

# Turtle Games Marketing Strategy

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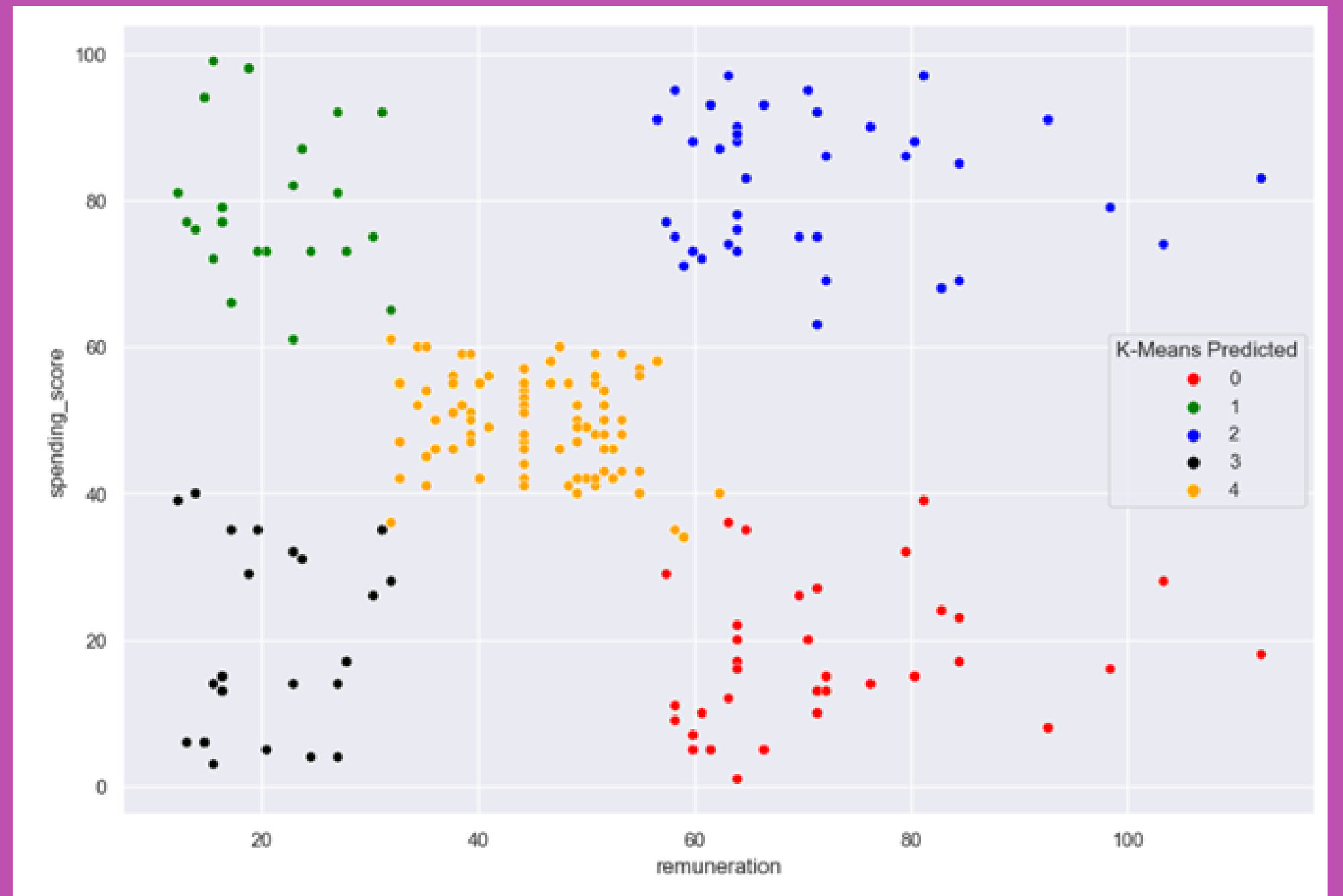


