



Sorin Secan 6 months ago

Pay somebody to narrate your videos next time!!!

Reply • 2 likes 1 dislike



JG Multimedia 6 months ago

Looks awesome! Over priced though - and terrible narrator.

Reply • 1 like 1 dislike



nooneknowsnothing 7 months ago

Looks a complete waste!! AR can do much better than these toys .

Reply • 1 like 1 dislike



Sikun 7 months ago

it looks like 100\$

but 320\$!
i can buy 3 better games

Reply • 1 like 1 dislike



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twitter.com/MekaMonHQ

Overall
score

NA

Descriptions

Pros:

- Great GIF content
- Opportunity to connect with user base in the future
- URL Consistent

Cons

- Content journey is shallow because of lack of blog / site content.
- Schedule issues.
- Very small audience
- Lacks purpose

Immediate Needs

Work out the message type - Twitter is about up-to-date shouts and time relevant information

Piggyback off events hashtags and get involved in conversations

More use for Twitter as content is created and news accumulates.

MekaMon
@MekaMonHQ

77 Tweets 84 Followers 46 Likes

#MekaMon is the future of #gaming.
Multi-functional, connected, augmented
reality battle bots. #robotics

mekamon.com

Joined November 2016

30 Photos and videos

Tweets Tweets & replies Media

Pinned Tweet

MekaMon @MekaMonHQ · 17 Nov 2016
The MekaMon have landed! Order your #augmentedreality battle robot today!
mekamon.com

NOW RECRUITING
MekaPilots

1 4 4

MekaMon @MekaMonHQ · Jun 19

Digital Marketing Manager Plan - 6 Months and beyond.

Day 0 - 30

Establish.

01

In the first month, a full understanding of immediate and long-term business goals will help structure a sustainable cross-channel marketing plan.

- 12 Month Road map- Content strategy for key dates in the run up to Peak season.
- Identify core audience demographic with data from analytics and social reach.
- Implement proper tracking setup and reporting for 360 visuals on traffic.
- Assess inbound links and establish SEO ranking / link tracking.
- Content / Technical audit on site.
- Forecast traffic figures on a channel-by-channel basis - Set up budget sheets.

Immediate Needs

Event tracking on site

Link Audit (Great link profile- minimal traffic)

Sense check website analytics setup

Create all business Paid Advertising accounts and integrate conversion tracking.

Metrics reporting

Month 2 - 5

Build.

02

Having laid the foundations for a sustainable digital focus - focus turns to creating and benchmarking content performance, engagement metrics and channel intent. Introduce Paid Search element.

- Set out sustainable content guidelines - Purpose, creative, message, delivery, resonance.
- Develop consistent brand voice and marketing expectations both on and offline. Engage with Reach team to collaboratively find a voice that fits.
- Plan Google Merchant Center product feed - optimise SKU against keyword data.
- Automate reports via API.
- PR Drive / Outreach SEO.
- Site optimisation

Immediate Needs

Create demand for brand through large content push.

Implement Dev Diary or similar.

Plan brand awareness campaigns and partnerships to generate demand for organic search volumes.

Major outreach op needed to spike interest for Christmas period

PPC budget. Video campaign. Display. Remarketing.

Branding

Month 6+

Bolster.

03

Bolster existing channel growth with additional traffic sources including establishing an affiliate programmes and ongoing partnerships with publishers, influencers and PR .

- Measure performance and engagement on a channel-by-channel basis. Ongoing benchmarking of creative content.
- Consumer research

#01 Set out **content**

structure

Map business goals with ongoing marketing plan. Each piece of content tailored towards meeting goal. Educate, Entertain, Inspire. Create recyclable content.

#02 Measure and **track**

everything

Check analytics setup. Implement cross-channel attribution model to justify actions.
Build Merchant Center feed.
MCC for Adwords.
Facebook Business account.
SERP rankings and keyword tracking.
Full conversion setup..

#03 Continual **content**

drive .

The main issue here is a lack of information and content. Incredible backlink portfolio but poor traffic journey across all channels.

#04 **Paid** **Advertising and** **Organic Reach**

Outreach. PR. Adwords. Facebook / Instagram Adverts. Youtube. Build LinkedIn presence - attract talent.
Get backlinks.
Influencer campaigns.