

Marketing Campaign

Destiny 2: Beyond Light

A screenshot from the video game Destiny 2: Beyond Light. It shows two characters in futuristic armor standing in a dark, industrial-looking environment with pipes and structures. A large, semi-transparent circular overlay covers the left side of the screen, containing the text "Campaign Overview".

Campaign Overview

Destiny 2: Beyond Light

- Sci-Fi Adventure Video Game
- November 10 Release
- Bungie, Inc. – Creator of Halo
- Xbox, PlayStation, PC
- Launch Title for Xbox Series X
- Digital Marketing Campaign
- June 9-November 10

Destiny 2

Game Overview

#2

First Person Shooter
(The NPD Group)

#2

2017 Best-Seller
(Gamespot)

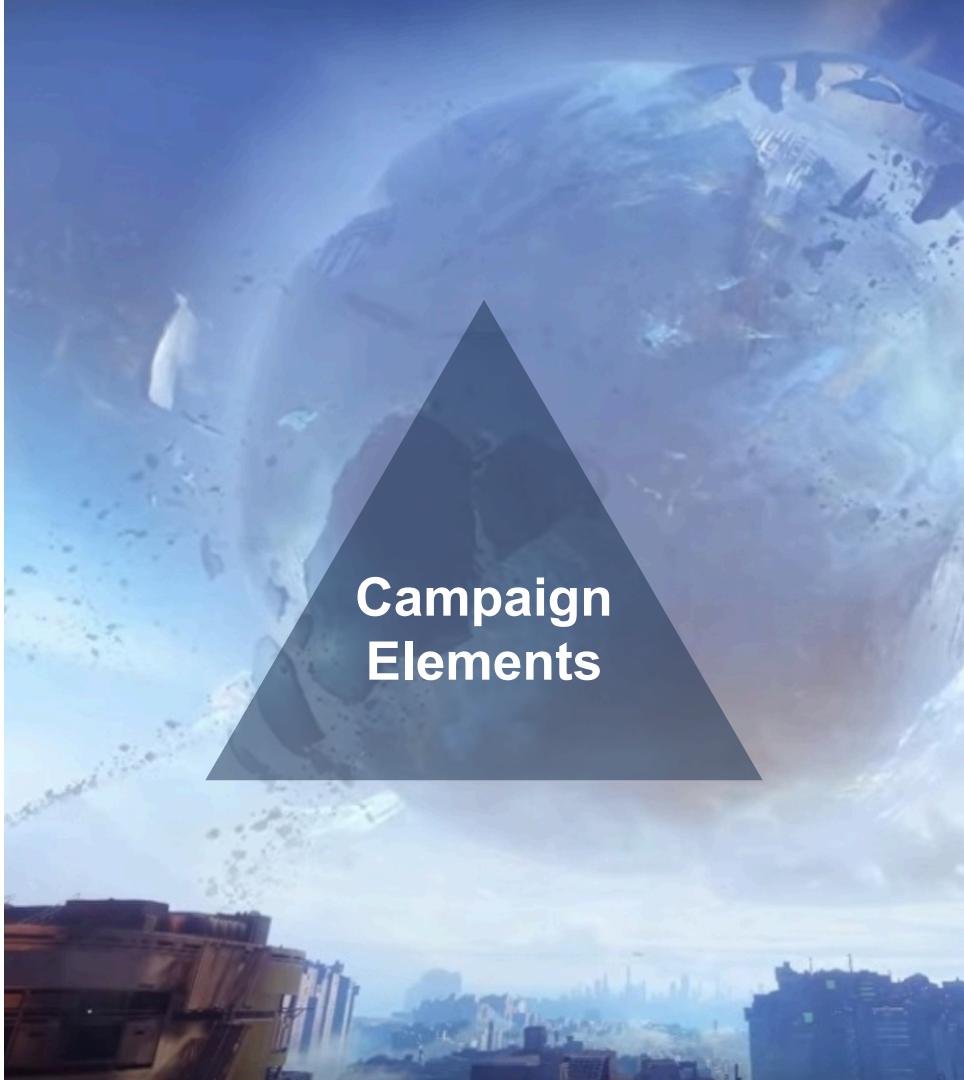
#10

All-Time Xbox One
(The NPD Group)

40M+

Total Players
(Steamspy, Gamestat)

- Website
- Multimedia
 - Trailers, infographics, images, soundtracks, comic books
- Emails & newsletters
- Content marketing
 - Blogposts, journalism, creator-driven content, video sharing
- PPC/display ads
- Promotional pricing
- Social media
- In-game incentives



Community Engagement



Outbound

Strong usage of standard avenues for outbound digital marketing: Google Ads, YouTube, Facebook, Xbox...



