

Game Design & Development

Game Design IV

Marketing Plan

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Purpose

A *marketing strategy* serves as the foundation of a marketing plan. A marketing plan contains a list of specific actions required to successfully implement a specific marketing strategy. An example of marketing strategy is as follows: "Use a low cost product to attract consumers. Once our organization, via our low cost product, has established a relationship with consumers, our organization will sell additional, higher-margin products and services that enhance the consumer's interaction with the low-cost product or service.

Instructions

Create a written marketing strategy based on the development of the project to date. Include in this plan detailed description of the presentation, marketing elements (including posters, giveaways etc), and a budget based on your already extensive research.

This document should be printed for each member of the team as well as the publisher and should be posted on the website. It should be between 4-10 pages depending on the scope of you plans.

Scoring

Scoring we be based on creativity and complete thought on the plan. Some areas to be prepared for would be: marketing elements, e-marketing, budget, focus group dates and plans, giveaway items for focus groups and the presentation, etc.

Some things to keep in mind and include is Target Demographic, Branding, Market Trend, Behavioral Targeting, etc.

Remember!

A strategy is different from a tactic. While it is possible to write a tactical marketing plan without a sound, well-considered strategy, it is not recommended. Without a sound marketing strategy, a marketing plan has no foundation. Marketing strategies serve as the fundamental underpinning of marketing plans designed to reach marketing objectives. It is important that these objectives have measurable results.

A good marketing strategy should integrate an organization's marketing goals, policies, and action sequences (tactics) into a cohesive whole. The objective of a marketing strategy is to provide a foundation from which a tactical plan is developed. This allows the organization to carry out its mission effectively and efficiently.

Marketing strategies are partially derived from broader, corporate missions, and corporate goals. They should flow from the firm's mission statement. They are also influenced by a range of microenvironmental factors.