## **GAME DEVELOPMENT ESSENTIALS**

AN INTRODUCTION



## Chapter 12 - Marketing & Maintenance: Developing the Community

## Marketing

- Promotion
- Sales
- Advertising
- Public Relations

## **Community Management**

- Official Website
- Guides
- Forums
- Newsletter
- Social Media
- Blog
- Wiki
- In-Game Events

Prosumerism: Player as Developer

- Mods
- Fan Art & Fiction
- Fan Sites

Community Is King

