**Car racing game.**

**Marketing and Monetization strategies:**

* **Marketing strategy:**

Our marketing strategy for the car racing game is mainly based on ad-based marketing. We will target peoples using video-based ads and search engine based ads. We will use video based ads for the marketing our game. We are choosing video based ads option because they perform well in marketing the game. They will attract peoples towards the game more easily.

The second strategy we will like to use is the search engine based ads. When people will search about game on search engines, they will display our game ads on the top of the search result.

* **Monetization strategy:**

Car racing game is free to play and we will not charge from the users. However, for monetization we will play ads on the game.