Marketing Strategies

Following Marketing Strategies are used to help spread the name of game,

# Freemium Content

Currently Most of the game content will be Free of cost.

The future updates may include some premium (paid) content including new game characters as well as some rare weapons.

# Target Audience

The target audience of the game is 8+. So, we have a high number of possible players in Pakistan only. This also means that the game should be family friendly, and will not show any kind of negative, vulgar and adult images, characters or any other content. Or else the families can sue us.

# Geography

Any English speaking or English understanding person can play the game. So, most of the Europe and Asian countries fall into radar of target.

# Budget

Initial budget for marketing is Rs. 20,000. And our target no. of players after this is at least 30k. If we reach this much downloads goal in play store alone within our initial budget, then we will increase the next budget to Rs. 50,000.

# Channels

The main marketing we will be using are online. These channels include Google adsence ads, on Youtube, Game review websites and Social Media.

In next budget, We will also be using some modern channels like sponsorships of Tiktoks, Youtubers, Snap Video etc.

# Measurement

The most basic measurement of our channels outcome will be checked by downloads statistical analysis. If increased download activity is observed then we can say that, the channels were worth spending our budget.