# Increase customer loyalty

Spending scores and remuneration



# Our Goals

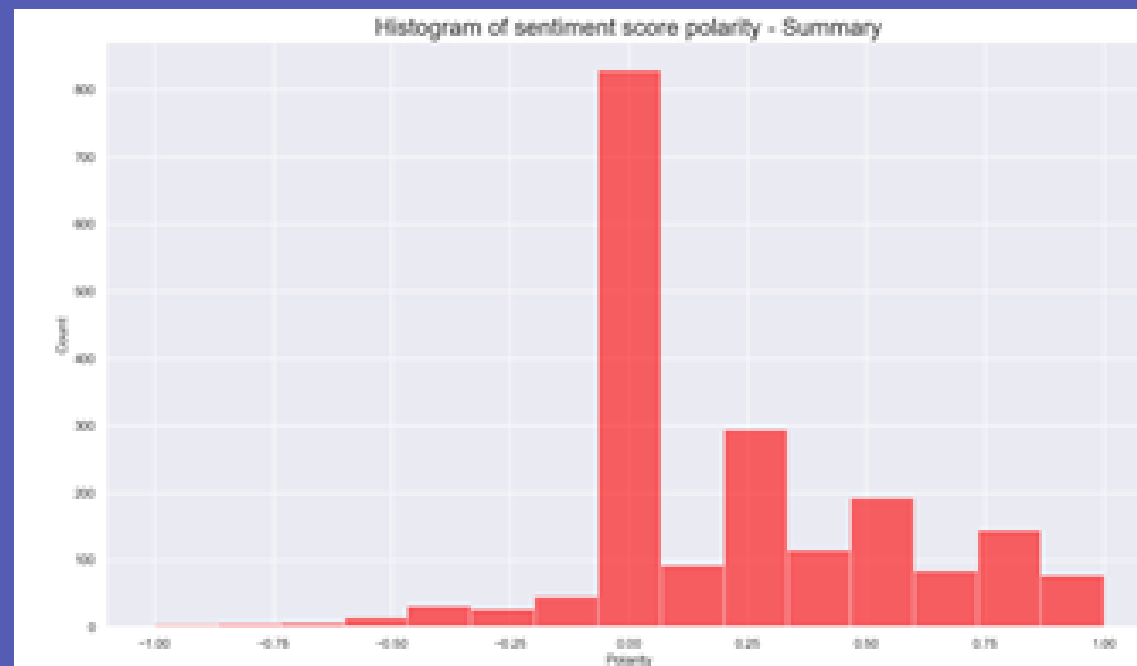


# SWOT – Strength

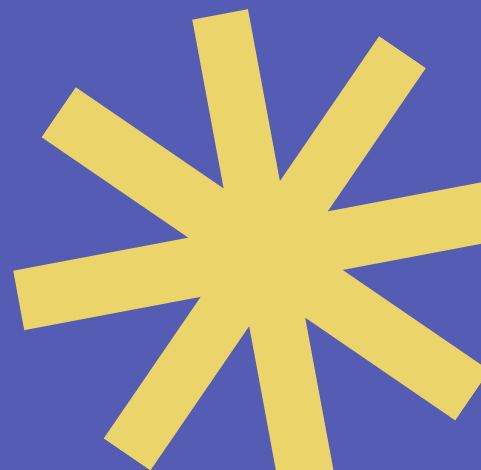


