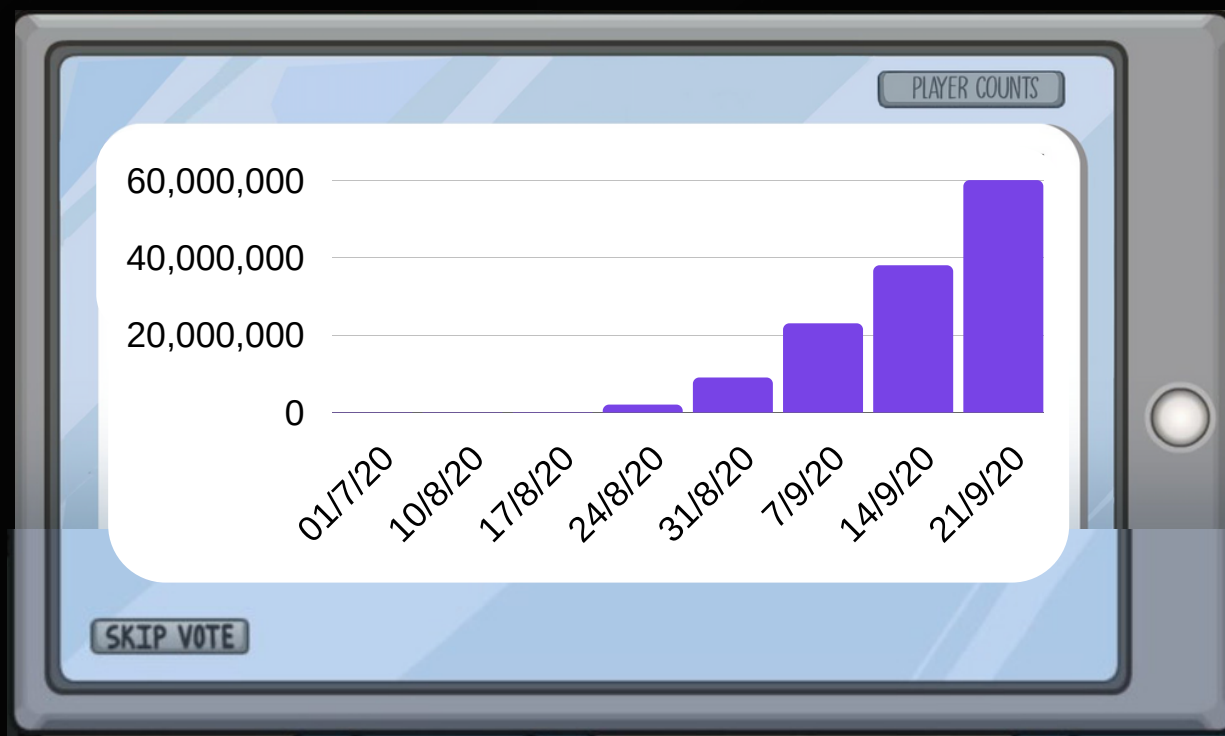




HOW TO MARKET THE NEXT BIG HIT GAME AMONG US INSPIRED

Among Us was released in 2018 but had its breakthrough in mid 2020. The creators said that, before, only a few played the game because they consider themselves "bad at marketing."



THEY REACHED 60 MILLION USERS! BUT HOW?

"Twitch streams are the cause of our spike"
- Among Us Creator from Innersloth

1- Have a unique marketing focus on streamers.

They intended to "give up on it several times", but continued due to a "small but vocal player base"

2- Choose a platform and stay persistently connected with your users, whether they're a 100 or a million.

3- Make an app for smartphone users.

After all, **78%** of those who use gaming apps use them daily!

- Global Gaming Revenue Distribution -

Console Games

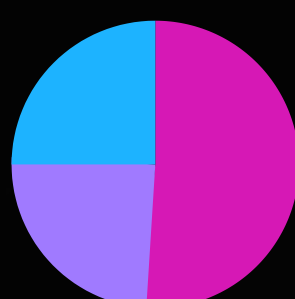
25%

PC Games

24%

Mobile Games

51%



MARKETING TIPS FOR MORE APP INSTALLS

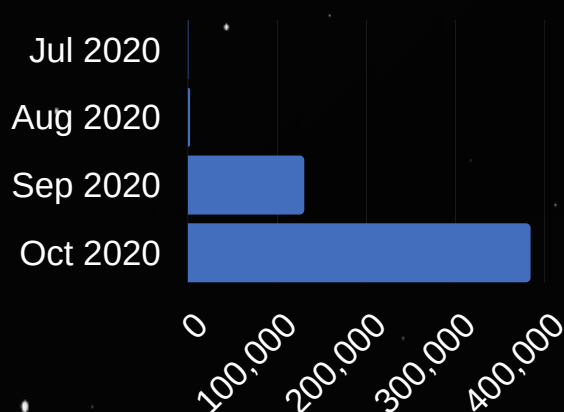
- Showcase details like customization, character, leveling up, and maps.
- Apply and highlight quality graphics and motion.
- Show gameplay in a real-world environment to tap into the need for a break.

WHAT HAPPENED AFTER APPLYING THESE STRATEGIES?

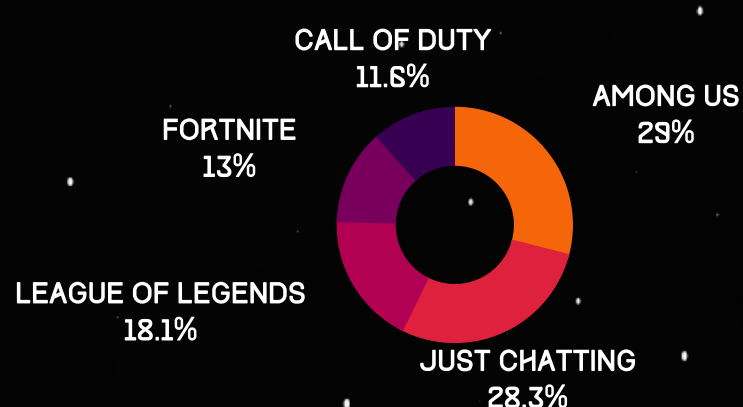
AMONG US EXCEEDED
100 MILLION
DOWNLOADS.

YOUTUBE REPORTED
THAT AMONG US
VIDEOS WERE VIEWED
4 BILLION
TIMES.

TIKTOK VIDEOS RELATED
TO AMONG US HAD
OVER
13 BILLION
VIEWS.



FOLLOWERS GAINED BY CHANNELS AFTER UPLOADING AMONG US VIDEOS



AMONG US IS THE TOP STREAMED GAME IN TWITCH

DID YOU KNOW?

The creators of Among Us are only 3 people, and they developed the game 5 years after graduating from college! Now, you have all the marketing strategies you need to develop the next big hit!