Marketing

1: Identify target audience

Audience:

* Gamers
* Horror / Thriller enjoyers
* Puzzle solvers (Phas, Portal, etc)

To do:

* Research particular sites they frequent or things they look out for.
* Find age and what they most want to see.

2: Develop a Unique Selling Proposition

USP

* Maybe a pain point is lack of interaction or lateral thinking puzzles in such survival horror titles (escape room stuff, using environment, electric system)

To do:

* Define the characteristics of your product, what makes it different to the competition
* Address a problem to be solved (maybe in a way others haven’t solved it)
* Get market research on what people are looking for in such a game.

3: Create a strong brand identity

Brand

* Name: Response Games
* Logo: Reuse ingame logo…?

To do:

* Come up with a mission statement (not as important for a game)
* Brand identity
  + Logos
  + Tagline
  + Color pallettes
  + Typography
  + Imagery

4: Set goals

Market Goals:

* Uncertain

To do:

* Set goals and a marketing campaign

5: Social Media marketing

Market:

* Take a relaxed approach. Provide regular and interesting updates, maybe in terms of vlogs or screenshots of game progress.

To do:

* Find out what social media your audience uses (maybe discord)
* What sort of market you want (video, images, updates?)

6: Offers and deals

Deals:

* Start in early access. Free content as you make it can be interesting and engaging to users.

To do: