



Peaceful Gamers Development Proposal

www.peacefulgamers.com
www.pceo.online

Phase 1

Acquisition

PCEO Acquisition factors:

1. Initial lead generation (advertising, promotion & social outreach)
2. Application process (on page user flow & ease of use)
3. Member processing (Back-end complexity and team structure)

Lead Generation

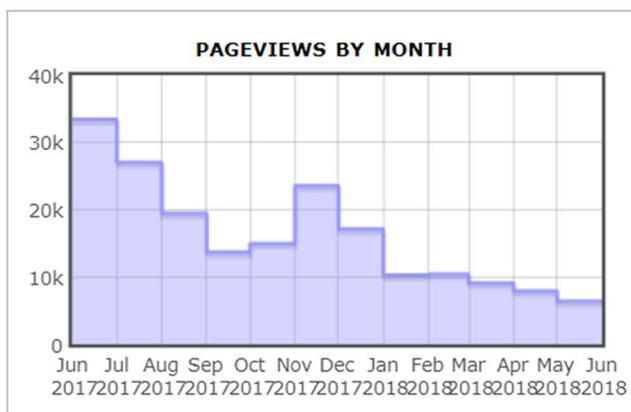
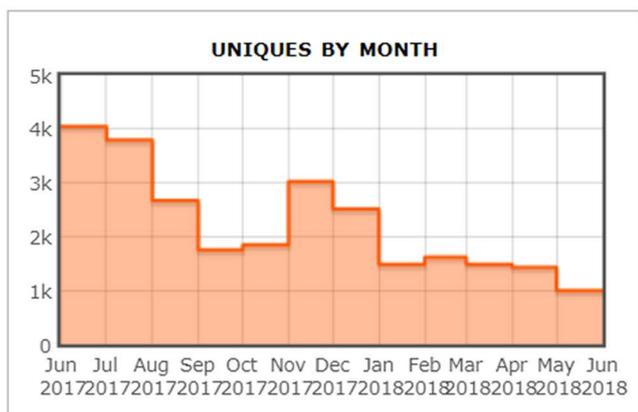
Advertising, promotion & social outreach

Current PCEO Lead generation:

PCEO currently uses reddit as the primary source of lead generation for new members. Members are commonly referred to r/pceo from the wider gta reddit community r/gtaonline, or from partner communities such as r/gtacartel

Issues:

The PCEO subreddit is currently in decline, with pageviews and user growth stagnating. This could be down to a multitude of factors, including the overall reddit pool drying up or the general GTA playerbase moving to other games.



As a recruitment tool, r/pceo should serve as an effective content marketing platform, with engaging posts that represent the creativity and organisation of our community to the public, however the vast majority of current r/pceo posts are public complaints regarding the application and discord sign up process.



Highlighted posts are all application complaints.

Improvements to lead generation

PCEO Lead generation can be improved in multiple ways;

1. Improvements to the current approach:

- Optimise r/pceo for content marketing by reducing application complaints
- Post more engaging public content to r/pceo subreddit
- Increased submission of promotional posts to r/gtaonline and related subs
- Continued in-game acquisition (messaging randoms) & tweaks if necessary.

2 Promote on other GTA communities and forums online

- Establish a growing presence on other GTA related forums and communities (such as se7ensins and gta forums)
- Encourage member participation in new communities for 'word of mouth' promotion.
- Post engaging content to new communities

3. Advertise using conventional social media

- Create new social media accounts on platforms like Facebook and Twitter to reach a wider audience
- Generate engaging public content for social media followers.

4. Develop a larger web presence to capture organic search leads

- Continue to develop pceo.online website with search optimisation and content promotion in mind.
- Create additional 'top level' acquisition funnels, including larger community platforms and websites (also necessary for future expansion to other games)

Priority issues:

- **Reduce application issues**
- **Generate engaging public content**
- **Plan for additional team requirements to manage workload of increased lead generation (operating media accounts etc)**
- **Develop platform for larger acquisition funnel**

Applications & Member Processing

On page user flow, ease of use, back-end complexity and team structure.

