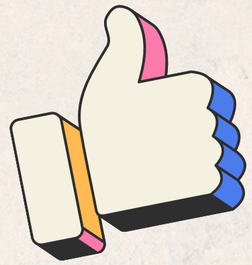
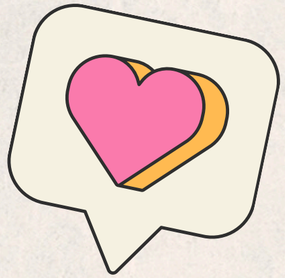
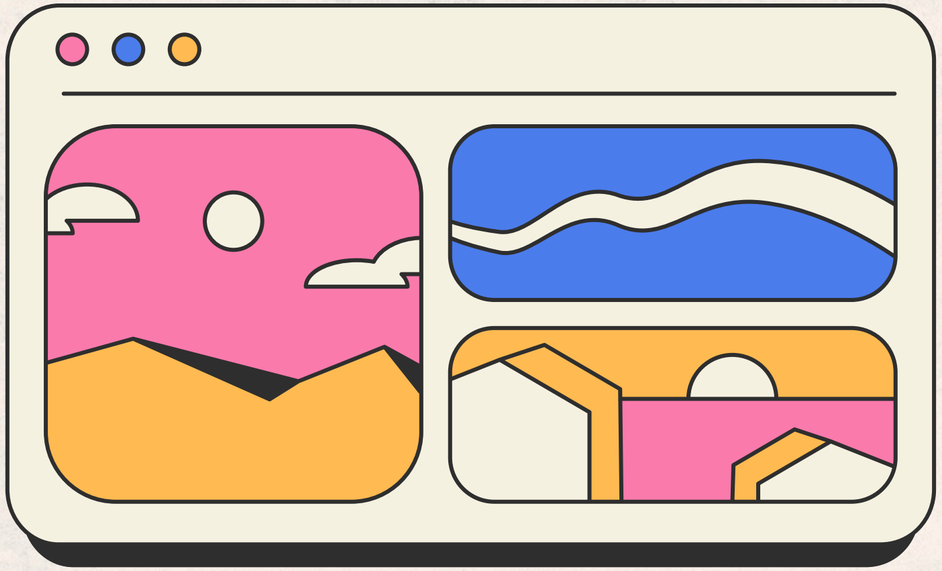
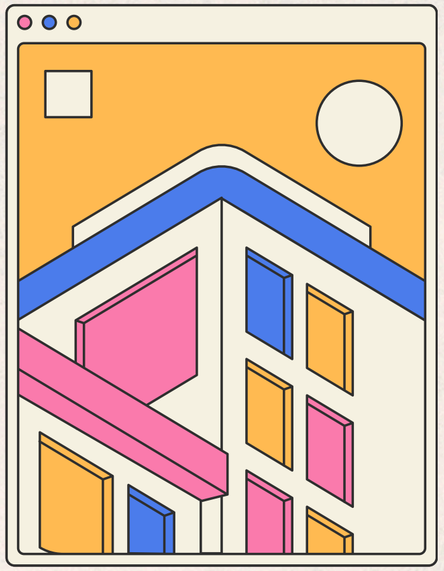
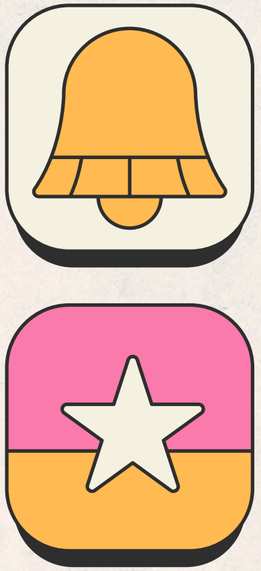
Blahs to go
Digital sales

