

Cross Traders Marketing Strategy

1. Target Audience:

- Primary Audience
 - Roblox Users who Engage in:
 - Murder Mystery 2
 - Pet Simulator X
 - Roblox BM (Crosstrading)
- Secondary Audience
 - Crosstraders in Discord Servers
 - Ebay users tied to the BM

2. Influencer Partnership

- Larger Youtubers
 - Offer Monetary sponsorships
- Medium Youtubers
 - Offer Exclusive perks such as special discounts, and free subscriptions

3. Content Marketing

- Create engaging content on twitter, threads, tiktok etc.. related to pet simulator X, and Murder mystery 2
- Regularly post about updates, new item listings, successful trades, and reviews from satisfied users

4. Referral Program

- Allow users to refer friends for incentives such as free items or referrals towards a free membership.

5. Paid SM Advertising

- Advertise on Tiktok
- Optimize ads for keywords demographics and interests based on the games

6. Analytics

- Implement google analytics to keep track of user behavior, traffic sources, conversion rates, and other metrics
- Analyze the data to identify trends and optimize your advertising towards those trends