

VOYAGERS OF NERA

Content Creator Campaign Planning

60-Day Performance and Growth Campaign

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Course: GBE5

Campaign budget: \$16,000

Performance goal: At least 4.0x ROAS from influencer-attributed sales

Campaign period: 60 days with a concentrated 7-day sales measurement window

Campaign Overview

This plan uses creator marketing as a measurable way to drive sales for Voyagers of Nera. YouTube is the main platform because creator-specific links, codes, and QR codes make it easier to track results. The plan also uses a clean organic baseline and a focused seven-day sales window. Creator selection and messaging are built around the developer's Hanks, Wilsons, and Cosettes personas. To reach the goal, the campaign must generate at least \$64,000 in net revenue from 4,572 unit sales, which equals a minimum 4.0x return on the full \$16,000 investment.

Performance measure	Target	How it is evaluated
Campaign spend	\$16,000	Assume the full budget is invested
Required net revenue	\$64,000	$\$16,000 \times 4.0$
Required total sales	4,572 units	$\$64,000 / \$14$, rounded up
Tracked sales	762 units	One of six ratio parts
Organic sales	3,810 units	Five of six ratio parts
Seven-day baseline	35 units	5 units per day $\times$ 7 days
Campaign uplift	4,537 units	4,572 total - 35 baseline
Views required	907,400	$4,537 / 0.005$

Treehouse Brand and Social Media Review

The campaign theme is Bring Your Crew Beneath the Waves. It positions Voyagers of Nera as a magical ocean survival-crafting game where every kind of friend has a role. This follows Treehouse Games' mission to build worlds where friends can spend quality time together and gives players a clear reason to invite their friends. Creators can support that message by showing sailing, diving, building, Spirits, combat, and cooperative play for up to 10 players (M. Chu, personal communication, September 2026; Treehouse Games, n.d.-a; Valve Corporation, 2025).

Treehouse's channels already have a warm and playful voice that keeps the developers visible. Recent posts celebrate players, use ocean humor, show staff reactions, explain updates, recruit creators, and invite feedback. The September 2026 first-birthday message focused on sailing, building, diving, Spirits, and watching players make the world their own (Voyagers of Nera, 2026a). The official YouTube channel offers longer developer-led content, including previews, feedback streams, and behind-the-scenes discussions. This helps build trust, but the current audience size means paid creators will still need to generate most of the sales needed for this campaign (Treehouse Games, n.d.-b).

Channel	Observed role	Campaign job and metric
Steam	Purchase hub, reviews, updates, roadmap, and Early Access expectations	Main purchase page; measure tracked visits, wishlists, units, net revenue, and conversion
YouTube creators	Long-form demonstrations and buyer education	Main paid sales channel; measure views, clicks, sales, CPS, and ROAS
Discord	Passionate-player feedback, support, play coordination, and update discussion	Post-click confidence and retention; measure joins, support themes, and crew formation
Instagram / TikTok	Playful short-form discovery, staff personality, update teasers, and creator recruitment	Share short creator clips; measure held views and tracked profile traffic
X / Bluesky	News, patches, events, sale reminders, and community celebration	Support launch posts and remind interested players; measure tracked clicks
Twitch	Dev streams, live gameplay, and Drops	Support creator streams and community events; measure concurrent viewers, Drops, and tracked sales
Reddit	Unfiltered questions, recommendations, guides, bugs, and technical problems	Monitor concerns, share useful guides, and avoid fake or overly promotional posts

How the Social Research Shapes the Campaign

- Lead with cooperative discovery, not generic survival. Player conversations consistently praise the beautiful world, music, spirits, underwater exploration, and a cozier, less punishing atmosphere (Reddit, 2026a; Reddit, 2026b).
- Use Explore the Deep as a reason to reconsider the game now. The June 2026 update reworked underwater play with ruins, enemies, resources, tools, and diving mechanics, giving returning creators a credible new story (Treehouse Games, 2026a).
- Show the developers listening. Biweekly playtests, public feedback routes, roadmap communication, and feedback streams make co-development a differentiator for Early Access buyers (Treehouse Games, 2026b; Valve Corporation, 2025).
- Set expectations honestly. Creator copy must say Early Access, avoid unsupported performance claims, and explain multiplayer hosting or dedicated-server requirements when relevant. Reddit shows these are active purchase objections, so hiding them would reduce trust and increase refunds (Reddit, 2026b).

