

Marketing Strategy Analysis of Online Game Products

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Abstract: The purpose of this paper is to explore the marketing strategies of online gaming products. Firstly, this paper introduces the current situation and trends of the online gaming market. Secondly, this paper analyzes the target market and competitive environment of online gaming products, and discusses how to develop differentiated marketing strategies. Lastly, this paper proposes the future development direction of marketing strategies for online gaming products.

1. Introduction

With the rapid development of mobile Internet technology, online game industry has developed rapidly and become an important part of today's cultural entertainment industry. However, with the increasingly fierce competition in the industry, the development and operation of online game products are facing increasingly severe challenges. In this context, the marketing strategy of online game products is especially important. Marketing strategy refers to a series of actions to achieve marketing goals by means of differentiated product design, positioning and promotion in response to different market environments and user needs. For online game products, the development and implementation of marketing strategy can not only help developers and operators better understand the needs and competitive environment of the target market, improve the market competitiveness and user satisfaction of game products, but also promote the healthy development and commercial success of the game industry [1]. In this paper, we will deeply analyze the development and implementation of marketing strategies for online game products from the aspects of product differentiation, target market, user experience and word-of-mouth marketing, and put forward some suggestions and insights in order to provide some new ideas and methods for game developers and operators.

2. The Current Situation and Trends of the Online Game Market

The size of the online gaming market has been expanding, mainly due to the continuous development and popularization of internet technology, as well as the widespread use of mobile devices. According to market research firm Newzoo, the global gaming market reached a size of \$152 billion in 2019, with mobile games accounting for over 50% of it. In the Chinese market, game revenue has continued to grow for multiple years, with the game industry's revenue reaching ¥271.41 billion in 2019, an increase of 8.3% year-on-year.

It can be foreseen that the rapid development of the mobile gaming market is an important trend in the online gaming market. As more and more users begin to use smartphones and tablets, the mobile

gaming market will continue to grow rapidly. Data shows that mobile games are occupying an increasing share of the global gaming market, and in the Chinese market, mobile game revenue has surpassed PC games. This indicates that the widespread use and popularization of mobile devices allows users to play games anytime, anywhere, thus driving the continuous growth of the mobile gaming market. Another important trend is the development of virtual reality and augmented reality technologies. With the continuous development of virtual reality and augmented reality technologies, the virtual reality gaming market will also usher in new opportunities [2]. Virtual reality games can provide a more immersive gaming experience, allowing users to interact more naturally with the gaming world. The development of virtual reality technology also provides more possibilities for game innovation. In addition, social gaming is also an important trend in the online gaming market. Social games are games based on social networks, with the characteristic that players can interact with other players and work together to achieve game goals. Besides providing a gaming experience, social games can also help players establish social relationships and communities, enhancing user stickiness and loyalty. Therefore, social games have great potential in the online gaming market. Moreover, globalization is also a trend in the online gaming market. As globalization continues to strengthen, game developers need to pay more attention to global market layout and marketing strategies, such as developing corresponding marketing strategies for users in different regions and with different cultural backgrounds. At the same time, game developers need to adapt to the laws and regulations of different countries and regions to ensure that the games meet local legal standards [3]. Finally, the development of artificial intelligence technology will also bring more opportunities to the online gaming market. Artificial intelligence technology can be applied to the intelligence and interactivity of games, enhancing the user experience. For example, game developers can use artificial intelligence technology to achieve more realistic character and scene dynamic simulation, improving the playability and fun of games. In addition, artificial intelligence technology can also help game developers achieve more personalized services, such as pushing relevant game activities and coupons based on users' game preferences and history records [4].

3. The Target Market and Competitive Environment of Online Game Products

3.1. Target Market

The target market of online games is very broad, including users of all ages and genders. Therefore, game developers need to carefully study the needs and preferences of the target market and develop corresponding marketing strategies. In terms of target market selection, game developers can analyze users' interests, age, gender and geography to determine the most potential market.

(1) Hobbies: Game developers can position their games into a specific genre, such as role-playing games, war strategy games, competitive games, etc., to attract users who are interested in that type of game. In addition, game developers can also combine the game with other hobbies, such as sports, music, etc., to attract more users.

(2) Age: Game developers need to determine the appropriate age group of users based on the content and features of the games. For example, some games may be more suitable for teenagers and young adults, while some games are more suitable for middle-aged and elderly people.

(3) Gender: Game developers need to consider the appeal of games to users of different genders. For example, some games may be more suitable for male users, while other games are more suitable for female users [5].

(4) Geography: Game developers need to consider the cultural background and language differences of users in different geographic regions to develop marketing strategies accordingly.

3.2. Competitive Environment

The online game market is a highly competitive industry with many game developers and game products in the market. Therefore, game developers need to develop effective differentiated marketing strategies in the competitive environment to attract users and gain market share.

(1) Competitors: Game developers need to pay close attention to competitors' products and marketing strategies to understand the competitive dynamics in the market. With many competitors, game developers need to analyze the strengths and weaknesses of their competitors and find their own differentiation advantages to create greater market value.