Current PCEO application & processing

The current pceo application process is handled using the pceo.online wordpress back end. During the application process, members are required to sign up for the PCEO Discord server, copy their user ID, enable public viewing of their R* Social club details and pass a test on the PCEO rules.

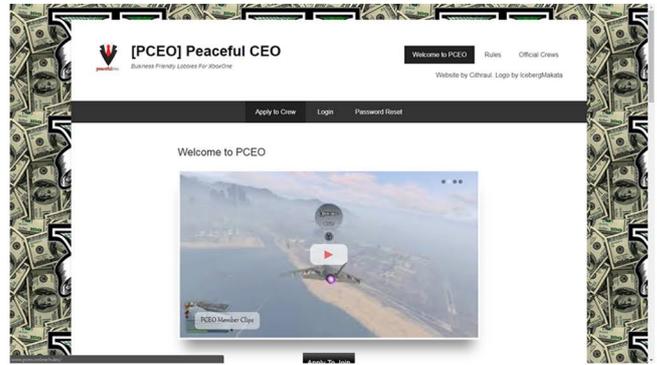
Applications are voluntarily processed by councillors in bulk over the weekend, and submissions are closed during this time. Successful applicants are provided the 'member' role on the PCEO discord server, and invited to one of the PCEO crews on the social club. An account with their user name and password is also created for them on the pceo.online website, which provides access to non public PCEO content.

Issues

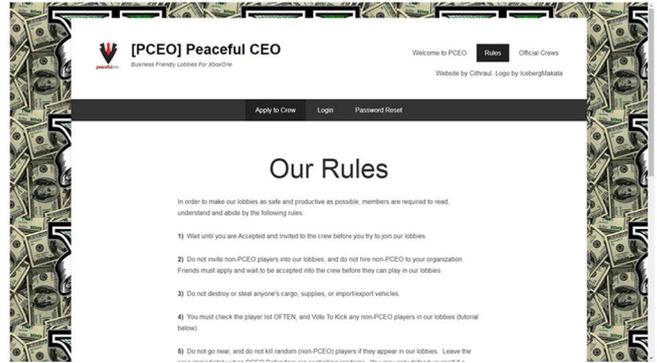
- Lead generation is negatively affected by halting weekend applications.
- High fail rate. (Over 60% fail on the discord id question alone)
- Public frustration on reddit negatively effects community perception.
- Lots of volunteer time is spent dealing with application complaints.
- Back-end process is tricky and non intuitive for new users
- User flow whilst navigating site and the application is poorly optimised

Navigation through current application

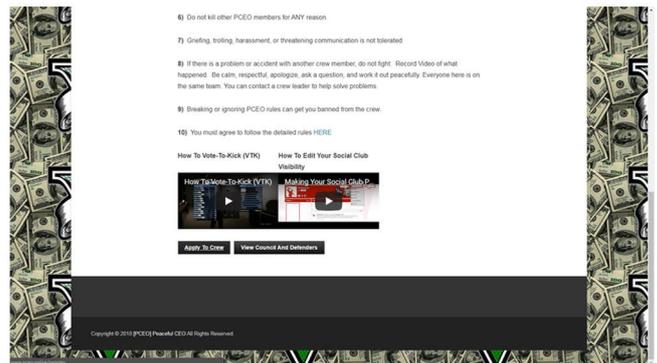
Apply to crew call to action (CTA) is one of 6 navigation elements on the homepage.