Inbound

...matched with an inbound strategy rooted in: linkbuilding, content creation, & social media content



Player Base

The approach focuses on mobilizing the most active members of the player base...



Organic Content

...to generate a strong degree of natural linking, social media hype, and other forms of organic interest.

Philosophy: Marketing is a bridge

“between the worlds we make and the one you’re in”

Community Managers

28,184 views | Oct 16, 2020, 08:12am EDT

Why Destiny 2's Community Team Should Be The Industry Benchmark



Paul Tassi Senior Contributor

[Games](#)

News and opinion about video games, television, movies and the internet.

Source: Forbes Magazine

- Team of community managers
- Marketing through engagement
- Online PR
 - E.g. responding to negative and positive reviews on Reddit
- Content Marketing
 - E.g. blogposts, newsletters, interviews, video streams
- Social Media
 - E.g. Twitter, Reddit



Community Managers



Cozmo_BNG
@Cozmo23

Community Manager at Bungie. Cozmo_BNG on Twitch and PSN, BN Xbox. he/him Be excellent to each other.

📍 Washington, USA 🌐 bungie.net/en-US/Forum/T... 📅 Joined 1,454 Following 215K Followers

They are from the Community

Chris Shannon (Cozmo23) is a founder of the r/destinythegame Reddit page. He was hired because of his profile within the player base.



They are Destiny Fans...

Community managers are marketing staff, but they also participate in the game and contribute to the broader community.



...And Part of the Player Base

Destiny fans embrace them as members of the community; they respect their viewpoints and engage with their content.

The End

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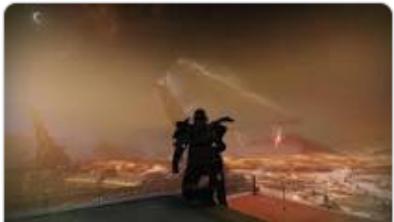
Marketing Philosophy

We are storytellers.
World creators.

By image, video and word, Publishing and Marketing are the bridges between the worlds we make and the one you're in.

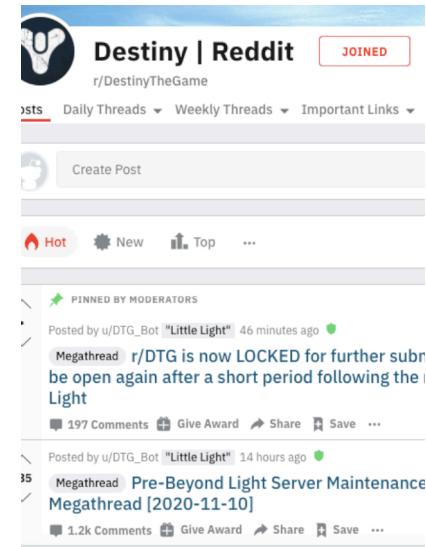
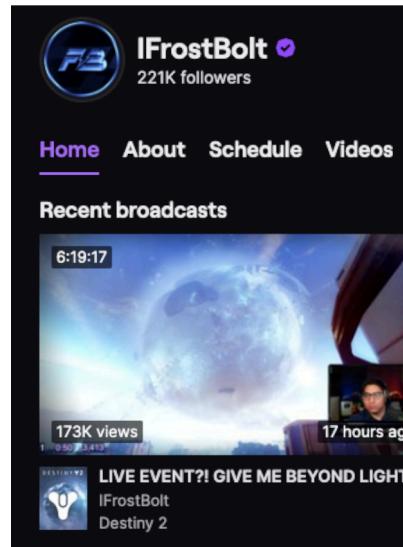
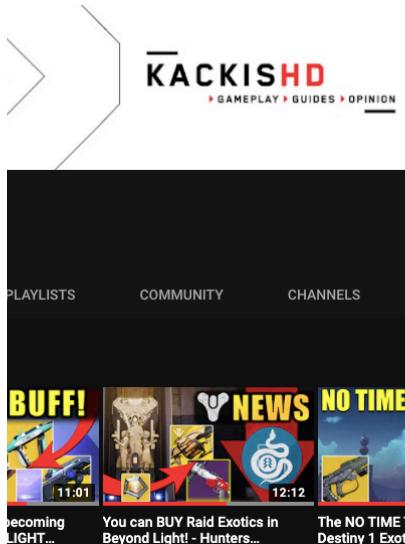