1 Target Audience

The primary audience is English-speaking PC players ages 18 to 34 in the United States, Canada, the United Kingdom, and Australia who enjoy cooperative survival crafting, base building, exploration, and colorful fantasy worlds. The game should be positioned as an entirely cooperative experience built for friends to spend time together, not as a competitive survival

game. That distinction matters because the emotional promise is shared discovery and creation rather than winning against other players.

The developer identified three useful personas. Hanks are experienced or hardcore survival-crafting players and form the main audience. Wilsons are the friends who follow a Hank into a group game, which means one creator-driven purchase may lead to several sales. Cosettes are cozy-game players who enjoy experiences such as Animal Crossing or Stardew Valley and may respond to Nera's building, Spirits, color, and relaxed social play (M. Chu, personal communication, September 2026). The campaign should focus first on Hanks and Wilsons while also testing Cosettes as an additional audience.

These audiences fit the product because Voyagers of Nera combines survival and crafting systems with sailing, underwater exploration, village building, spirit companions, combat, and cooperative play for up to 10 players. The game is sold for PC through Steam, so paid content should prioritize viewers who already purchase PC games and can easily move from a YouTube video to the Steam page (Treehouse Games, n.d.-a; Valve Corporation, 2025). Discord can support the campaign by giving passionate players a place to follow updates and share feedback, but the main call to action should remain purchasing the game on Steam.

Before signing a contract, Treehouse Games should confirm each creator's audience age, location, watch time, and results from earlier sponsored game content. The campaign should also test the persona fit instead of assuming it will work. Player behavior, Discord feedback, Steam reviews, and creator comments can show which features should become the strongest selling points in future campaigns.

Developer Informed Persona Strategy

Persona	Role in the campaign	Message most likely to convert
Hanks	Core buyer and group initiator	Deep survival-crafting systems, meaningful progression, exploration, combat, and Early Access development
Wilsons	Friends who join the core buyer	Up to 10-player co-op, shared sailing, group building, and a world designed for time together
Cosettes	Adjacent cozy audience	Beautiful villages, spirit companions, colorful exploration, and cooperative play without competition

Audience Purchase Motivations

- Play with friends: up to 10-player co-op supports group purchase behavior and may create multiple sales from one creator conversion.
- Build and personalize: island villages and base-building systems appeal to creative and cozy-game viewers.
- Explore a distinctive world: sailing, surfing, diving, ancient ruins, and varied biomes give creators strong visuals to feature.

- Follow an evolving game: Early Access updates and the public future-update roadmap provide a timely reason to buy now while creating future content opportunities.

2 Creator Niches and Profiles

I recommend using YouTube as the primary paid platform because descriptions, pinned comments, and on-screen QR codes make it easier for viewers to reach the Steam page and allow results to be measured by creator. The budget should be divided among creators from several related niches instead of being spent on one large personality. The course framework also recommends judging creators by recent average views, audience location, watch time, and conversion evidence rather than follower count alone (IK, 2026).

Creator	Niche	Recommended content	Why the profile fits
Fextralife	RPG / survival buyer guides	Return to Nera: Is Explore the Deep worth buying now?	Hanks. Prior Voyagers coverage proves category awareness; buyer-framed content can address systems, value, and Early Access progress.
Splattercatgaming	Indie discovery / first looks	A new first-look video focused on the ocean gameplay loop	Hanks and Cosettes. This audience is a strong fit for a visually different indie game with survival depth and welcoming exploration.
Nooblets	Survival crafting guides	New-player survival guide: first crew, first base, first deep dive	Hanks. Previous Voyagers coverage shows familiarity with the game, while a practical guide can make starting the game feel less overwhelming.
Stumpt	Group co-op gameplay	Four-friend crew challenge beneath the waves	Wilsons. A real group can prove role variety, shared problem solving, humor, and the buy-with-friends reason.
Kanzalone	Long-form survival lets plays	The first five hours: progression, base sanctuary, and exploration	Hanks and Cosettes. Extended gameplay can show both system depth and the calm, beautiful rhythm praised by players.

