Game Development Essentials: An Introduction
Third Edition

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Chapter 12
Marketing & Maintenance
developing the community
Key Chapter Questions

- What are the respective functions of the roles associated with *marketing*—such as advertising, promotion, public relations, and sales?

- What are the functions of *customer support* and *community management* in the game industry?

- What are the characteristics of *player communities*—and how are they created and maintained?
Marketing
Advertising

Lost Horizon wallpaper

Fable III web site
Marketing
Promotion

ceres47 (Photobucket)

Gen Con costumes
Marketing
Public Relations

Vindictus news release on MPOGD.com
Marketing
Sales

Sony Computer Entertainment America
Community Management & Customer Support

- Official Web Site
- Tutorials
- Player Forums
- Newsletters
- Player Matching
- Social Networking
- Blogs
Community Management & Customer Support
Official Web Site

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Kinect Adventures! official web site
Community Management & Customer Support

Tutorials

Welcome to the West. In Westward, you'll be guiding the fortunes of a town from its hard scrabble roots until it becomes a flourishing jewel of a boomtown. Select Done to continue.

Westward
Astraware Limited
Community Management & Customer Support
Player Forums

EVE Online player forum
Prosumerism: Player as Developer

Modding

Command & Conquer: Red Alert 3
Synergy mod

Battlefield 2142
BattlePaint2 mod
Prosumerism: Player as Developer
Fan-Produced Content

Fan art of Fox McCloud (Star Fox)
Prosumerism: Player as Developer

Fan Sites

Runic Games Fansite page for *Torchlight*
Summary

- Marketing
- Community Management & Customer Support
- Prosumerism: Player as Developer
- Community is King