

Marketing Plan

Create a high level marketing plan outlining how you would market your game or app. Include the below information with as many details as possible. **You can also do this in the format of Prezi or PowerPoint and do a slide for each of the items below.

-State your overall goal (use the information from your charter/application).

-State what you will create to market the game/app: commercial, marketing teasers or posters, brochures, banner ads, etc.

-State where would you place these items (distribution)? For example classroom site, your own website, steam, send out CDs, etc.

-Include your pricing information (is it free? If not how much is it?)

-Talk about your target market- use the information from your application/charter. Must include facts/statistics.