

# Iron Brawlers Marketing Plan

Week of: **April 19**

*Set the starting date in cell C2. Rows 3 and 4 will automatically update with the correct dates and days of the week.*

	4/19 MONDAY	4/20 TUESDAY	4/21 WEDNESDAY	4/22 THURSDAY	4/23 FRIDAY	4/24 SATURDAY	4/25 SUNDAY
8:00 AM	Tweet about mondays?			Insta / Twitter gameplay snippets / gifs			
8:30 AM							
9:00 AM							
9:30 AM							
10:00 AM							
10:30 AM							
11:00 AM							
11:30 AM							
12:00 PM							
12:30 PM							
1:00 PM							
1:30 PM							
2:00 PM							
2:30 PM							
3:00 PM							
3:30 PM							
4:00 PM							
4:30 PM							
5:00 PM		Inta & Twitter: Goblin intro	Insta: who you choosing post? Side by side Sol and Goblin		Insta / Twitter, short teaser, one day to go!		
5:30 PM							

6:00 PM						Release Iron Brawlers. Post trailer and comment link to download on own post. Post to: r/playmygame, r/unity3d, r/indiedev, r/gaming, r/videogames, r/indiegade, r/fightinggames, Insta, Twitter	
6:30 PM							
7:00 PM							
7:30 PM							
8:00 PM							
8:30 PM							
9:00 PM							
9:30 PM							
10:00 PM	launch short teaser on all platforms call to action for release on weekend						

## NOTES

Best time to post to reddit for US market is between 10pm and midnight (NZ time accounting for time diff here) Friday, Saturday and Sunday.

5pm Wednesday best time to post instagram for NZ. Posting at 2am is also effective because less traffic. Target smaller growing hashtags rather than massive ones

Reddit posts should feature video content that plays in the feed with a short description or question to evoke a response. Links to download should be posted as a reply to your own post.

Instagram is bad for calls to action, should mostly be used for posting sweet visuals and building familiarity.

Best time to post Twitter NZ is 5-6pm weeknights.

## TO DO

Need to build twitter account to start engaging with local dev community.

