

## Marketing and Community Building Assessment for MegaGlest

### Problems with current marketing approach

1. Mega Glest has no appeal on Steam. STEAM players want **shiny, new, and fast**.
2. People come community looks dead.
3. **No Hooks in advertising** for Mega Glest. No sexualized imagery, no pulse raising action, nothing shiny or fast.
4. Games take too long and too big for new players to like them.

### How to fix these problems:

1. Pick ONE or TWO days to arrange a community game. Probably the week-end days, at once time. Make sure that you keep it active with players during that day.
2. **ADVERTISE THAT COMMUNITY DAY!!!!!!!!!!** (I used caps because its that important)
3. Use hooks in your advertising: stuff like positive imagery and stuff that makes people's heart pound. Associate your product with people's basic drives.
4. For the community games plan games that new people can enjoy: short, fast, lightning battles. Leave them wanting more.

In summary: Plan a community day around small maps and fast games. You are competing with professional companies for the player's short attention span and time. You need shiny advertising and a community gaming hour that takes place only Once or Twice a week. Leave your users wanting more.