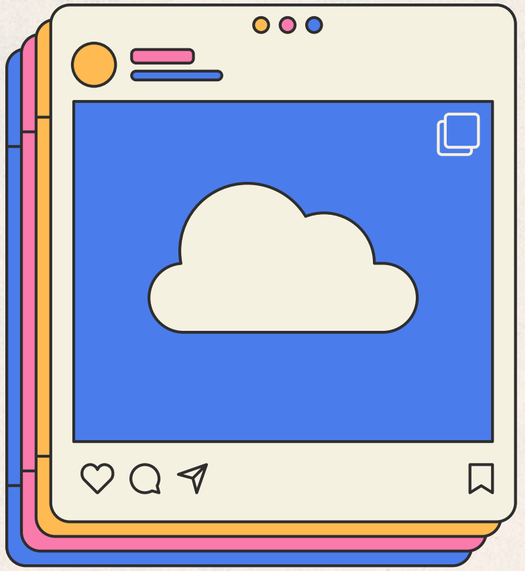












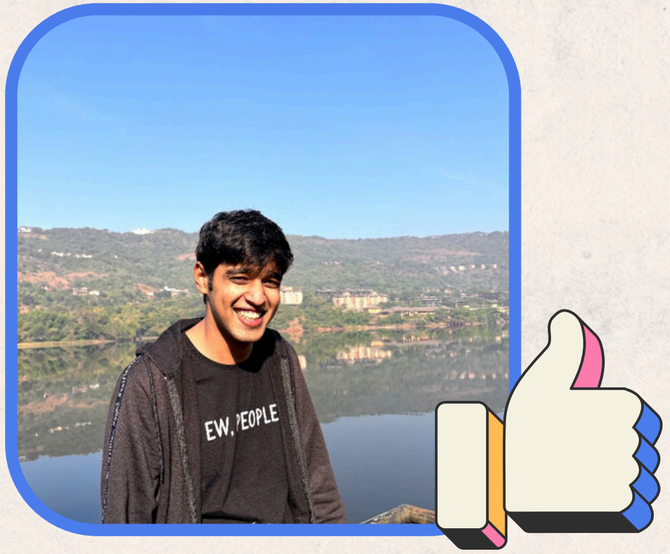
Plan

I - Tools and platforms used

II - Analysis and insights

III - Key takeaways from this experience

The team



SAMNIT

NOLWENN

MAHATSANGY

Introduction

What is Blahstogo?

- AI-driven game promotion project
- Created to explore digital sales & AI content creation

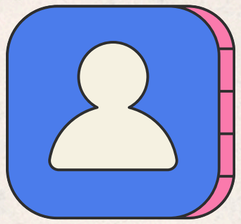
Goal of the Course:

- Learn digital sales strategies using AI tools
- Generate creative prompts with ChatGPT & MidJourney
- Use social media to increase engagement and visibility

Key Tools Used:

- ChatGPT: For generating creative ideas
- MidJourney: Premium AI for image generation
- Canva: Template design for consistent visuals
- CapCut: Trending reels creation
- LinkTree: Consolidated social media presence

Project timeline



Creation

Use of different tools for the content creation process

- ChatGPT
- MidJourney
- Canva

Promotion

Organisation and planning of our promotion phase

- Social networks
- Trello
- Creation

Results

We obtained results in the analytics and insights sections of our different social network account

Analysis

Analysis of these insights to see which strategies work and which do not

Creation process

1.

- Generating dad jokes, lawyer jokes and student bloopers
- Sorting easily the president and tech punchlines

2. Midjourney

- Creating images to illustrate our cards
- Using different prompt to generate different images of people from different ethnic groups

3. Canva

- Adding our images and jokes on each cards
- Creating a consistency in the size, font used and positioning

Promotion phase

Trello

Trello was used to plan and schedule what we were planning to do from social networks and follow our insight.

