Marketing and Monetization Plan

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Monetization

- the monetization scheme that we are going to use is PAID FINAL.

- the main platform that our profits will come from will be itch.io

- after the initial release if the profit margin is bigger than expected the project will also release on steam through the greenlight system

- initial pricing through the development will be 7.99$(VAT included), this however might change as the game nears release

- we will be using itch.io’s “collected by itch.io and paid later” model

- profits will be registered under a joint individual account to which both developers have access

- platforms that use the joint account include paypal, itch.io and/or steam

Marketing Plan

- we will share development information once a week every wednesday with every milestone we reach

- all social media presence will function under “AltRay Digital”

- the marketing plan will be put in motion at the start of the second month of development

- development will be documented on multiple social media platforms

- these include: devblogs on blogspot.com, videos on youtube, devblogs on itch.io’s development page, a facebook page, a landing page(wix), gamemaker blog, reddit.com, twitter, a post on 9gag, constant sharing and contacting news outlets near release

a) blogspot.com

- will be used for active development blog posts. - information will include everything that we worked on in that week including art assets, code snippets or documentation

b) youtube.com

- will be used for active development videos. They will mainly consist of a faithful translation to video of our blogpost, essentially making the blogpost listenable

- it will also be used for promotional materials such as gameplay videos, trailers and real-life Q&A

c) itch.io development page

- will be the primary base of operations for selling our project

- it will be constantly updated exactly as our blogspot with the most recent development news

- the project’s main page will consist of a mix of promotional material, documentation and development updates

- when the prototype is finished, end of month 3, it will be available for download on itch.io

- when the product is completed it will be available for purchase on itch.io

- forum post under devlogs section, constantly updated with the same content as blogspot

d) facebook.com

- the facebook page exists for a better communication with the community

- it will contain links and updates to our other social media platforms

- it will contain real life updates from the development of the game

- we will also share our existing content on various groups

e) wix.com

- the landing page will be used as promotional material

- it will act as a hub between all social media platforms that we use

- it exists to attract as many people as possible to our project

f) gamemaker (it’s the same as the itch.io forums)

g) reddit.com & 9gag.com

- marketing the prototype through a large-scale post with images and text describing our goal and story

- these posts will be made after the prototype is finished

h) news outlets

- contacting journalists, in the last month of development, to review our press release

i) twitter

- short updates with links to our other more detailed posts

- personal tweets from time to time

What we need to update every week

1. Blogspot
2. GameMaker Forums
3. Itch.io Forums
4. Itch.io DevBlogs
5. Youtube
6. Facebook
7. Twitter

At the end of the first development month we will set up the accounts