

How to make money

In-Store

Players earn RP so they can

- 1) Buy more ants to use
- 2) Upgrade ants

They can buy

(As soon as they buy anything, advertisement is gone)

- 1) New chapters after the original 3
- 2) RP for money

Marketing

<http://gamedevelopment.tutsplus.com/articles/marketing-your-indie-game-the-single-most-important-thing-that-no-one-knows-how-to-do--gamedev-7157>

Begin marketing the moment you have something that illustrates the fundamental mechanics and look of your game.

- One finished level...
- Small demo of game...

Generate hype as soon as there is something to show to the public game.

Then promote progress of game on semi-regular basis.

❖ Website

- Updated frequently
 - Captivating screenshots
 - Relevant links
 - Media page that houses images or videos

❖ Social Media

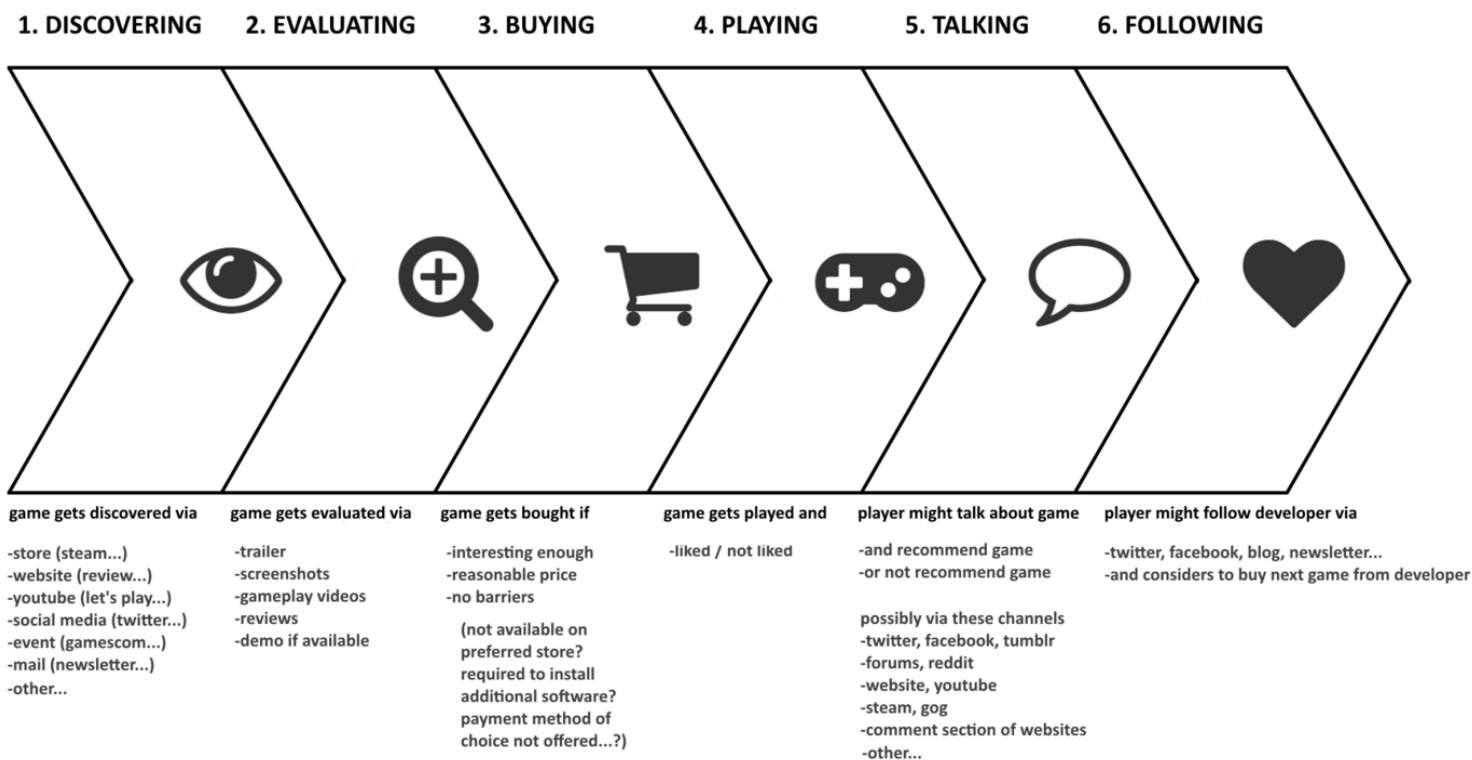
- Facebook page
- Twitter page
- Reddit

❖ Development blog

- Personal struggles and triumphs

❖ Trailers

- Target each facet of gameplay at least once
- Clearly display the game's title
- Keep cut-scenes down to a minimum



"How indie games get discovered, evaluated and bought" (v. 0.1)
pixelprospector.com/the-marketing-guide-for-game-developers/

Icons from Font Awesome

Android Market

Need to register for Google Play account and will pay 1-time registration fee and download Android SDK.

<http://help.yoyogames.com/entries/21959497-How-do-I-publish-on-Google-Play->

<http://code.tutsplus.com/tutorials/how-to-publish-to-the-android-market--mobile-2744>

Unity

Publishing the game is free.

GameMaker

Publishing the game is free.

GameSalad

Publishing the game is free to Apple Store.

App Game Kit

First need to buy app game kit. Full price ~ £70

https://www.appgamekit.com/documentation/guides/25_android.htm