**Marketing - Escape Room VR**

1. Establish a brand identity, including logo.
2. Teaser / promo videos.
3. Start with an exclusive beta. The beta would be the solo experience, asking for feedback on the User Experience which would contribute to the development of the multiplayer environment. Participants could be rewarded with reduced future prices.
4. Engage with VR enthusiasts through specialist forums, YouTube comment sections, Reddit etc.
5. Enrol as a Steamworks developer and get the VR Escape Room up on Steam.
6. The Escape Room idea lends itself to making it a challenge. Who can complete it in the fastest time etc. Once the “Fastest time” leader board idea is implemented, this will enable this aspect. We could then host a contest – quite how that would work without giving all the solves away would need to be investigated.
7. Set up and maintain a website, which will also host our own forum, which will have (amongst others) sections for support, feedback / suggestions, development ideas etc
8. Get into discussions with the Student Union to attend fresher’s fairs etc – suggest hosting virtual events during fresher’s week.
9. Publicise ourselves to Higher Education Institutions and run an internship programme for would-be developers to develop new puzzles / environments.
10. Investigate the use of a referral program.
11. General Digital Marketing  
    1. Social Media Marketing through FaceBook and Instagram
    2. Email Marketing
    3. Influencer Marketing
12. Keep a heavy focus on the user experience.
13. Careful quality assurance, building brand trust and being aware of reputation.