1. Diversified product lines
2. Good for therapy usage
3. Positive image

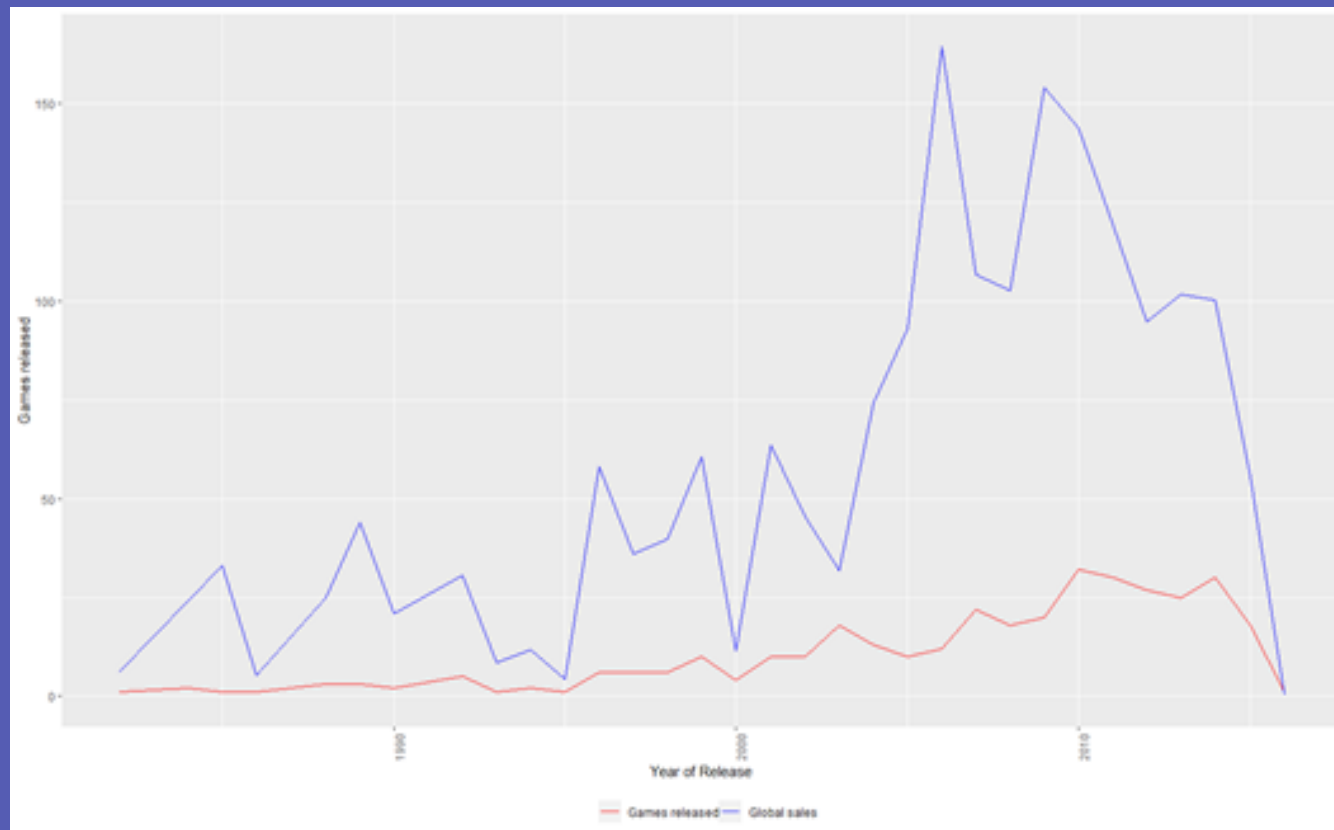
# SWOT – Weakness