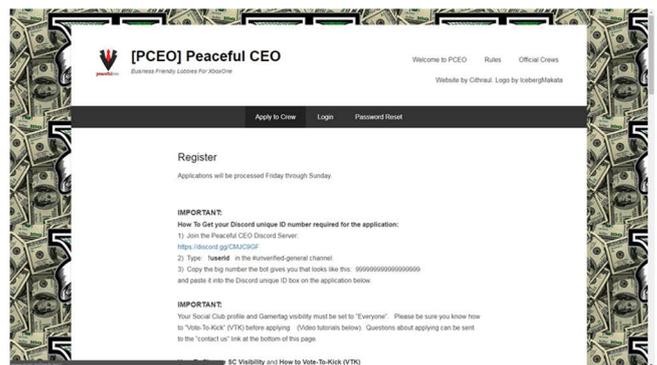
CTA takes user to the rules page, and they must now scroll down the page.



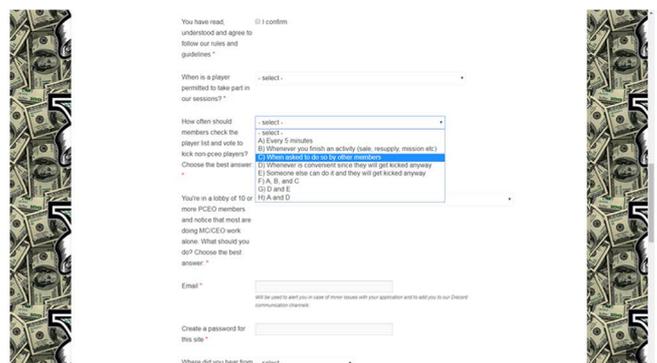
Pressing 'apply to crew' button at the top of the page will only refresh the current page.



The correct CTA is now shown at the bottom of the page, but is placed next to an even larger navigation button

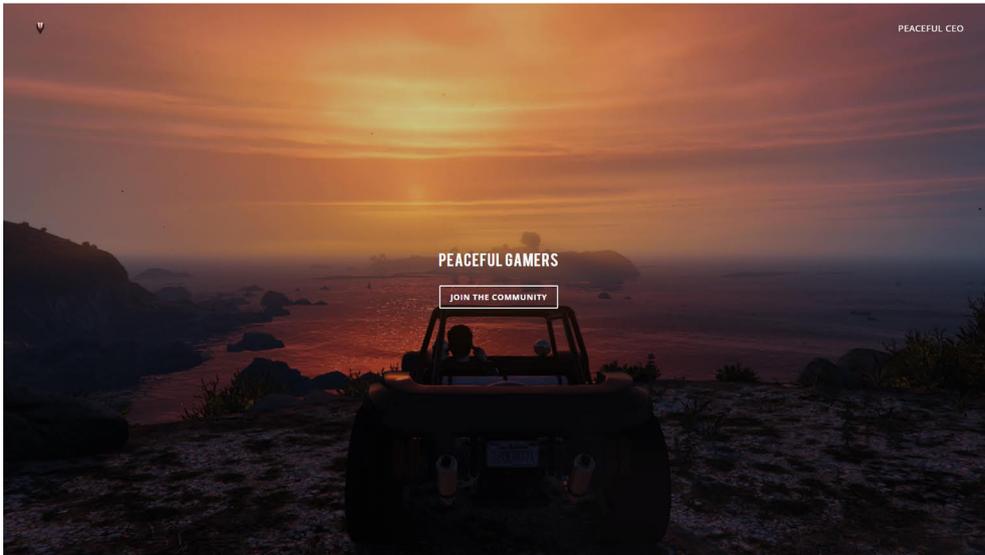


Once again, the user must scroll down the page and avoid clicking 'apply to crew' at the top. This is the first and only place where users are presented with the discord sign up link.



The application fields begin half-way down the page, and the answer format is not always intuitive.

Improving user flow & application process.