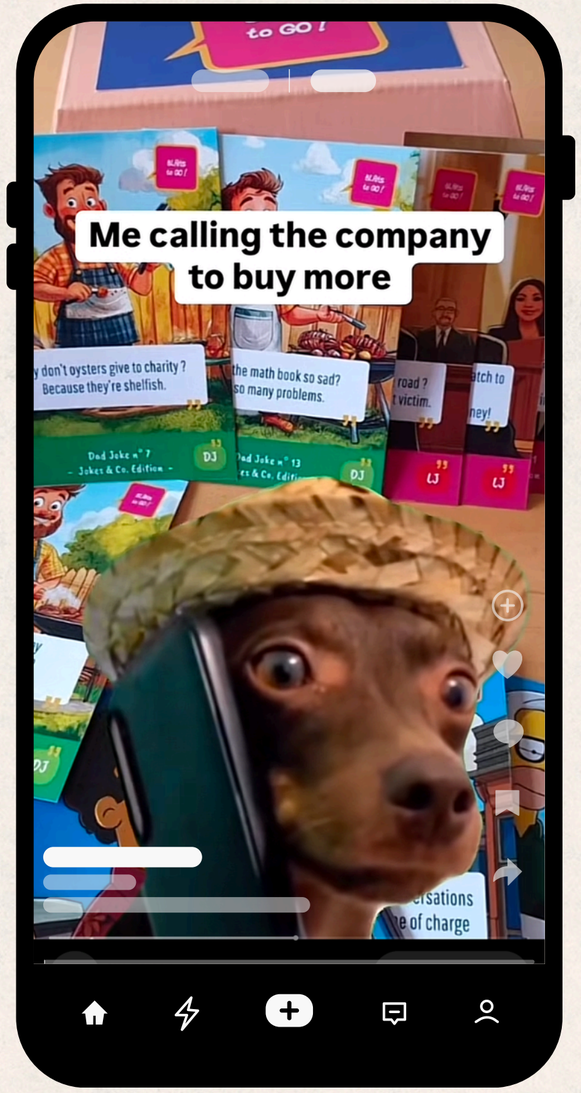
Canva

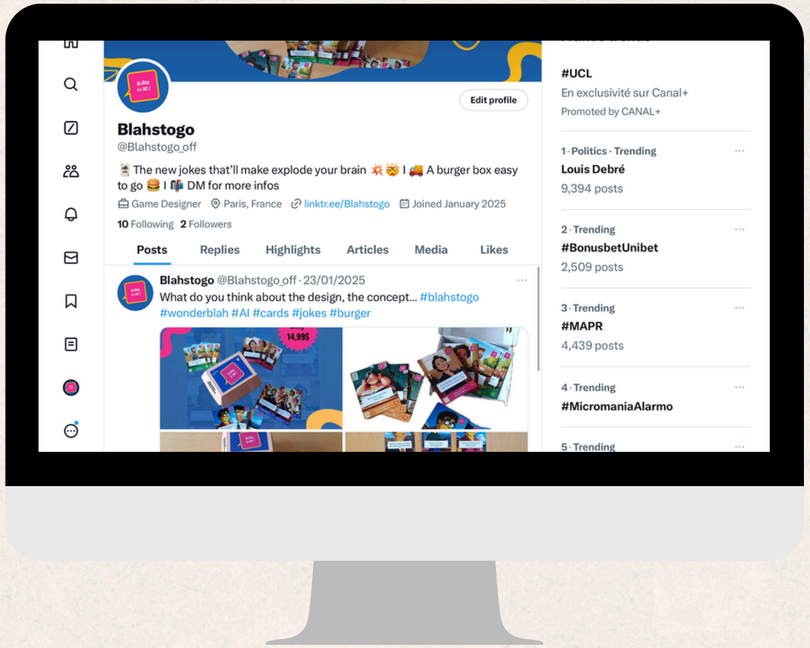
CapCut

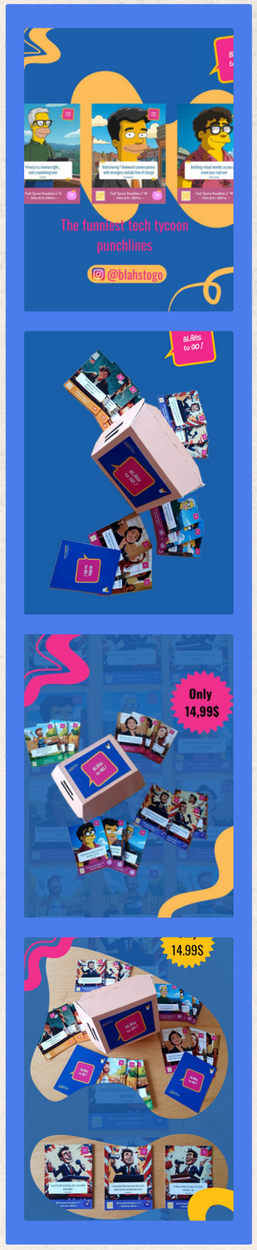
We chose to use Canva and CapCut to create