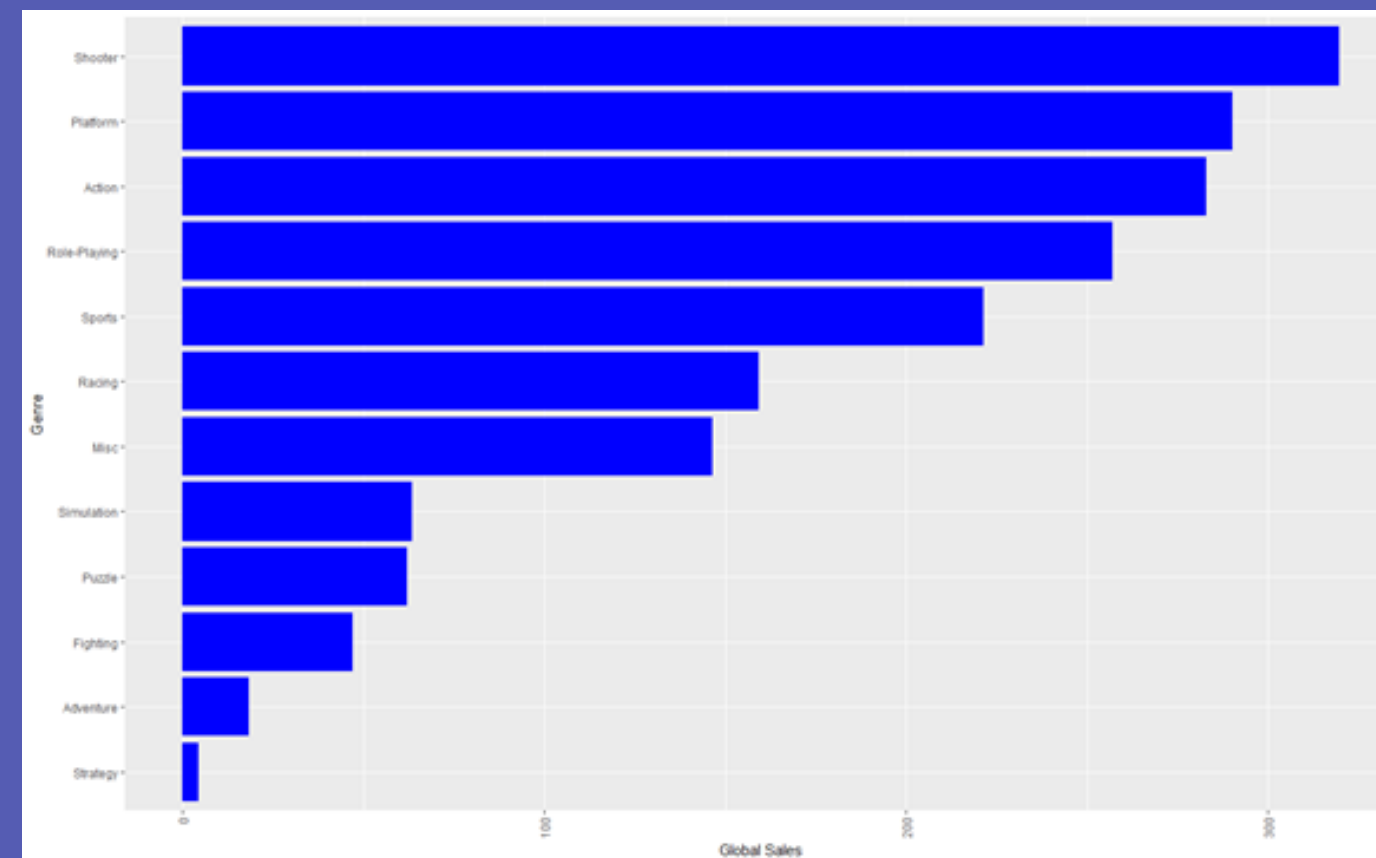
1. Online reviews and comments sentiment not scores high
2. Product design - boring, complicated
3. Bad quality and expensive



