Marketing Strategy

* Facebook page prior to release will release 5 fish, 1 weekly with considerations of user comments in final design. Page will also act as a hub for questions/ promotion of other marketing techniques/ information page.
* Twitter similar to Facebook, however polls in fish names/designs will be used to collect data prior to release to gauge feedback. Will also be used to promote other marketing techniques and announcements.
* Fishin Buddies Wiki will be used as a main information hub for the game, however content will be added as users play the game and only a basis will be created for launch.
* Promotion events, e.g. University stands where the game is showcased, with highlight that the game was made using only university students, acting as an incentive for others to try and complete projects internally of university also. Events will give away freebies that will include codes that provide content in-game. Other events dedicated solely to gaming and more importantly indie app developers will be considered.
* Contact youtubers/ Twitch streamers to review the game and include freebies with in-game codes.
* Lootcrate/ Similar products. (These products are a monthly subscription that sees customers given a “box” full of various products such as collectables related to films, games etc.) Specific gaming ones exist. Many youtubers also review these products and inclusion of a product in a crate may lead to further exposure.
* Freebies/ Lootcrate product: Plush toys, Figurines of fish within a bottle as they are in the game.
* Promote the game through other successful games with ads (last resort)
* **ALL MARKETING WILL INCLUDE TO THE SAME 5 FISH WHICH WILL BE CHOSEN BASED ON THEIR ROLE IN THE GAME AND THE INTEREST THEY MAY SPARK.**