**Assignment**

**Sehrish Afzal [fa18-bse-059]**

**Syeda um ul Baneen [fa18-bse-017]**

**Course:- Game Development**

**Submitted to:- Sir Kamran**

**Submission Date:-16th June 2021**

# **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 play store and played the game.

# **Monetization channel:-**

The mode we are using for uploading of our game is play store. As the user gets information from the social media about this game, they move to the play store and download this game freely and play the game.