

Revenue system for an interactive game essay examples

[Business](#), [Company](#)



Swerve is an interactive gaming product that we came up with as group members that will be related to current news events targeting the younger generation of 13 to 30 years. Our marketing plan illustrates our strategies and market segments that we are going to employ to create a solid revenue system and get out targeted customers. We have a unique focus of this new game with a new twist that will give us an advantage over all our competitors. Our vision is generally to provide people with what they need including a brief escape of fun. Attracting visibility is our biggest marketing challenge which we intend to accomplish through leveraging a brilliant approach that involves email marketing, social media search engine optimization strategies. In addition to that, word of mouth will also play a key role in lifting our game downloads.

Our objective is to generate over \$350, 000 in sales by the end of the year 1, land 3 custom consulting game advancement projects within the first year and increase sales by 100% by the end of the second year. In regards to our target markets, our ideal targeted age is between 13 and 30 years who has mobile phone such as Android, blackberry or iPhone that allows applications to be downloaded and that pretty much enjoys technology and playing video games. Precisely, there will be two kinds of games: Free mobile games and paid mobile games. These games will be available on their appropriate mobile platform via instant download i. e. Apple's Appstore for the iPhone (Markman, 2011, p. 484).

In order to capture the market share we have promised our CEO, we intend to leverage word of mouth and social media for the large majority of our marketing using various platforms such as Facebook, twitter, MySpace and

Orkut. This step is promising because these platforms are widely used by close to all customers in our assumed demographic market. Therefore, we will then make updates to our fan page on Facebook and regular announcements via regular tweets. This way, we will be in a good position to capture and attract a large market base as presumed. For our distribution channels, there are two means of reaching the senior marketing executives: networking and advertising. Primarily, advertising will be done through search engine ads which will be online. In order to prevail in this competitive market, we will establish ties with three local organizations to help us develop the game further. Since gamers enjoy sharing notes with other gamers, we will create an open forum on our website where people can freely post and respond to comments. Our expected annual spending is close to \$66, 000. 00 for the first month while the sales are expected to go up to \$50, 000 in the first year (Mohr, 2010, p. 154). This initiative will be driven by a commitment through offering the best services to our clients and devotion to our work.

Comparing our proposal to peers', we have identified a number of similarities and differences in the proposals. Their proposal is 3D+ SecureGame which is presumed to compete against multinational rivals. Our similarities and differences vary and conform as well. Like our game proposal, their 3D+ Secure game is expected to hit the market precisely after three month unlike ours and regarding their marketing plans, they intend to use market test and surveys. This will be achieved through campaigns that will determine the game's effectiveness. Their project is estimated at \$70, 000 to initialize everything and unlike our Swerve proposal which aims at satisfying the client

directly, it's quite different for them as they intend to research and identify its defects and other issues requiring immediate attention. This entirely amounts for expenses on the project as a whole.

References

Markman, G., & Phan, P. H. (2011). *The Competitive Dynamics of Entrepreneurial Market Entry*. Cheltenham: Edward Elgar Pub.

Mohr, J. J., Sengupta, S., & Slater, S. F. (2010). *Marketing of high-technology products and innovations*. Upper Saddle River, NJ: Prentice Hall.