# Marketing Plan

There are two main audiences that we will be able to market our space game towards to ensure that it is as successful as possible. The first audience that we can focus on is the psychology community -The game that we are creating is ideal for this due to the fact we are working from a specification originally assigned to us from someone within the psychology community. When we successfully implement the features required it will be useful to anyone within the psychology community who are looking to partake in any similar research and we should consider this when marketing our product.

As well as aiming towards the psychology community we should also consider aiming our space game towards a more mainstream market to ensure the highest amount of revenue that we could receive and this will be the second audience that we will be aiming the marketing towards.

When aiming it towards the psychology community it is essential that we get the game advertised in places that it will be seen and will generate interest. This could include advertising on things such as psychology based websites and forums which would be a low monetary outlay option and will be shown directly to the interested audience which will help to generate interest. As well as using these ways of advertising we could also provide advertisements in printed documentation, such as psychology magazines which could cost more money but would provide access to the dedicated market that we are looking to access.

We could also take a similar approach when we are looking at advertising to mainstream audiences beginning with advertising on things such as gaming forums and websites, focusing towards audiences that are interested in similar real-time strategy games as well as taking a broader approach. We could also advertise in gaming magazines and create things such as social media accounts to let people know about the game and also keep them updated as the game progresses or if any changes are made.

To help ensure the game is as appealing to both audiences we may need to change the games slightly to accommodate them, for example the capturing of data that is needed for the psychology experiments will not be something that will be needed when the general audience are partaking in their gameplay. Furthermore when the mainstream audience is partaking in gameplay we will need to add more features to keep them interested in the game and keep them returning. This can include things such as adding online gameplay on top of the current single player gameplay against the AI available to the user at the moment. We can also add things such as extra levels and ships that can be unlocked for the user, giving them a variation when they are playing.

A way that we can ensure that we can make the most revenue possible with our game would be by introducing different kinds of add-ons that players will be able to take advantage of when they are playing our game. These add-ons can take form within two different variations, the first of these variations would be micro-transactions, players would be able to purchase various different add-ons that would improve their performance in game, such as a fuel restore or ‘outsider information’ that would provide them with the location of Anti-matter that was in the area. It is essential however that we do not make the game have a ‘pay-to-win’ feel about it and the purchasing of any extra objects only provides a more enhanced experience and It is not essential for it. We should also take into account that the micro-transactions would not be something that would be viable in the experiment version of the game as it could affect results. The other way that we could look to increase revenue would be to introduce DLC into the game. This could include things such as extra levels/ships and game-modes that would all become available to the customer if bought. Once again as with the micro-transactions it is important that users feel like this is completely optional and is only there to enhance their experience.