

# UNSEEN GALAXY

## Marketing Guide

Making a game is one thing, but if nobody knows your game is out there, no one will play it. Marketing is about letting people know your game exists and why they should play it. Unseen Galaxy would like to see your marketing plan for the game as part of your pitch presentation. Think of some of your favourite games. What was it that caught your attention?

*Your Marketing Plan should contain:*

**X-Statement** – This is the one line that describes your game, that makes it sound unique and exciting.

For example:

Untitled Goose Game: Become a mischievous goose on the loose, creating chaos in an idyllic village.

### Marketing Activities

How are you going to let people know when the game is out? Tell friends and family, and maybe reach out on social media channels. Prepare a press release and send it to games media? Share your trailer with influencers?

Tactics you could use include:

- *Social Media* – create at least one account on Twitter, TikTok or Instagram for your game or dev team. Start it whilst you are still building the game, and share stories of your development to grow your followers. Once the game is released and you have your unique itch.io URL, ensure all messages ask people to go and play the game for themselves. Studios like [Aggro Crab Games](#) and [Landfall Games](#) use TikTok to promote the games they've already released, as well as games they're currently working on. They also use them to engage with their audience between releases.
- *Press Release* – write a press release about your game, or create a complete press kit on <https://dopresskit.com/>

Some great presskit examples include:

- <https://gangbeasts.game/press-pack>
- <https://landfall.se/tabs-press-kit>
- <https://forceofhab.it/press/toast-time>

Your press kit doesn't need to be as elaborate as these games, but it should inspire. Beta testing could be the perfect time to gather testimonials for your press kit.

- *Website* – use Wix or another free website builder to create a site about your game. Don't forget to link it to your itch.io page and link to [www.unseen-galaxy.com](http://www.unseen-galaxy.com)
- *Social Media* - use your existing accounts on social media to publicise the game
- *Advertising* – we don't want you to spend money marketing the game. Still, your marketing plan should contain some ideas of how you would like to sell it if you had



the money to do so? Think of places to advertise and new and inventive ways to market your game – maybe linking up with celebrities/influencers or other brands. Be as creative with these ideas as you have with the game itself.

Don't forget to tag Unseen Galaxy accounts so we can share your projects.

- o Twitter: @unseen-galaxy
- o Instagram: unseen\_galaxy
- o TikTok: unseen\_galaxy

### Things to remember

- Word of mouth is a great way to get support for your game! But you have to get people talking about it, to begin with.
- Don't be shy. Everyone loves playing games. Especially when they're free!
- Early marketing could help you get feedback or new ideas for your project. Listen to your audience, but don't forget to listen to your team.
- Don't be afraid to market to people you know. Friends and family might not seem like the audience you're aiming for, but anyone talking about your game is a start.
- Think about your favourite game adverts. Was it [a trailer?](#) [A slogan?](#) [A viral campaign?](#) What inspiration can you take from them?
- Make sure to use tags on everything you post to social media. The easier you make it to find your profiles, the more people will look at them.
- A marketing manager would also plan a roadmap for a full game release. Roadmaps are plans for the future of the game. They include planned updates, additional content releases and anything else that might be added to the game at a later stage. [The Avengers](#) and [Raid Shadow Legends](#) have clear and straightforward roadmaps for their audience and investors to understand what the development team has planned next.