

GAMING.AGENCY – Developer Brief

1. Homepage Content

Tagline / Header

Marketing Solutions for iGaming & Blockchain Games

Sub-Header

We help gaming brands grow through high-impact influencer campaigns, community activation, media outreach, and full-stack digital marketing.

Our Vision

Our vision is to empower the next generation of gaming — from Web2 iGaming operators to Web3 blockchain game studios — by delivering result-driven marketing, authentic community engagement, and sustainable brand growth. We believe in creating a transparent, performance-focused ecosystem where innovative games reach the global audience they deserve.

2. Marketing Services Overview

Influencer & KOL Marketing

Community Management

SEO for Gaming

Commercial Ads

Media Outreach & Publications

Marketing Project Management

Social Media Marketing

Content Creation & Copywriting

Guerrilla Marketing

3. Marketing Services – Full Descriptions

1. Influencer & KOL Marketing

- Access to gaming influencers, streamers, bettors, esports creators, and Web3 KOLs.
- Campaign planning, scripting, and content review.
- Performance-based deals.
- Multi-platform influencer presence.

2. Community Management

- Discord and Telegram handling.
- Growth campaigns, contests, user support.
- Web3 community activation.

3. SEO for Gaming

- On-page & technical SEO.
- Backlinks and keyword ranking.
- Gaming and iGaming-focused content optimization.

4. Commercial Ads

- Meta Ads, Google Ads, YouTube Ads.
- Programmatic Advertising.
- Retargeting and acquisition funnels.

5. Media Outreach & Publications

- PR campaigns, press releases, interviews.
- Features in gaming, crypto, and tech outlets.

6. Marketing Project Management

- Dedicated managers for each client.
- Weekly strategy calls and reporting.

7. Social Media Marketing

- Twitter/X, Instagram, YouTube, LinkedIn.
- Daily content posting and engagement.

8. Content Creation & Copywriting

- Website content, blogs, press releases.
- Game descriptions and marketing scripts.

9. Guerrilla Marketing

- Viral campaigns, meme strategy, offline activations.

4. Website Structure

Header Menu:

- Home
- Company: About, Marketing, Cases
- Contacts

5. Company Page Content

About

Gaming.agency is a specialized marketing powerhouse focused on iGaming operators and blockchain games.

Marketing

(Links to full services page)

Cases

(To be added later)

6. Contact Page

Email: info@gaming.agency

Social Media: Twitter, LinkedIn, Medium