Creator	Niche	Recommended content	Why the profile fits
Eeowna	Cozy indie recommendations	Cozy survival with teeth: spirits, building, and diving	Cosettes. The angle connects Nera's beauty and creativity to an adjacent audience without pretending combat and survival do not exist.

Selection Requirements

These creators are recommendations, not automatic hires. Before spending any money, Treehouse Games should request average seven-day views for each creator's latest 20 comparable videos, audience country and age breakdowns, sponsored-video watch time, link click-through rate, past game-sales results, and fee information. Their coverage of similar games should also match the Hanks, Wilsons, or Cosettes persona they are expected to reach. I would only move a creator forward when the audience data, price, and expected sales support the campaign goal.

The campaign needs 907,400 views on a \$16,000 budget. If the conversion rate remains 0.5%, the combined creator cost cannot exceed approximately \$17.63 CPM ($\$16,000 / 907,400 \times 1,000$). Treehouse Games should check that limit before signing creators. If creator prices are higher, the team would need to negotiate performance-based pricing, improve the conversion rate, add lower-cost creators, or revise the plan. Spending the full budget without a realistic path to the sales goal would not meet the purpose of a growth campaign.

Recommended Creator Budget

The amounts below are budget limits, not actual creator quotes. They keep the plan within \$16,000 and prevent the campaign from spending too much on a creator who may not produce enough views or sales. Treehouse Games should move money away from any creator whose media kit, recent view history, audience location, or past results do not support the campaign goal.

Creator or group	Budget limit	Purpose
Fextralife return coverage	\$4,000	Reach Hanks with an updated buyer-focused review
Splattercatgaming + Nooblets pool	\$4,000	Indie discovery plus survival instruction
Stumpt crew episode	\$3,000	Wilsons group-purchase demonstration
Kanzalone + Eeowna group	\$3,000	Show long-form gameplay and test interest from Cosettes
Reserved creator budget	\$2,000	Cover an agreed make-good or move additional funding to the strongest creator

Creator or group	Budget limit	Purpose
Total	\$16,000	Keep the full budget connected to creator content that can be measured

3 Revenue and Unit Sales Requirements

3.1 Total Net Revenue

ROAS equals net revenue divided by campaign spend. To achieve a 4.0x ROAS after investing the full \$16,000 budget, the campaign must produce \$64,000 in net revenue.

Calculation	Result
Required Net Revenue = Campaign Spend x Target ROAS	
\$16,000 x 4.0	\$64,000
Check: \$64,000 / \$16,000	4.0x ROAS

Answer: The minimum required total net revenue is \$64,000.

3.2 Total Units Sold

Each unit produces an average of \$14 in net revenue. Dividing the \$64,000 revenue requirement by \$14 produces 4,571.43 units. Because a partial game cannot be sold, the result must be rounded up to 4,572 units. Rounding down would leave the campaign below the required revenue.

Calculation	Result
Required Unit Sales = Required Net Revenue / Net Revenue per Unit	
\$64,000 / \$14	4,571.43 units
Minimum whole-unit target	4,572 units
Revenue check: 4,572 x \$14	\$64,008
ROAS check: \$64,008 / \$16,000	4.0005x

Answer: The campaign must sell at least 4,572 total units.

4 Tracked and Organic Sales

An organic-to-tracked ratio of 5 means five organic units are expected for every one tracked unit. The total is therefore split into six equal parts: five organic parts plus one tracked part.

Some viewers may see creator content but later search for the game or visit Steam without using the tracked link, which helps explain why campaign-influenced sales may still appear organic (IK, 2026).

4.1 Tracked Units

Calculation	Result
Total ratio parts = 5 organic + 1 tracked	6 parts
Tracked units = 4,572 / 6	762 units

Answer: 762 units are directly attributed to creators through tracked links, creator codes, or QR codes.

