

Game marketing Strategies:

Our game is service based it is in online mode so user can online play the game as it is fermium based so user can play the game freely without paying. As our game is free to play so we published it on play store online mode so user can easily access the game. Due to this most of the people world widely access the game. As our game is free to play so the budget, we paid at the marketing is high because we are launching our game through social network and we are paying money for adds as our users plays the game freely without any cost they download the game from the app store and play store and played the game.

Monetisation channel:

The mode through which we can promote our game will be youtube, as now a days youtube is most used application worldwide. The mode we are using to upload our game is App store and Play store. As the user gets information from the media and if got inspire they will search for the game and move to the play store or app store to achieve the game.