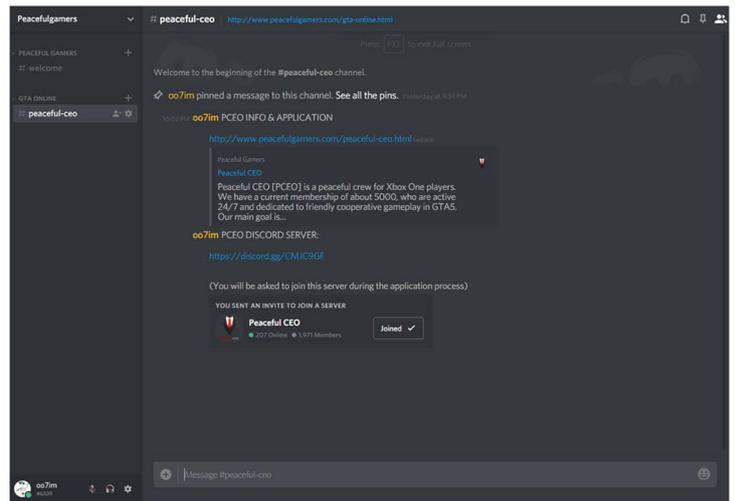
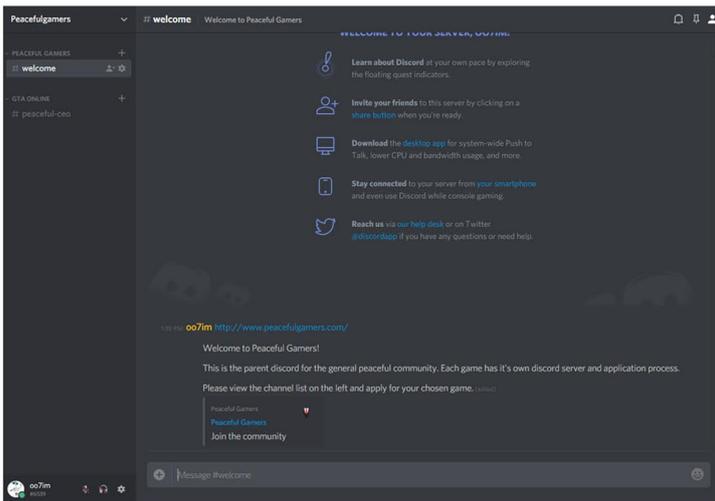
“Join the community”

Call to action on Peaceful Gamers homepage takes users to the Peaceful Gamers Discord Server.

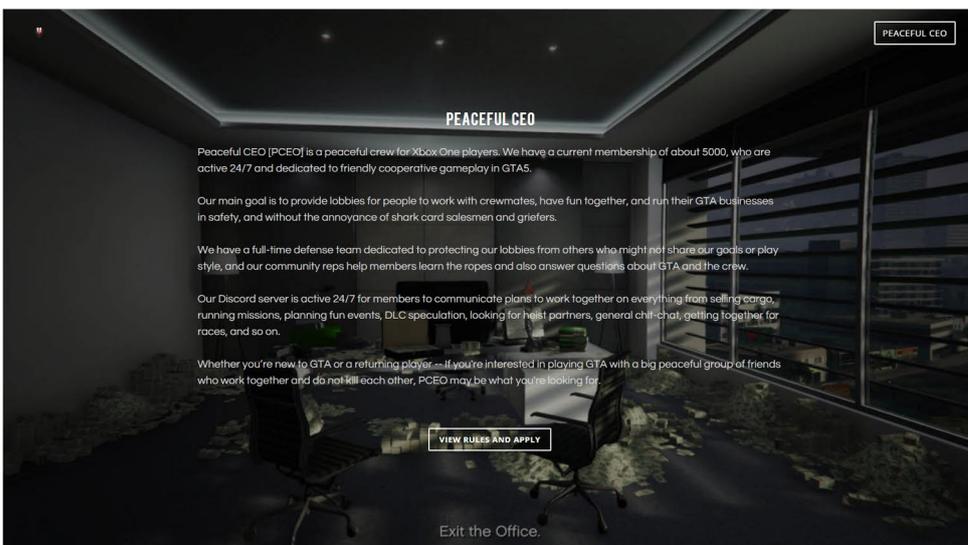
This will prompt users who are new to Discord to ‘sign up’ at this stage.

