

Case Study No. 7

Case Study:

Visit at least two (2) different websites of online companies. List down the social, mobile and local marketing efforts that you saw on the website. Do these websites also have Facebook pages? If so, kindly visit their Facebook page and observe how they utilize it as a marketing platform. Are the contents of the website different from what can be seen on Facebook page? How do they use mobile marketing? Use a different medium (a laptop if you have used a smartphone initially) to access their websites. Are their websites designed specifically for each particular medium/platform? As a conclusion, think of yourself as a marketing manager and compare and contrast the chosen sites. What would you suggest to improve their effectiveness?

Answer:

Websites visited:

- Gamejolt (<https://gamejolt.com>) - ~29k Facebook page likes
- Itch (<https://itch.io>) - ~160k Facebook page likes
- Steam (<http://store.steampowered.com>) - ~4 million Facebook page likes
- GOG (<https://gog.com>) - ~400k Facebook page likes
- Epic Games - (<https://epicgames.com>) - ~1 million Facebook page likes

The focus of the following visited websites are video games. And since video games appeal as digital creativity, the design and aesthetics of the websites are astounding and a lot of efforts have been dedicated into making visitors in the site stick to it and attracted. The websites showcase not only a gallery of good-looking video games, but also boast socialization as video game players or "gamers" have a very large community.

Since they primary source of the revenue of the companies is distribution and selling of video games. One of the, if not the most obvious one, marketing strategy that each employ in their business is reaching more people. And asides from advertisement, a page or account in a social media greatly benefits and improves their market.

As such, each of the websites have links, in the form of icons, to the various social media giants such as Facebook, Twitter, Reddit, Discord, and more. They utilize the social media by having their

brand recognizable and displayed all throughout. Contents such as news, announcements, and more are also in parallel posted in each of the social media to provide a unified store front.

Their customers, users, likers, followers, and such are also an effective asset for the growth of their brand as they like, subscribe, share, and help in the spreading of the name of the companies accross the social media and their connections. They are unemployed yet they prove to be very essential and valuable market resource. A marketing strategy wherein their are given attention and they are provided with contents will make them continue to be part of the success of the companies.

Though the companies listed above do not provide digital goods in mobile platform, i.e, most of the games they showcase are only playable in desktop and console. They still prioritize their websites to be responsive and pleasing to browse in mobile view. Most of the companies listed above also deploy mobile applications to further consolidate the mobile platform.

The marketing strategy chosen by the companies are effective in making their brand and presence well known accross a large domain. Perhaps one of the thing that could be implemented is providing native mobile apps where developers or partners of the websites can manage their accounts and digital goods. This will provide easeness and accessibility in managing accounts anywhere and on the go.