original content for our social networks

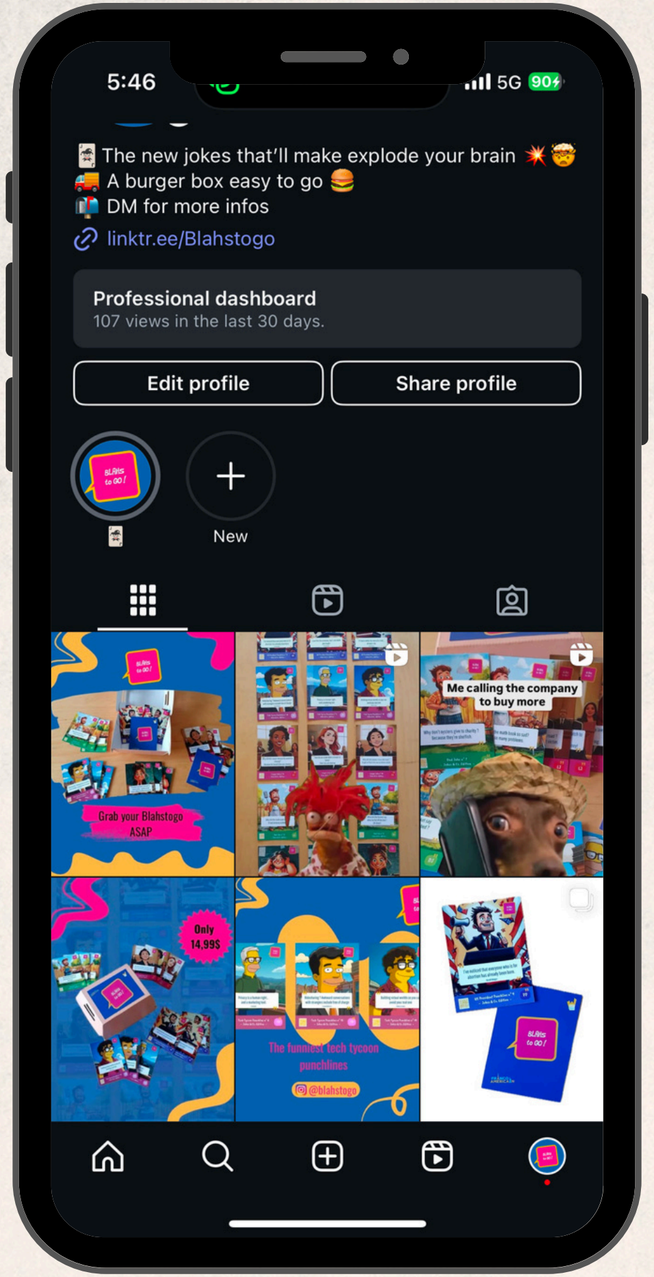
Then we chose different strategies and social networks to target an audience and establish presence

