**Project Marketing Strategy**

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**Subject: Game Development**

**Assignment # 4**

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**Marketing and Monetization Strategy for Space Fighter Game**

1. **Marketing Strategy:**

Our marketing strategy for the Space fighter game is mainly based on ad based marketing. We will target peoples using video based ads and search engine based ads.

We will use attractive video based ads for the marketing our game. We are choosing video based ads option because they perform well in marketing the game. They will attract peoples towards the game more easily.

The second strategy we will like to use is the search engine based ads. When people will search about game on search engines they will display our game ad on the top of the search results.

These two strategies will works well for marketing our game.

1. **Monetization Strategy:**

Space fighter game is free to play and we will not charge from the users. But for monetization we will play ads on the game.