

A Practical Guide to Indie Game Marketing (Paperback)

Filesize: 5.67 MB

Reviews

A top quality publication along with the font utilized was exciting to learn. It can be full of wisdom and knowledge Your way of life span will be transform when you comprehensive reading this book. (Sherwood Kshlerin IV)

DISCLAIMER | DMCA

A PRACTICAL GUIDE TO INDIE GAME MARKETING (PAPERBACK)



Taylor Francis Ltd, United Kingdom, 2016. Paperback. Condition: New. Language: English . Brand New Book. Learn how to market for your indie game, even with a small budget and limited resources. For those who want to earn a regular income from making indie games, marketing can be nearly as vital to the success of the game as the game itself. A Practical Guide to Indie Game Marketing provides you with the tools needed to build visibility and sell your game. With special focus on developers with small budgets and limited staff and resources, this book is packed with recommendations and techniques that you can put to use immediately. As a seasoned marketing professional, author Joel Dreskin provides insight into practical, real-world experiences from marketing numerous successful games and also shares tips on mistakes to avoid. Presented in an easy to read format, A Practical Guide to Indie Game Marketing includes information on establishing an audience and increasing visibility so you can build successes with your studio and games. * Through case studies, examples, guidelines and tips, you will learn best practices for developing plans for your game launches, PR, community engagement, channel promotions and more * Sample timelines help you determine how long in advance of a launch to prepare your first public communications, when to announce your game, as well as recommended timing for releasing different game assets * Book also includes marketing checklist cheat sheets , dos and don ts and additional resources.

Read A Practical Guide to Indie Game Marketing (Paperback) Online
Download PDF A Practical Guide to Indie Game Marketing (Paperback)

Relevant Books

\rightarrow

Twitter Marketing Workbook: How to Market Your Business on Twitter

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Workbook. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.Twitter Marketing Workbook 2016 Learn how to market your... Save PDF

\rightarrow	

Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age Adams Media Corporation. Paperback. Book Condition: new. BRAND NEW, Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age, David Dutwin, TV. Web Surfing. IMing. Text Messaging. Video... Save PDF

\rightarrow

Electronic Dreams: How 1980s Britain Learned to Love the Computer

Audible Studios on Brilliance, United States, 2016. CD-Audio. Book Condition: New. Unabridged. 170 x 135 mm. Language: English . Brand New. Remember the ZX Spectrum? Ever have a go at programming with its stretchy rubber... Save PDF

\rightarrow

Polly Oliver s Problem: A Story for Girls

The Wildhern Press, United Kingdom, 2008. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Kate Douglas Wiggin was an American children s author and educator.... Save PDF

\rightarrow

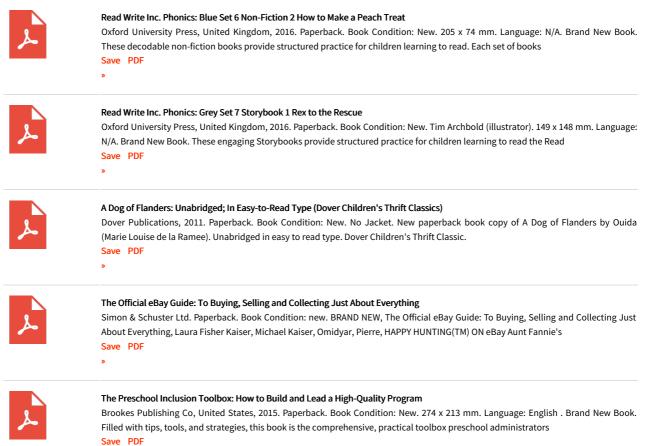
Mother Carey s Chickens

BOOK JUNGLE, United States, 2010. Paperback. Book Condition: New. 235 x 191 mm. Language: English . Brand New Book ***** Print on Demand *****.Kate Douglas Wiggin was an American children s author and educator. She... Save PDF

»

»

»



Save