Example of our posts









Social networks

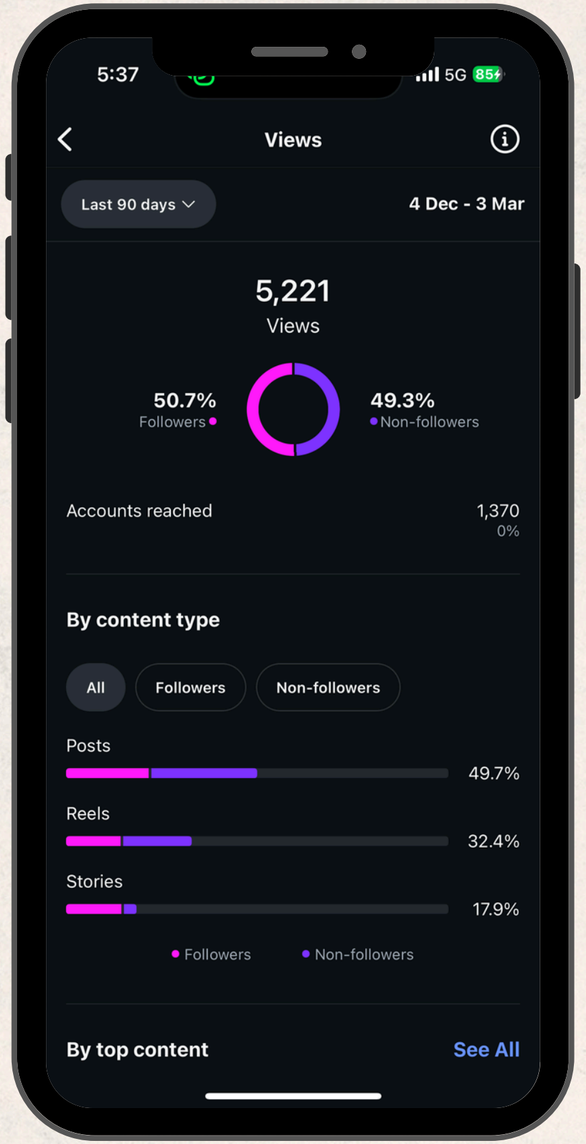
- First, we created an Instagram account and then linked it to our facebook page
- We posted photos, stories and reels

- Thanks to CapCut we created short videos using trending memes and posted them on Instagram and TikTok
- Combined with good hashtags those videos attracted audience

- We also chose to use Reddit and X to join communities and have their opinions or to promote it in board games communities

- To gather all our social networks we decided to creat a Linktree
- Easy to create and add it in our biography
- We complete it with external links like the Liblahry.