4.2 Organic Units

Calculation	Result
Organic units = 762 tracked units x 5	3,810 units
Check: 762 tracked + 3,810 organic	4,572 total units

Answer: 3,810 units are organic sales during the campaign period. In this model, organic means the sale is not directly tied to a tracked creator link. It does not automatically mean the creator campaign had no influence on the purchase.

5 Campaign Uplift and Required Views

5.1 Uplift in Units

The game normally sells five units per day without an active campaign. Across the seven-day measurement window, the expected organic baseline is 35 units. Uplift is the difference between total campaign-window sales and the sales that would likely have occurred without the campaign.

Calculation	Result
Baseline Organic Units = 5 units per day x 7 days	35 units
Campaign Uplift = 4,572 total units - 35 baseline units	4,537 units

Answer: The required campaign uplift is 4,537 incremental units.

5.2 Total Views Needed

The 0.5% viewers-to-sales conversion rate must be written as a decimal before it is used: $0.5 / 100 = 0.005$. Views are calculated from the incremental campaign uplift, not from all 4,572 sales, because 35 sales belong to the expected baseline.

Calculation	Result
Conversion rate	$0.5\% = 0.005$
Views Needed = Required Campaign Uplift Units / Conversion Rate	
$4,537 / 0.005$	907,400 views
Check: $907,400 \times 0.005$	4,537 units

Answer: The creator content must generate approximately 907,400 views during the campaign measurement window.

How the Sales Measures Reconcile

The two organic figures answer different questions. The 3,810 organic units come from the assignment's 5:1 organic-to-tracked ratio and describe how the 4,572 sales appear in attribution reporting. The 35 baseline organic units estimate what the game would have sold without the campaign. Therefore, campaign-driven organic uplift is $3,810 - 35 = 3,775$ units. Adding the 762 tracked units produces the total uplift of 4,537 units. This keeps tracked sales, reported organic sales, and the campaign's additional impact from being treated as the same measurement.

60 Day Campaign Structure

Timing	Primary work	Expected result
Days 1-10	Confirm the Steam page, baseline sales, Hanks-Wilsons-Cosettes criteria, common Reddit and Discord concerns, tracking rules, and approved claims.	A clear baseline, message plan, and list of claims creators may use
Days 11-25	Contact the six recommended creators, review their latest 20 comparable uploads, confirm audience location and age, and negotiate pricing, usage rights, and make-good terms.	A signed creator mix expected to reach the 907,400-view goal
Days 26-38	Provide keys, Explore the Deep details, player feedback themes, persona-specific briefs, UTM links, and QR codes. Test every link and invite creators to a moderated crew session if useful.	Creator concepts that fit the game and working tracking links
Days 39-45	Release long-form videos within three days of each other. Share the strongest moments across Treehouse's short-form channels and answer purchase questions in Discord and Reddit.	A clear seven-day sales result

Timing	Primary work	Expected result
Days 46-53	Review tracked units, organic uplift, conversion, effective CPM, cost per sale, refunds, and ROAS for each creator. Request agreed make-goods where needed.	Seven-day performance review
Days 54-60	Talk with the strongest creators, review comments and community questions, identify which persona and message performed best, and use those findings in the next brief.	Final report and recommendation for the next test

Budget and Buying Approach

The budget limits assign the full \$16,000 to creator content and a small reserved amount for make-goods or stronger performers. Direct outreach may also help Treehouse Games avoid unnecessary agency fees. Contracts should clearly explain when views will be counted, where the integration must appear, how long links and pinned comments must remain active, what content Treehouse may reuse, what reporting is required, and what happens if a creator misses the agreed result. The blended cost must remain at or below approximately \$17.63 CPM unless the actual conversion rate rises above 0.5%. Because that limit is aggressive, Treehouse Games should confirm the numbers before signing contracts.