Off Page SEO



Forbes
'Destiny 2' Pre-Beyond
Light Live Event: Where
And What Time To
Watch

1 day ago



Journalists

YouTube Creators

Twitch Streamers

Social Media

Linkbuilding Overview

Domain Authority ⁱ

89

Linking Domains ⁱ

37.5k

Discovered in the last 60 days 2.4k

Lost in last 60 days 914

Inbound Links ⁱ

5.8m

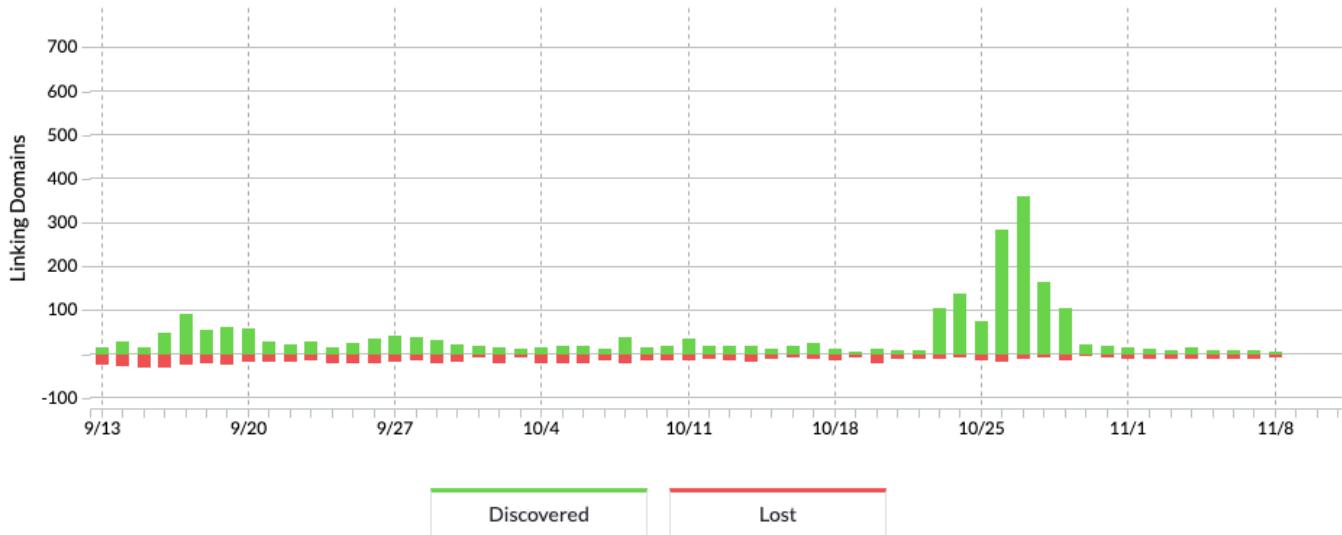
Ranking Keywords ⁱ

140.1k

Link Performance

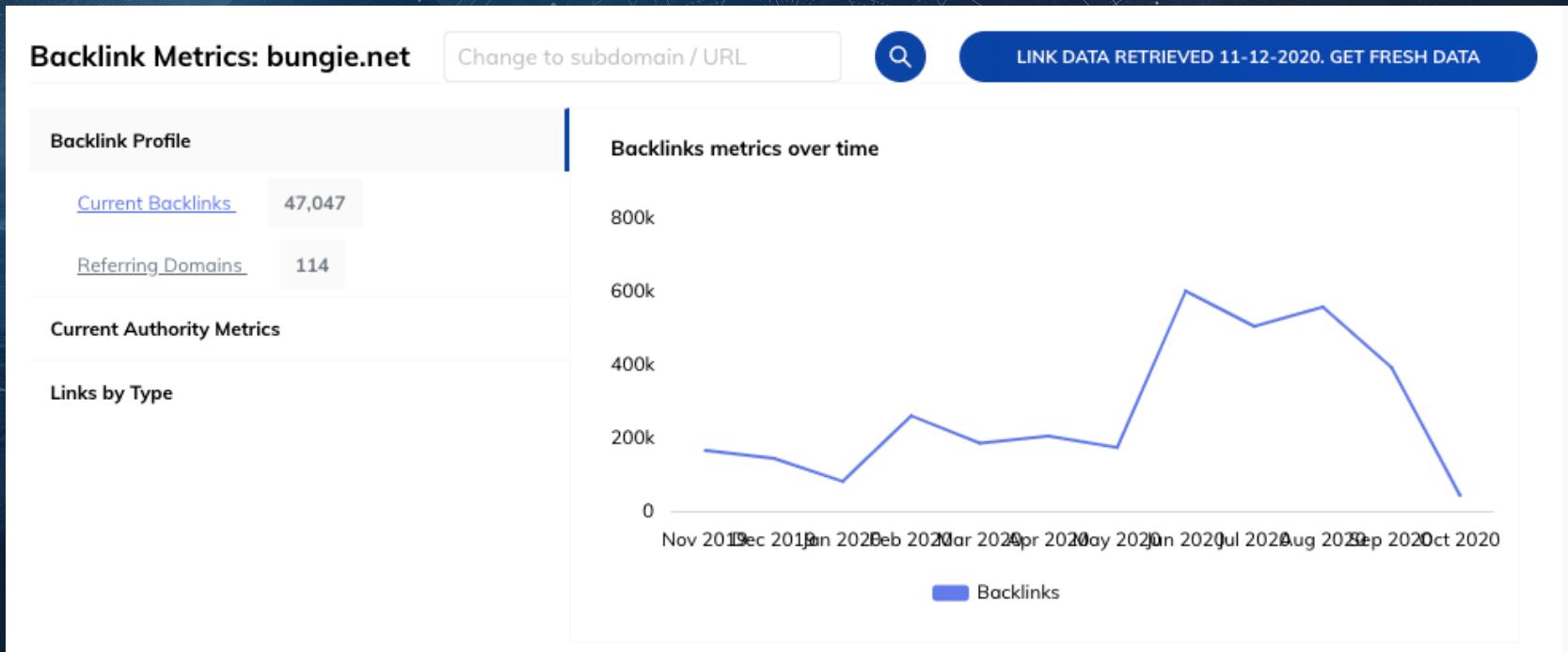
Discovered and lost linking domains ⑧

Total Discovered Total Lost Net
+2,361 **-914** = **+1,447**



Source: MOZ Link Research

Backlink Metrics



Source: Raven by TapClick

Social Media Backlinking

Top followed links to this site ⓘ	
URL	Page Authority
www.reddit.com/r/DestinyTheGame/ ↗	74
www.reddit.com/...at_is_really_going_on_with_xp_in/ ↗	71
www.reddit.com/...pic_of_possible_destiny_dlc_rise/ ↗	70
www.reddit.com/r/destiny2/ ↗	69
www.reddit.com/...regarding_the_future_of_destiny/ ↗	69