Results ✨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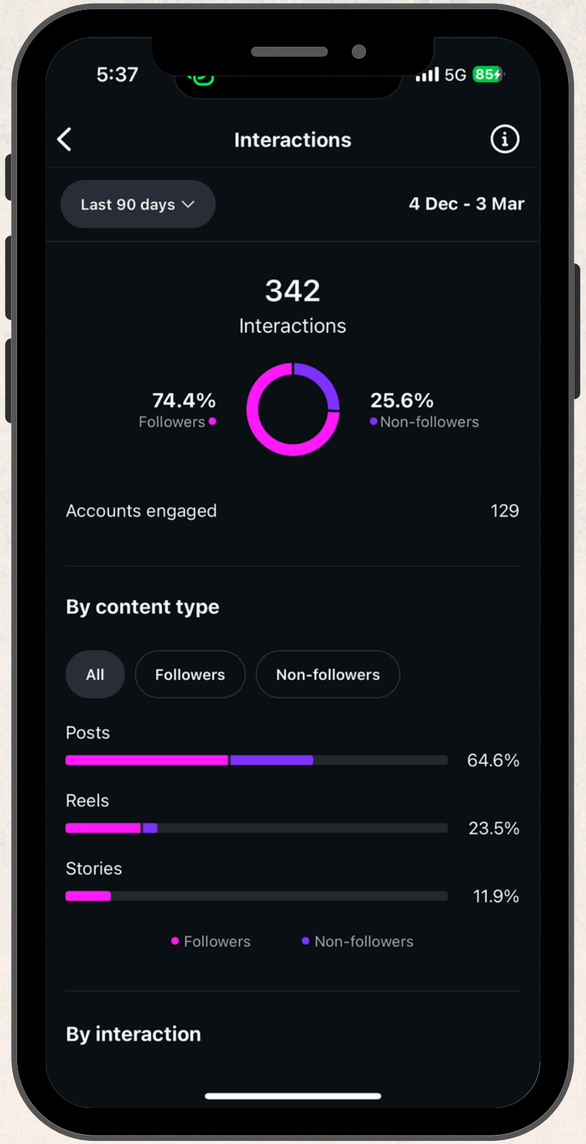
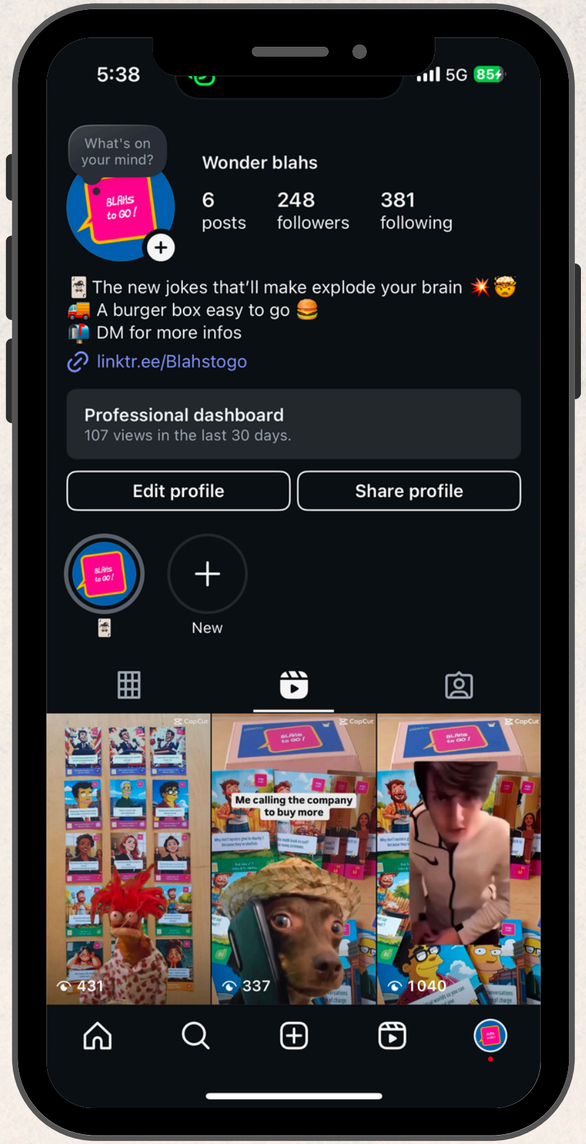
5G 85
Views
Last 90 days
4 Dec - 3 Mar
5,221
Views
50.7%
Followers
49.3%
Non-followers
Accounts reached
1,370
0%
By content type
All
Followers
Non-followers
Posts
49.7%
Reels
32.4%
Stories
17.9%
Followers
Non-followers
By top content
See All


