

Game marketing strategy:

First of all, we can create the best content strategy to generate leads. I will make small attractive attributes track of my game and post them on social media accounts. The game is in the service mode user just can download it from the play store first then he has the option to play it offline or online with other friends. We can also pay to some trending gaming websites or famous accounts on social media for marketing our game as well. We will try to make it easily accessible and understandable for the user to generate leads.

Monetization channel:

To easily accessible for every kind of user we used both modes for uploading our game. So our game is available on both App Store (IOS iPhone) and the play store (Android). So the peoples who are attracted and make an interest in out can freely go to their store, install it and play it either offline or online with other friends.