Marketing Strategy

Sad Pumpkin Games

- Indie game development startup.
- Boutique developer focusing on player input.
- Transparent, equitable, and accountable processes.
- Founded by industry veterans.

Growth Cycle Plan

Stage 1

- Lean, bootstrapped operation.
- Iterating on prototypes.
- Gathering audience feedback.
- Extremely limited budget.

Stage 2

- Lean, startup operation.
- Fleshing out existing game.
- Adding features based on audience feedback.
- Preparing title for release.
- Larger budget.

Marketing Channel Strategy

Websites and SEO

- Sites per-title and for the studio.

- Great jump-off point for existing audiences.

Content Marketing

- Developer diaries, Q&A sessions, etc.

Targeted Advertisements

- Limited budget.

- Specific targeting maximizes potential return.

Future Marketing Plans

Influencer Marketing

- Sponsorships for small creators with significant audience overlap.

- Free game codes, beta access, etc. for influencers and their viewers.

- Small budget, so must target creators with high potential.

Brand Strategy & Position

- Players come first.
- Players drive development.
- Transparent, equitable, and accountable processes.
- Products designed for niche markets.

Threats and Competition

Big Game Developers

- Near-unlimited budgets.

- Massive marketing campaigns.

- Name recognition.

Small Game Developers

- Passionate audiences.

- Passionate developers.