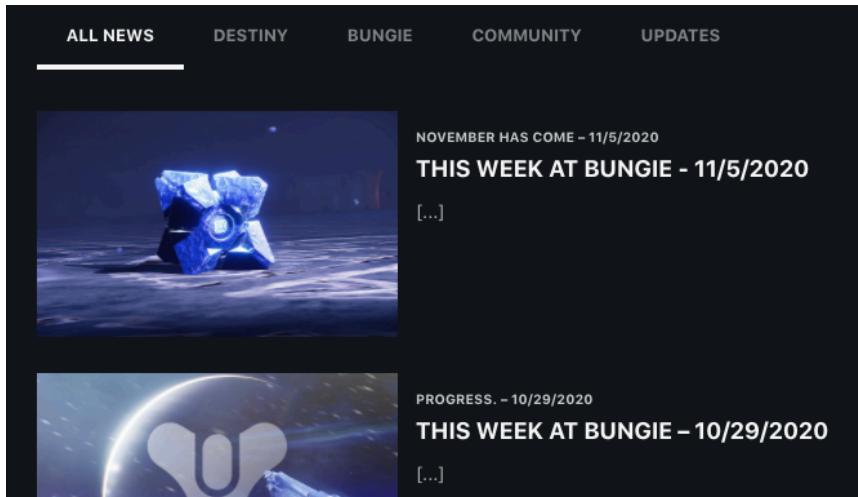
Source: MOZ Link Research

Website Content:

- Desktop/Mobile Landing Pages
- Web Store
- Forum
- Help Pages
- Game Statistics
- Player Social Profiles
- Matchmaking
- Comic Books
- Player-Created Content (“Creations”)