5:37
5G 85
Interactions
Last 90 days
4 Dec - 3 Mar
342
Interactions
74.4%
Followers
25.6%
Non-followers
Accounts engaged
129
By content type
All
Followers
Non-followers
Posts
64.6%
Reels
23.5%
Stories
11.9%
Followers
Non-followers
By interaction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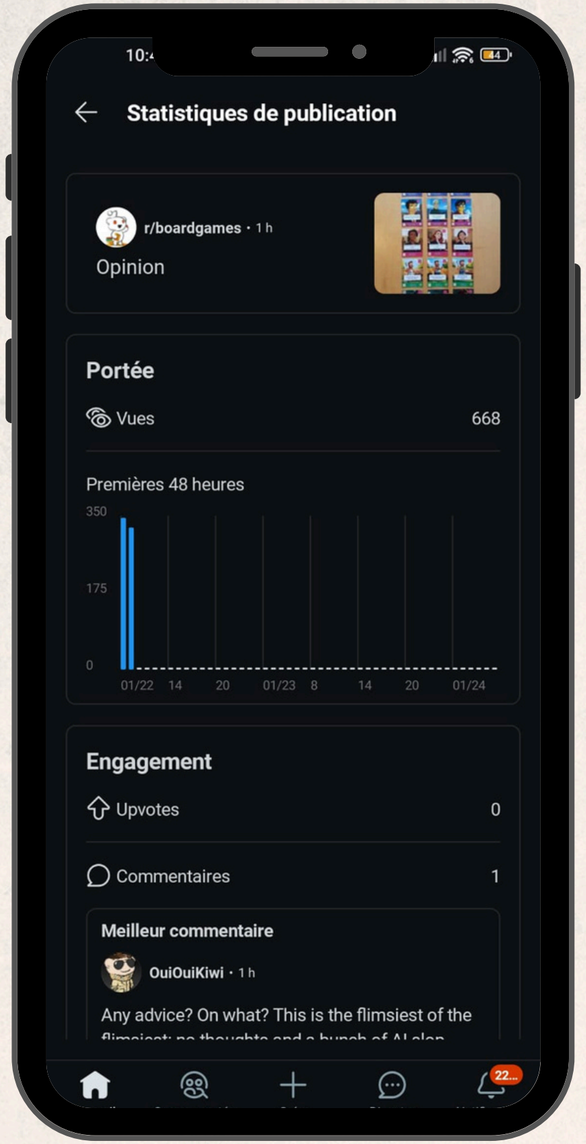
5G 85
What's on your mind?
Wonder blahs
6
posts
248
followers
381
following
The new jokes that'll make explode your brain
A burger box easy to go
DM for more infos
linktr.ee/Blahstogo
Professional dashboard
107 views in the last 30 days.
Edit profile
Share profile
New
Me calling the company to buy more
431
337
1040


Statistiques de publication
r/boardgames · 1 h
Opinion
Portée
Vues
668
Premières 48 heures
350
175
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14
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14
20
01/24
Engagement
Upvotes
0
Commentaires
1
Meilleur commentaire
OuiOuiKiwi · 1 h
Any advice? On what? This is the flimsiest of the

Analysis & insights

Our way of working

- Mixing our different aptitude about social networks
- Maintaining a certain consistency to unify our visuals

Strategic growth :

- Following accounts that may be interested in our account
- Share on our personal networks
- Related or viral hashtags and viral memes and trends to gain visibility

Failure :

- Joining communities was harder than expected
- Making views on TikTok and X was not our best

