



Megagame Marketing 101

The Basics

 @RobGrayston

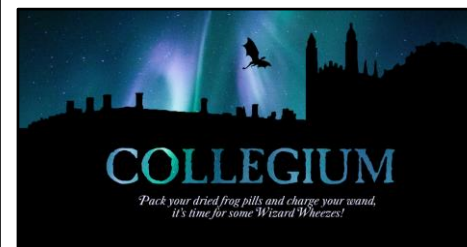
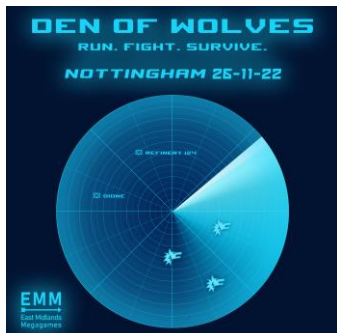


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What is marketing?



- How to tell a potential audience about your game
- It makes them want to play it



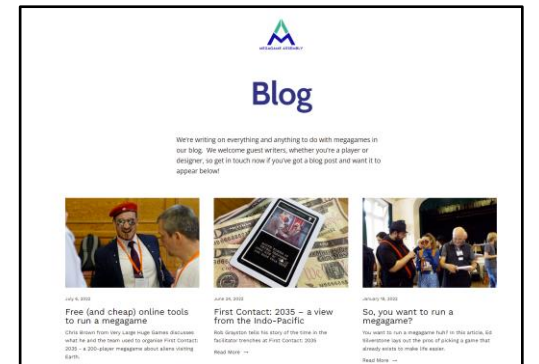
Social Media



- You do not need to be active on every platform – *Facebook +1 other if you feel it's of value*
- Consistency is key – *regular posts puts your stuff in peoples' faces*
- Do not waste time making content – *done is better than perfect*

Website

- Something to point people at – this could be a Facebook page, megagame group site, or an article on Megagame Assembly – but a website lets you do more yourself.
- Signup forms for a game or mailing list
- Engaging content, whether it's a blog post or interesting pictures



Email list



- Sign people up = direct access to their attention
- Be mindful of GDPR and do not spam people
- Keep emails to the point, only a few links
- Useful for a future event

**tap tap* ... is this thing on?*

No, you forgot to write the monthly newsletter before going on holiday and only remembered on literally the last day of the month! Sorry about that, three editions in and I already nearly missed a month.

Truth is, things are still looking a little slow on the megagame front, as our old friend Coronavirus and his new very sociable friend Omicron, make their presence felt. But we megagamers are an intrepid bunch, and I've got lots of exciting stuff to tell you about that's happening in the coming weeks and months.

Coming in February



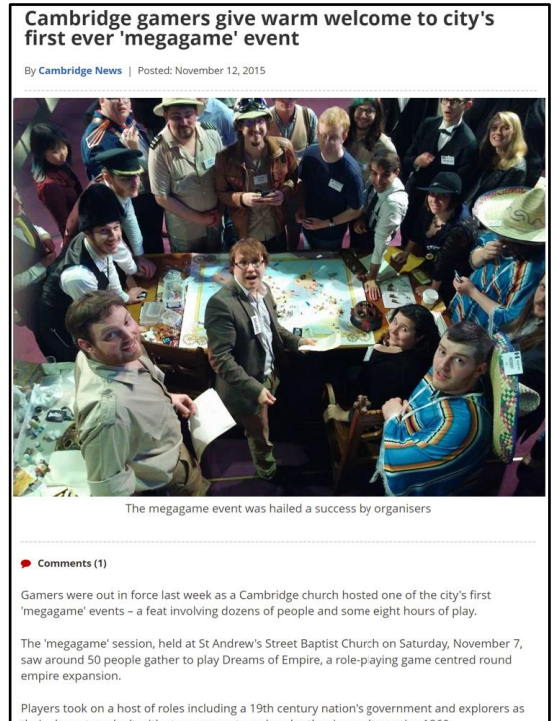
Existing groups



- Research relevant audience – *is there a wargames/boardgames club, or LARP group active nearby?*
- A boardgame café might take fliers or host a playtest
- Historical reenactors, university societies, special interest groups (political organisations, MUN, etc.)

Miscellanea

- Radio, newspapers, community comms. resources
- Playtests can generate content and hype – *look after your cheerleaders*
- There is no marketing silver bullet – *it also cannot fix other flaws in a megagame*
- Ask for help – *resources and advice are out there*



Questions & Comments

- Thanks for attending this run through of some foundational elements for marketing in megagames! Marketing methods and tools change all the time, so be prepared to adapt and do what works best for your megagame to succeed.
- We've looked at the basics – so now what do you think?