On Page SEO



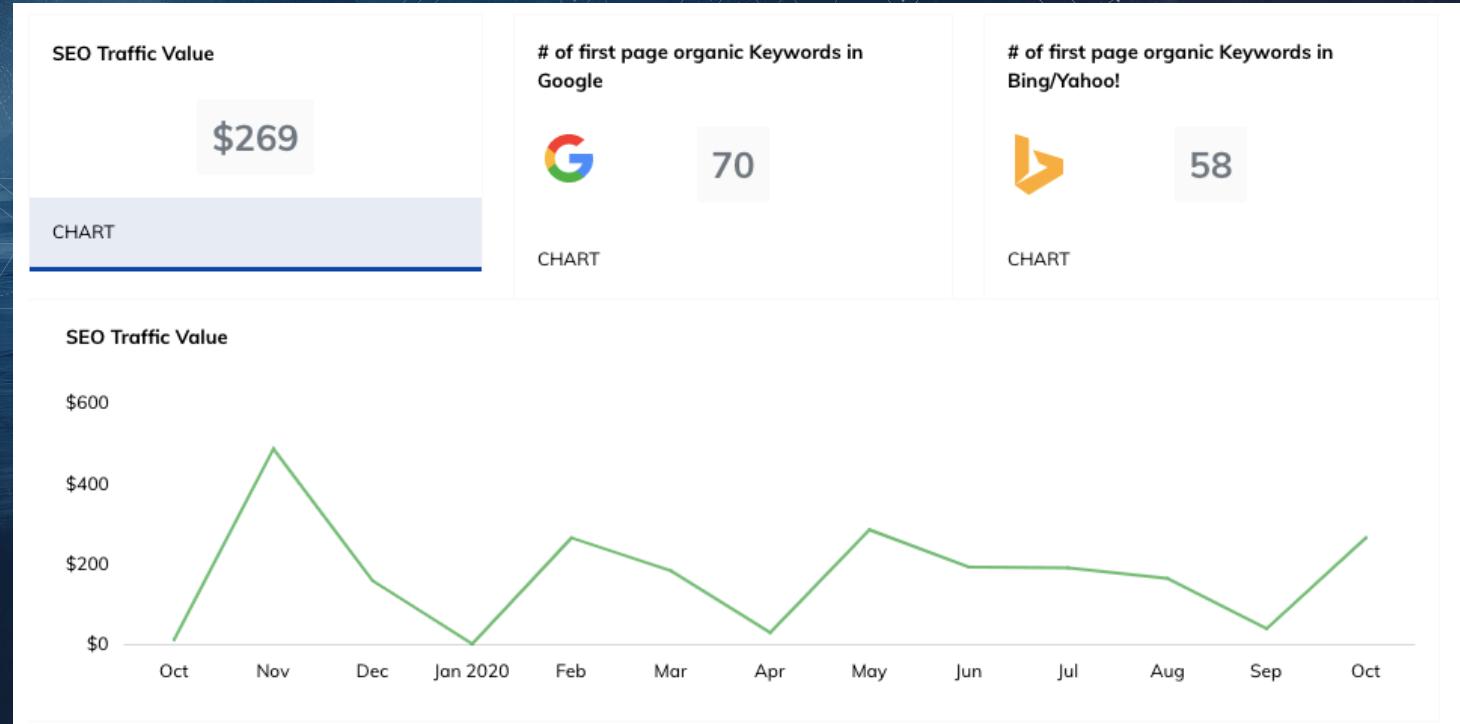
Website Design

- Standard Keywords: Bungie, Myth, Beyond Light
 - Metatags: "Halo 3 Stats"

Limited Use of Strategic Keywords

- Java-based website
- Limited editorial oversight

Keyword Overview



Source: Raven by TapClick

Top Ranking Keywords

Site	Ranking Keywords	Top Positions	Page Authority	Domain Authority
● bungie.net	140.1k 18.2k keywords in #1-3 29.9k keywords in #4-10	59	89	

Top Ranking Keywords

Keyword	● bungie.net	Difficulty	Monthly Volume
destiny 2	#1 /	62	322,086
bungie	#1 /	68	112,548
destiny	#1 /	60	83,629
destiny 2 shadowkeep	#1 /7/en/destiny/...	50	81,918
bungie rewards	#1 /en/profile/re...	42	40,560

[See all ranking keywords !\[\]\(3b451835b5cf44dc087a11f8c88642da_img.jpg\)](#)

Top Organic Keywords - Bing

Organic Listings	1st Page Keywords	Avg Pos	Pos Trend	Est. Traffic	Traffic Value
	Keyword	Position	Trend	Search Vol	CPC
Destiny 2: Play for Free Bungie.net Dive into the free-to-play world of Destiny 2 to experience responsive first-person shooter combat, explore the mysteries of our solar system, and unleash elemental abilities against powerful enemies. https://www.bungie.net/7/en/Destiny/NewLight	32	2.07 (-0.44) ▼		702,540	1,063
	destiny	1		673,000	\$0.57
	free destiny	1		90	\$3.43
	destiny play	1		70	\$1.39
	play destiny	1		140	\$1.73
	destiny online game	2		10	\$1.31

Source: Raven by TapClick

Top Organic Keywords - Google

Bungie	66	6.67 (-2.67▼)		883,320	299
	Keyword	Position	Trend	Search Vol	CPC
https://www.bungie.net/	destiny store	1 (+1▲)		390	\$10.23
	destiny shop	8 (-5▼)		90	\$7.61
	destiny 2	11		1,300	\$6.95
	destiny video game bungie	1		10	\$4.63
	bungie games	1		1,600	\$4.75