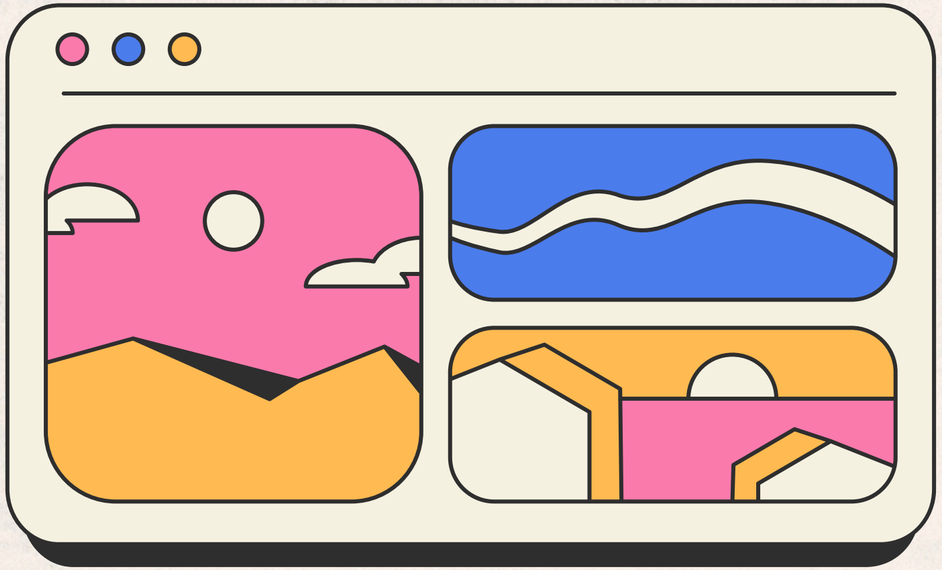
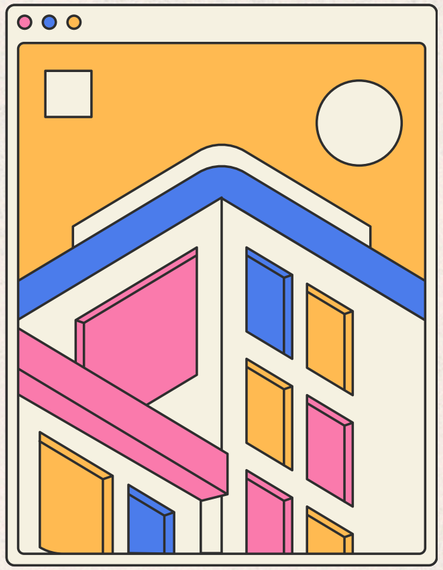
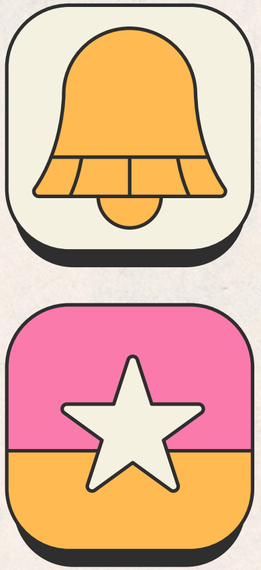
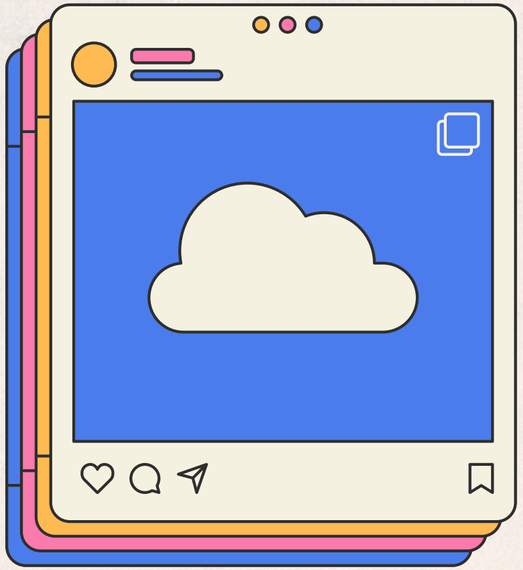
Lesson learned :

- Cannot control the algorithm which limit us in gaining visibility
- People don’t seems to like AI generated content but they are also constantly consuming it

KeyTakeways

The power of content, community, and AI

- AI tools are more than just "futuristic"
- Social media isn’t just about memes (but we love them anyway)
- The power of consistency & community
- Failure = growth (and funny stories)

This project taught us that digital sales and marketing aren't just about products—they’re about creating a connection. We realized that content can bring people together, spark conversations, and even make people smile. That’s the real power of digital marketing.

Thank you!