Validating Game Content Marketing

Client Overview

- Online Social Media Gaming Company

Business Requirements

- Improve content marketing to connect better with target audience
- Collect, assemble and create videos on new features, new titles and other marketing media
- Verify and validate the scheduled marketing content on Game play, seasonal and scheduled campaigns
- Validate push notifications and promotional content

Key Challenges

- Understand Game Content Marketing goals; brainstorm sessions with client's Art and Game Teams, Marketing Team and Production Team
- Verified promotional content targeted for user acquisitions
- Validated scheduled content, campaigns and push notifications
- Verified business requirements that integrate content at different distribution channels and instances scheduled

Engagement

- 2 Game Test Engineers,1 Game content marketing expert

- Tools: Editing Tools, Content Schedulers, Notification Schedulers, JIRA (Defect Management)

Value Added

- Utilized Video Recorders, Screen Recorders and Edition tools to produce Videos that deliver marketing objectives

- Delivered quality videos and media with precision of recordings

- Tested and delivered an entire content supply chain from ideation, creation to production and promotion