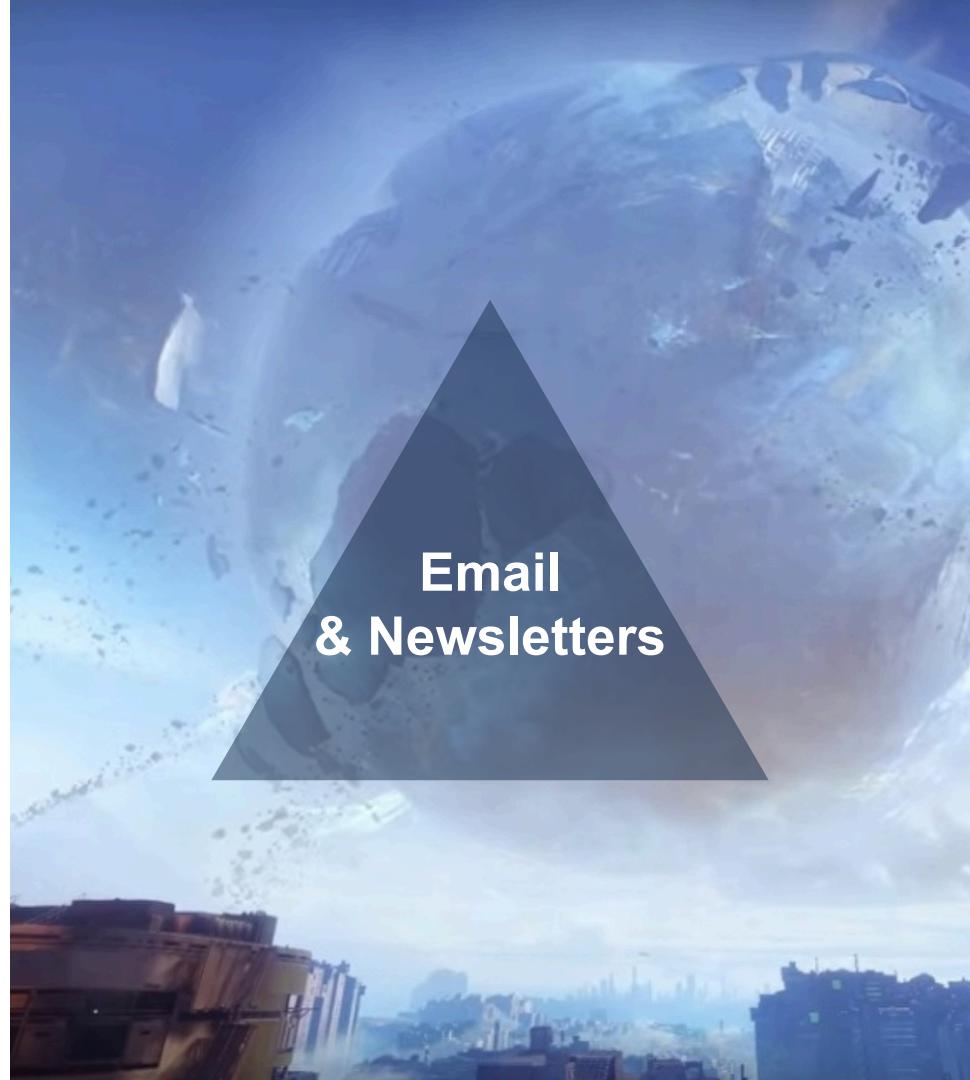
Source: Raven by TapClick

Email:

- Coordinated Email Campaign
- Regular Promotional Blasts
- Synchronized Email Blasts
 - Example: ViDoc Announcement

Newsletters:

- Regular news (bungie.net/en/news)
- This Week at Bungie (TWAB)
 - Weekly Newsletter
 - Published since 2004



This Week at Bungie (TWAB)

THIS WEEK AT BUNGIE - 11/5/2020

Nov 5, 2020 - dmg04

This week at Bungie, we're beginning our descent to Europa.

Every release, we have a long conversation about what we should show players leading up to launch, and what we should leave for players to discover. We want to build up the sense of wonder as a new Season or expansion makes its approach without spoiling everything that's coming. With just a week to go before launch, we've almost reached our destination.



Advertising

destiny beyond light

ALL NEWS SHOPPING IMAGES VIDEOS

See destiny beyond light

 \$69.99
Digital Destiny 2: Beyond Light...
GameStop

 \$69.99
Destiny 2: Beyond Light Deluxe...
Fanatical

 \$39.99
Destiny 2: Beyond Light
Fanatical
Free shipping

[See more](#) [See more](#) [See more](#)

NEWS



Sponsored

Beyond Light is on sale now! Buy the Digital Deluxe Edition and for a limited time get ALL available bonuses.



BUNGIE.NET Available Now Purchase for Bonus [SHOP NOW](#)

TEEN ESRB



Sponsored

Destiny: The Official Cookbook by Victoria Rosenthal

★★★★★ 618

Hardcover \$22.70 \$35.00 Get 3 for the price of 2

Posted by u/Destiny2_Official 15 hours ago

2: Beyond Light is available now! Buy the Deluxe Edition and get NO TIME TO EXPLAIN EXOTIC PULSE RIFLE and other in-game items fellow Guardians and Go Beyond The Light!