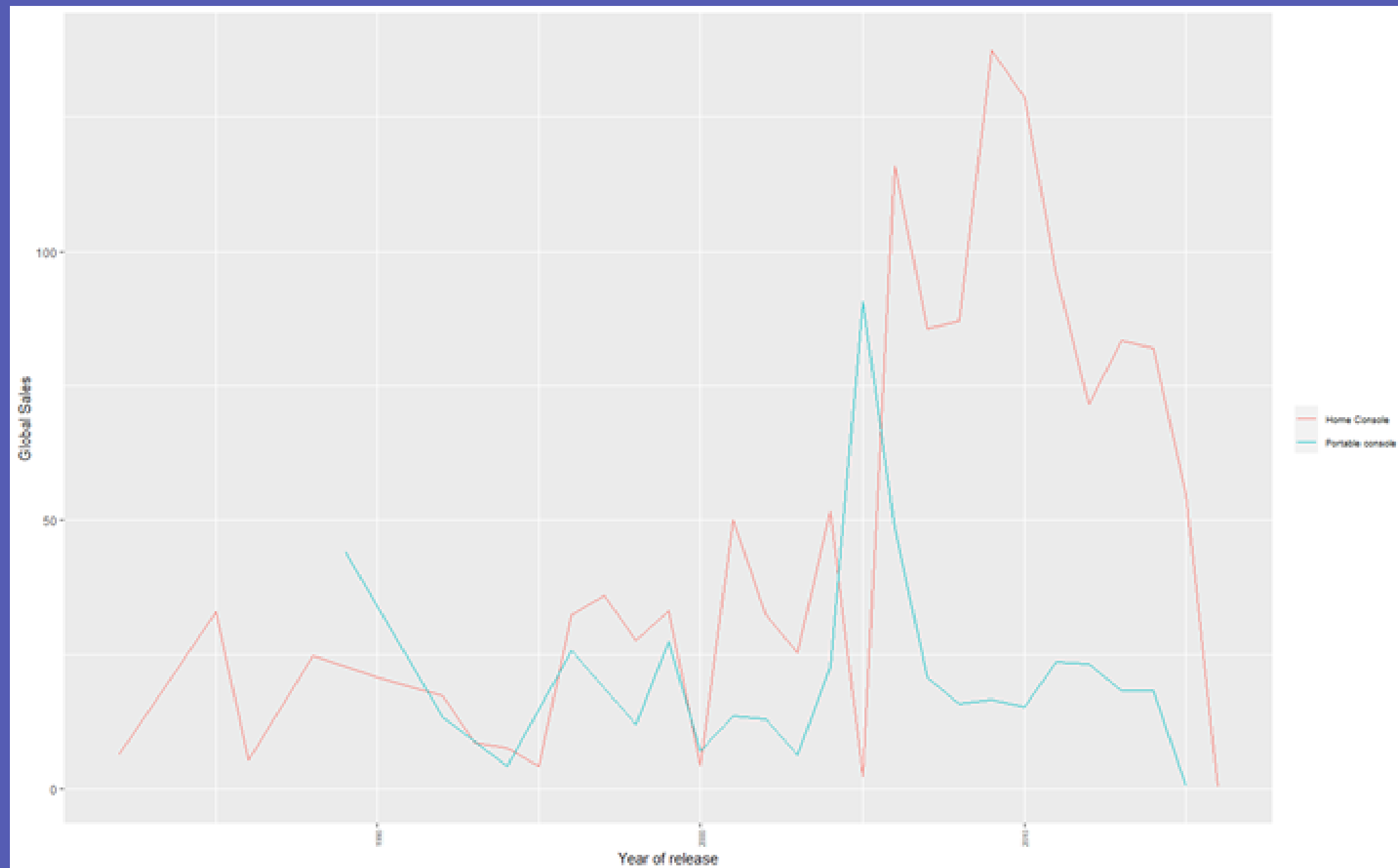
# SWOT – Opportunity



1. Video game marketing is expanding
2. Diversified game genres



# SWOT – Threat



1. Competition from game platform
  - \* Game-console-bundle selling
  - \* discounted price of digital versions
2. The sales trend of game in portable device decreased, it may affected by trend of mobile games.

Mobile games would be potential substitute with Turtle Games's product (toys, board games)



# Suggestion 1

- Increase market share in DIY segment
- Provide high quality kits with clear demonstration video
- Target mass market: Gift for beloved (increase product values)
- Can build better reputation by gain more positive comments



# Suggestion 2

- Design counselling and therapy product line
- Collaborate with counsellors, therapist: workshop or explore B2B
- Target emotional care customers
- They concerns functions and less price-sensitive, high opportunity to re-purchase





# Suggestion 3

- Focus on the platforms with large customer base:
  - Nintendo
  - XBox
  - PlayStation
- Provide extra value to customers, also selling the console

