

# Marketing Plan Strategy

In view of the fact that our games will be coupled to current news proceedings, we will put emphasis on our focus on originality along with impressive service and the rate of growth for our consulting customers (Bangs, 2002). It is vital for us to obtain a market fast in order to get the most out of the news event that is connected with the game. The longer the impediment amid game commencement and game release, the less the dissemination of that particular game.

It has been noted that gamers like sharing ideas and notes to other gamers. On our web site, we will ensure we establish a new forum that will foresee that different people can post and take action to comments without restraint as well as issue out suggestions for new games or what should be added to already existing games.

For one to be part of the forum he or she will be required to register and individuals who would have created post more often will be rewarded with an outstanding label, a gold star, next to their profile to demonstrate to the other users that they are a "super contributor" to the forums. For our demographic which will mainly consist of the young adults, this super contributor tag will be an indication of their loyalty to our company and to our entire mobile games (Bangs, 2002).

## Conclusion

Based on the above analysis that is from the distribution channels, target market and competitors analysis, it is correct when we state that mobile wireless news game (MWNG) appears to be profitable and greatly displays a strong outlook for the market share and significant segment growth. Upon



# Sample Marketing Papers

**Helen Meek, Richard Meek, Roger  
Palmer, Lynn Parkinson**



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**Marketing** Lilien, Gary L., Petersen, Andrew J., Wuyts, Stefan, 2022-07-15 This path breaking Handbook is targeted primarily at marketing academics and graduate students who want a comprehensive overview of the academic state of the business to business marketing domain It will also prove an invaluable resource for forward thinking business to business practitioners who want to be aware of the current state of knowledge in their domains     *Encyclopedia of Sports Management and Marketing* Linda E. Swayne, Mark Dodds, 2011-08-08 The first reference resource to bring both sports management and sports marketing all together in one place     *Printing Art, an Illustrated Monthly Magazine* ,1925     **Proceedings of the 1993 Academy of Marketing Science (AMS) Annual Conference** Michael Levy, Dhruv Grewal, 2015-01-29 This volume includes the full proceedings from the 1993 Academy of Marketing Science AMS Annual Conference held in Miami Beach Florida The research and presentations offered in this volume cover many aspects of marketing science including marketing strategy consumer behavior business to business marketing international marketing retailing marketing education among others Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field Volumes deliver cutting edge research and insights complimenting the Academy s flagship journals Journal of the Academy of Marketing Science JAMS and AMS Review Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science

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