Buy the Deluxe Edition and get NO TIME TO EXPLAIN EXOTIC PULSE RIFLE SHOP NOW ALSO INCLUDES NO TIME TO EXPLAIN CATALYST & ORNAMENT

nts Give Award Share Save ...

Microsoft Advertising

Facebook

Amazon Advertising

Reddit

Paid Advertising

Ad Copy	AEI	Destination URL	Keywords triggering this ad	Monthly Traffic to this Ad
<p>Destiny 2: Beyond Light - Pre-Order Digital Deluxe Today</p> <p>Explore The Icy Moon Of Europa, Summon Epic Supers, And Raid In The Deep Stone Crypt. Pre- Order The Digital Deluxe Edition and Get A New Exotic Freeze Tag Emote Today. Act Now.</p> <p>www.bungie.net/</p>	31.87 	https://www.bungie.net/7/en/Destiny/beyor	11	1,650 

Source: Raven by TapClick

PPC

		Keyword	Ads	KEI	CPC	Average Search Volume	Avg. Rank	Days Seen	First Seen	Last Seen
>	<input type="checkbox"/>	www.bungie.net	2	78.16	\$20.95	1,900	1	107	2020-07-03	2020-10-17
>	<input type="checkbox"/>	destiny 2	2	37.98	\$6.95	1,300	1	197	2019-12-19	2020-07-02
>	<input type="checkbox"/>	download destiny	3	35.49	\$1.99	70	1	206	2019-12-01	2020-06-23
>	<input type="checkbox"/>	bungie.com	1	31.87	-	1,600	1	1	2020-10-28	2020-10-28
>	<input type="checkbox"/>	bungie	1	31.62	-	20	1	1	2020-10-27	2020-10-27

Source: Raven by TapClick

Promotions

Bungie Store @BungieStore · Nov 5
Brrring home special deals all month long at the Bungie Store! Starting Nov 9, upgrade your arsenal of collectibles and gifts with new exclusive products and free in-game emblems with purchase, including the **Destiny 2: Beyond Light** Original Soundtrack!

bungiestore.com



The banner features the Bungie Store logo at the top left. The main text reads "NOVEMBERRRR STARTS NOV 9 (10AM PT) NEW PRODUCTS, FREEBIES & DISCOUNTS ALL MONTH". Below this, there's an image of a character in armor, several collectible items like hats and vinyl records, and a globe. To the right, there's a section titled "BUNGIE STORE EXCLUSIVE EMBLEMS WITH QUALIFYING PURCHASE" showing two emblem options: "COSMIC ALIGNMENT" (11/9 - 12/4) and "BETWEEN STARS" (11/6 - 2/9).



Myfi's x3 Destiny 2: Beyond Light Digital Deluxe Edition Giveaway
This giveaway is for a copy of Destiny 2: Beyond Light Digital Deluxe

Promotional Incentives

- Soundtrack Downloads
- In-Game Rewards

Promotional Pricing

- Giveaways, Discount Codes
- Content Creators, Websites

Promotional Metrics

URL	PA i	Linking Domains i	External Links i	Outbound Domains i	Status Code	View Links
Bungie.net www.bungie.net ↗	64	9,186	912,980	12	200	
bungie.net ↗	59	1,431	46,817	0	301	
Bungie : Code Redemption Bungie.net www.bungie.net/en/User/coderedemption ↗	57	861	2,962	12	200	

Source: Raven by TapClick

A screenshot from the video game Destiny 2. In the foreground, two characters wearing futuristic armor are seen from behind, walking through a dark, industrial-looking environment. One character has a glowing purple emblem on their back. In the background, a large, metallic structure with a grid pattern is visible. A large, semi-transparent white circle is overlaid on the left side of the image. Inside this circle, the words "Video Campaign" are written in a bold, white, sans-serif font.

Video Campaign

- 06/09 - Reveal Livestream
- 06/09 - Gameplay Trailer
- 06/09 - Official Trailer
- 06/09 – Destiny 2 Trailer
- 08/27 – Game Mechanics Trailer
- 09/22 - Environmental Trailer
- 10/20 - Story Trailer
- 10/27 - ViDoc
- 10/29 - Launch Trailer