Channel Amplification Plan

Paid asset	Owned adaptation	Purpose
Buyer-focused review	Steam update and X / Bluesky proof clip	Move interested viewers directly to the Steam page
Crew gameplay episode	Instagram / TikTok role-based cuts	Let viewers tag the Hank, Wilson, or Cassette in their group
Guide / first-five-hours video	Discord resource post and Reddit-answer asset	Reduce onboarding anxiety and support informed purchase
Live creator session	Twitch stream and highlight clips	Encourage community participation and create clips for later posts

Creator Brief and Conversion Tracking

- Open with a human tension: Which friend leads, builds, explores, or gets distracted by Spirits? Introduce the paid relationship clearly and place the purchase case within the first 25% of the video.
- Show gameplay captured on the creator's own device. Every integration should demonstrate a complete loop such as crew up, sail, dive, return with resources, and improve the shared base.

- Use a spoken and written call to action, a creator-specific tracked Steam link, a pinned comment, and an on-screen QR code. Discord may be offered as a secondary community destination after the purchase message.
- Give each creator a unique identifier so sales, revenue, conversion rate, and effective CPM can be compared at the creator and niche levels.
- Choose one persona and one primary selling point. Hanks receive system depth and progression, Wilsons receive group roles and shared stories, and Cosettes receive building, spirits, beauty, and welcoming exploration.
- Match the brand's playful warmth without scripting the creator's opinion. Ocean wordplay, genuine reactions, developer presence, and player-made moments fit the owned voice better than hard-sell copy.
- State that the game is in Early Access. Avoid unsupported superlatives or performance promises, and explain relevant hosting limitations. Trust is part of conversion and refund prevention.

Evaluation and Decision Rules

The main measure of success is at least \$64,000 in net revenue and a 4.0x ROAS on the full campaign. Supporting measures include total units, 762 tracked units, 4,537 units of incremental uplift, a 0.5% view-to-sale conversion rate, cost per sale, and revenue from each creator. Views help estimate the sales opportunity, but they are not the final measure of success.

I would compare the seven campaign days with the pre-campaign sales average, then divide the organic uplift among creators based on their share of views or tracked traffic. The results should also be compared across the Hanks, Wilsons, and Cosettes messages to learn which audience produced the strongest conversion and revenue. A creator should be considered successful when the revenue connected to their content is higher than the cost and their audience appears likely to stay engaged with the game. Views alone should not decide whether a creator succeeded. If a placement performs poorly, Treehouse Games should first check the price, message, call-to-action placement, persona fit, and Steam-page conversion. Discord conversations, Steam reviews, and player behavior can then guide the next campaign because they show what is connecting with the current community.

Post-Campaign Scorecard

Decision question	Evidence	Action
Did the campaign meet the goal?	Net revenue / \$16,000 is at least 4.0	Repeat or expand the campaign only if the additional sales and refund rate are acceptable
Which persona converted?	Sales and conversion by Hanks, Wilsons, and Cosettes content	Use the strongest motivation in the next campaign

Decision question	Evidence	Action
Which creator created buyers?	Tracked units, organic lift share, CPS, ROAS, and comment intent	Renew winners; diagnose or stop weak placements
Where did players drop off?	View-to-click rate, Steam conversion, technical questions, refunds, and hosting concerns	Fix the specific problem before spending more on creator content
What should development hear?	Discord, Reddit, Steam review, and creator-comment themes	Share a short findings summary with the community and development teams

Conclusion

This campaign must generate 4,572 sales and at least \$64,000 in net revenue from the \$16,000 investment. Reaching that goal requires 4,537 additional sales and approximately 907,400 views within the seven-day measurement window. Bring Your Crew Beneath the Waves connects Treehouse's friendship mission to a clear reason to buy. Hanks can see the depth of the game, Wilsons can see why their group should join, and Cosettes can see the beauty, building, and Spirits. Creator videos make the sales case, Steam provides the place to purchase, and short-form social content helps the campaign reach more people. Discord and Reddit also give Treehouse Games direct feedback from players. If the creator plan cannot stay near the \$17.63 CPM limit, Treehouse Games should renegotiate the placements before spending the budget.

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Generative AI Use Disclosure

I used OpenAI ChatGPT as a support tool to help organize the campaign, review additional public social media content, check the required calculations and refine wording.