This helps ensure new applicants are already signed up to discord before they start the PCEO Application process.

The Peaceful Gamers Discord server will act as a parent Discord Server for the wider Peaceful Community. This provides additional flexibility for branching out to new games, and also provides a ‘clean’ channel list on the left which can be used for new development channels. From this server, users are directed towards the Peaceful CEO page and discord server (which embeds naturally, thanks to being shown on Discord)



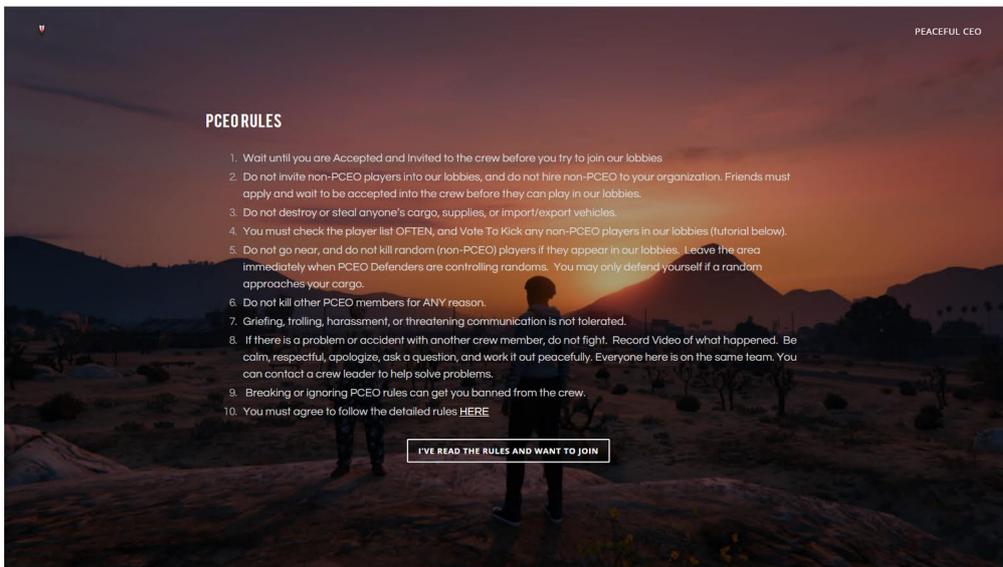
Users will click the pinned link on the Peaceful CEO channel, which takes them to the Peaceful CEO page on the website. Users who did not click “join the community” on the homepage, will naturally navigate to this page next (and will be required to join discord during the sign up)



This page is used for selling the idea of PCEO to prospective members.

For now, it uses a direct ‘hard sell’ approach by showing the most recent Reddit promo.

In future, this page can be developed to contain content and other sub pages for a more effective ‘content marketing’ approach.

