**How to get downloads for a hyper-casual mobile game title?**

Hyper-casual games have emerged as storms, shaking the whole of the gaming market and industry. So why are hyper-casual games a trend in the market? So simple and decent game yet undoubtedly successful! Easy to create, play, end, and experience games are today’s need for stress relieving and refreshment in such busy life schedules. Instantly replay-able, short time duration and no specified ending makes them addictive and admired. The hyper-casual game’s fan base gradually increases per day with less time consumption provided with them.

Hyper-casual game developers first come up with various prototype development based on the various mechanics and their market analysis. These developers and publishers make use of BuildBox and other easy to create platforms for game development without hard coding and prototype completion within a week for testing. The prototypes are tested and their costs, as well as Life Time Values (LTV), are maintained to analyze the profit percentage and success rates. The successful title with a high cost to LTV ratio is then selected for further game development with more prominent and fascinating features. Post-development, marketing, and advertisement are carried out in a range of ways for a successful game title release.

**Marketing and Advertisement for a hyper-casual game**

A game’s success relies on its marketing and advertisement techniques. The number of downloads that a game earns is decided by the marketing techniques. A marketing head keeps a track on the market statistics, market trends, prototype’s success, target audience, and advertisement techniques to be required for the success of the developed game.

There are various ways to ensure a game’s downloads like:

* **Market analysis and identifying the target audience:**

Before designing the advertisement techniques, the major step that comes forward is analyzing the market statistics and the target audience for the game build. Because of the changing trends and number of releases, the hyper-casual gaming market is excessively crowded and confusing. This issue requires skilled marketing strategies and analysis of each gaming agenda and feature.

Then the other crucial part of gaming marketing is to analyze the target audience. The gender and the age-group are to be checked for the potential audiences to decide the advertisement techniques to attack them and influence them. Analysis of the target audience helps to effectively design an advertisement technique keeping their likes and needs in mind for a better influence.

* **App Store Optimization:**

App Store optimization is an important step in grasping the audiences and downloads for the developed game. The game with a catchy title and icon and memorable visuals draws the attention towards itself. Also, if the game pops up in the store with various searches and gets a good rating, it is the best stop that any player would love to land on to.

With the game and app stores flooded with the hyper-casual games and the other mobile games, App Store Optimization is crucial to enhance the game’s visibility to the users.

* **Build Trust with the help of the influencers:**

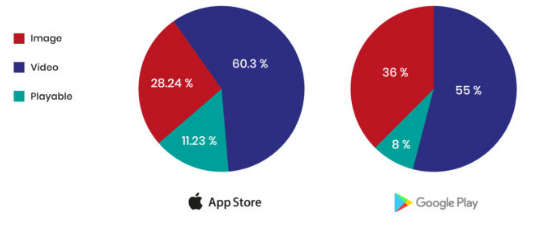
Influencer marketing is the best way to draw user attention to the game and gain users’ trust. In the past decade, influencers generally were the actors, singers, and other superstars and also some political leaders or philosophers that came out to be a costly way for influencer hiring. But, with this decade, every other person is an influencer with a giant fan base over any social media handles like Instagram, Youtube, TikTok, etc. Hiring these influencers is reasonable and cost-effective and efficient for drawing user attention and gaining trust.

Choosing a correct and a good influencer with great skills is a better way of seeking downloads as most of the people trust them who are trustable to their idols. And, idols these days are great influencers worldwide. Hence, for ensuring more downloads and user-base, influencer marketing is a crucial step.

* **Advertising:**

Advertising for the developed product can be carried out in various ways. For a hyper-casual game, the best advertisement techniques for seeking more fan base and downloads are:

1. **Playable Ads**: The most preferable advertising technique for a hyper-casual game is via Playable Ads. Playable Ads help develop more attraction and user base with performance clips and game-play workings. These playable Ads influence people by revealing the working of their games via advertisements and helps increase downloads. Most of the hyper-casual developers and publishers make use of playable Ads for seeking more downloads and a wide user and fan-base for the products.



1. **Cross Promotion:** Another advertisement technique that can be used is Cross Promotion via various other games and apps. Global gaming tech giants like Voodoo and Ketchapp have developed their monstrous fan base by cross-promotions. They contract with various companies and unicorns for displaying their games in various other applications. Theses cross-promotions use banners or playable Ads of the targeted application for their promotions. Cross-promotion thus influences the users for downloads directed from various popular apps.
2. **Offline marketing by banners and products:** Offline marketing is a wonderful technique for developing a wide fan base and ensuring more downloads for the hyper-casual games. Hyper-casual game developers use offline marketing in various banners of different companies or places. Game logo and sometimes its title is used for widespread marketing by using them on various posters and banners. Also, products like clothes, boxes or packaged food, etc can be developed with the same titles and logos for promoting the game. Rovio generated 50% of its income and fan base by the angry bird images over various platforms and products.

Game App Studio’s expert team of development and marketing helps develop a wide fan base and get maximum downloads for various gaming applications. In hyper-casual gaming, with the storms coming and leaving the gaming market, it is crucial to develop smart and strategic approaches for influences and developing the fan base. From market and target audience analysis to various advertisement techniques and types of game releases, everything has its importance for an effective game release with maximum downloads.