



Marketing
Platforms

Sad Pumpkin Games

"Games developed for players"

Player-first mindset to all product development

Transparent design and development process

Founded by veteran industry professional software engineers

Marketing Budget by Phase

PHASE 1: BOOTSTRAP

During this phase:

- Pipeline and tools development
- Design and iteration
- Minimum-viable-product development
- Heavy reliance on user testing

Timeline: 1 year

Budget: \$3,000

PHASE 2: PRODUCTION

During this phase:

- Full-time development
- Secondary features added
- Polish and iteration

Timeline: 1 year

Budget: \$3,000

Marketing Strategy

Lean marketing choices

Best bang-for-buck marketing channels

Audience-engaging content marketing, not just ads

Developer-audience relationship building

Marketing Channel: Websites

Sad Pumpkin Games parent website

- Content about the studio, its developers, and its mission
- Links to all titles whether released, in-development, or shelved

Per-title websites

- Content about each game title, its features, and its development
- Hosts developer diaries, behind-the-scenes videos, and Q&A
- Serves as the hub for information pertaining to the game title

Marketing Channel: Content Marketing

Weekly developer diaries:

- Humanizes game developers
- Builds rapport with the audience
- Progress updates, delays, and new features
- Centrally located on title website

Behind-the-scenes videos:

- Developer Q&A, design/mechanic reveals, etc.
- Cross posted to Twitter, Reddit, YouTube, and the title website

Marketing Channel: Google Ads

Targeted advertisements to selected cohorts

Primary marketing budget spend

Phase 1 spending plan:

- Months 1-3: \$0
- Months 4-11: \$250 to build slow support
- Month 12: \$1,000 to build pre-pitch hype

Phase 2 spending plan, depends on funding type:

- Crowdfunded -> Months 10-12: \$1,000 to build pre-release hype
- Investors -> Months 1-12: \$250 to draw consistent traffic