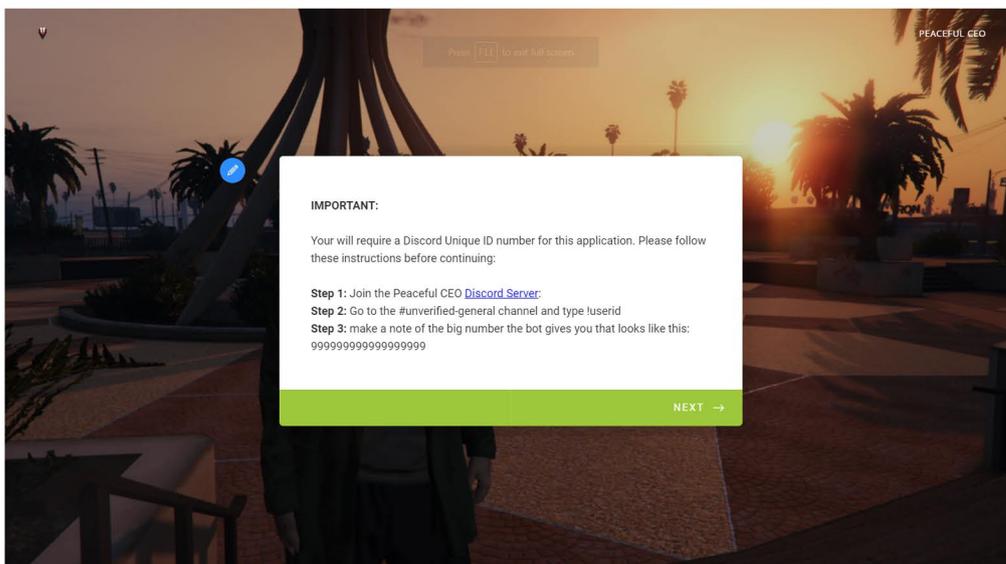
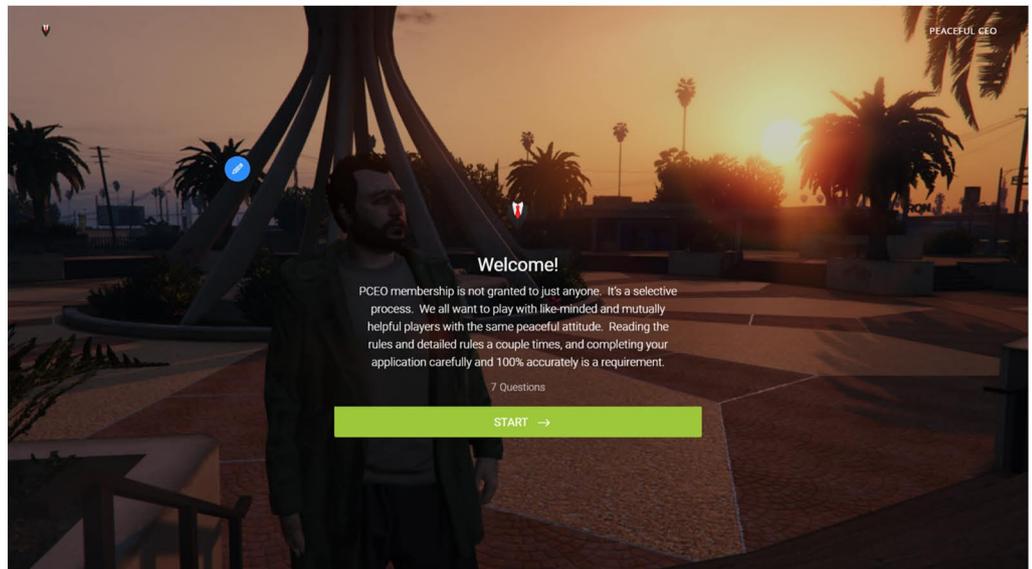


Navigation is completed by following single calls to action on each page.

The Rules Page is shown in the same format as the pceo.online site and the detailed Rules link is also active:

The call to action for starting the application process is placed clearly beneath the rules.

The form itself has been reformatted using Jotform, which is a paid service with industry standard functionality. The same form can easily be embedded elsewhere, or shared as a standalone link.



The slide by slide format provides a 'step by step' guide for signing up to the PCEO discord server , obtaining a user id, and opening up user social club info.

Users who did not click 'join the community' on the home page will be directed to join the Peaceful CEO discord server at this stage.

Phase 2

Member retention and engagement

PCEO retention factors:

1. Quantity and quality of in-game lobbies
2. Member participation within the Discord community
3. Reward mechanisms and 'progression' through the PCEO hierarchy
4. The creation and distribution of engaging content,