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Marketing And Monetization Strategies

Following are the marketing strategies:

# Freemium Content

The game content will be Free of cost. The future updates may include some premium (paid) content including new game characters.

# Target Audience

The target audience of the game is 6+. The game should be family friendly, and will not show any kind of negative, vulgar and adult images, characters. The game will be in easy and understandable interface for the targeted audience.

# Geography

The game will be in universal English language. So, most of the Europe and Asian countries audience will have ease to play the game.

# Budget

Initial budget for marketing is Rs. 9,000. And our target no. of players after this is at least 30-35k. If we reach this much downloads goal in play store alone within our initial budget, then we will increase the next budget to Rs. 20,000.

# Channels

The main marketing we will be using are online. These channels include Google adsence ads, on Youtube, Game review websites and Social Media.

# Measurement

The most basic measurement of our channels outcome will be checked by downloads statistical analysis. The results must be worthful the effort for marketing.

Following are the monetization strategies:

# More Goals

The game will have different goals set for the player to achieve them and buy exclusive characters and materials.

# Limited Time Offers

The game will have different type of sales and events in which the players will buy different characters and materials. Such type of events and sales on items will encourage player to avail these type of offers.