(2) Game quality: game quality is one of the important factors to attract users. Game developers need to focus on game innovation, storyline, game graphics, sound effects and other aspects of improvement to attract users' attention.

(3) User word of mouth: user word of mouth is one of the important channels for game developers to get users. Game developers need to actively interact with users, understand users' needs and feedback, solve users' problems in time and improve users' satisfaction, so as to enhance users' reputation and brand image [6].

(4) Marketing strategy: Game developers need to develop differentiated marketing strategies to attract users and gain market share. Marketing strategies include branding, advertising, promotional activities, social media marketing, etc., which need to be developed according to the characteristics of the target market and competitive environment.

(5) Technological innovation: technological innovation is one of the important competitive factors in online game market. Game developers need to continuously invest in R&D to improve the technology level and user experience of the game to maintain market competitiveness.

3.3. The Development of Differentiated Marketing Strategies

3.3.1 Quality optimization

The quality of a game is one of the key factors in attracting users, and game developers need to constantly improve aspects such as graphics, sound effects, and gameplay to enhance the user's gaming experience. In this article, we will detail the importance and methods of optimizing game quality. Firstly, game quality optimization is crucial for a game's success. Game quality not only affects the game's rating, but also relates to the user's gaming experience and retention rate. A high-quality game can attract more users, allowing them to have a better experience and increasing their retention and conversion rates [7,8]. Therefore, game quality optimization is an important element that game developers cannot ignore. Game quality optimization involves multiple aspects, including graphics, sound effects, and gameplay etc. Therefore, developers need to consider and optimize these aspects at different stages of game development. Firstly, graphics are an important part of game quality. Game developers need to consider the graphical effects of the game, including aesthetic appeal, fluency, and realism. During game development, advanced graphics engines and technology should be used to achieve high-quality graphics. In addition, game developers also need to consider the screen resolution and display effects of different devices, ensuring that the game can provide a good graphic experience on all devices. Secondly, sound effects are another important part of game quality. Game developers need to consider the authenticity, clarity, and diversity of the game's sound effects. High-quality audio technology and sound effect libraries must be used to achieve high-quality sound effects. Furthermore, game developers also need to consider the audio output and volume control of different devices to ensure that the game can provide a good sound experience on all devices. In addition to graphics and sound effects, game developers also need to consider the gameplay experience. Simple, intuitive, and easy-to-use game interfaces and controls need to be

designed so that users can quickly get started and enjoy the game. Game developers also need to consider the game's fluency and stability, optimizing the frame rate and network connection to ensure smooth operation and stability [9].

3.3.2 Social interaction

Social interaction is a crucial function in online games, which can promote interaction and communication between players, and enhance the community and stickiness of the game. Game developers can achieve social interaction through social features and social media channels within the game. Firstly, joining chat rooms and private messaging is one of the important ways to achieve social interaction. By adding chat rooms and private messaging in the game, players can communicate with each other in real-time, increase the social nature and user engagement of the game. Players can exchange experiences, skills, and insights through chat rooms and private messaging, deepen their understanding and interaction with each other. Secondly, adding a friend system is also an important way to achieve social interaction. A friend system in the game allows players to establish closer connections and increase the social interaction and participation of the game. Players can invite other players to play together through the friend system, share the fun and experience in the game [10]. The friend system can also allow players to send gifts and share resources, increasing the interaction and user engagement of the game. In addition to the social features within the game, game developers can also increase the exposure and user interaction of the game through social media channels. Social media platforms such as Facebook, Twitter, Instagram, etc., are widely used platforms that allow game developers to establish closer connections with players. Game developers can publish game news and updates on social media, interact and communicate with players, and listen to player feedback and opinions to optimize the game experience and quality in a timely manner. Furthermore, game developers can also increase the social and user interaction of the game through offline events. Holding offline events such as game exhibitions, player meet-ups, etc., can allow players to have more in-depth communication and interaction, enhance their sense of identity and engagement with the game. Offline events can also allow game developers to establish closer connections with players, understand their needs and feedback, and optimize the game experience and quality accordingly. Finally, game developers can also increase the social and user interaction of the game through in-game events and competitions. In-game activities such as holiday celebrations, anniversaries, etc., can allow players to have more in-depth communication and interaction, enhancing their sense of identity and engagement with the game. Competition events such as rankings, tournaments, etc., can increase competition and interaction between players, improving the participation and user engagement of the game [11].

3.3.3 Personalized services

Personalized service is a customized service provided by game developers to meet the needs of users. Through personalized services, game developers can better understand the needs and preferences of users and provide more intimate, convenient, and high-quality services. In the increasingly competitive game market, personalized service has become one of the important strategies for many game developers. Firstly, game developers can provide personalized services through specific game activities. For example, on specific holidays or anniversaries, game developers can launch corresponding activities, provide specific game props, tasks, or rewards to meet the needs and preferences of users. In this way, game developers can increase user stickiness and loyalty, improve user engagement and satisfaction. Secondly, game developers can provide personalized services through vouchers and other such methods. For example, game developers can provide discounts or vouchers to attract users to purchase virtual items in the game, increasing user

engagement and willingness to spend. Game developers can also provide corresponding vouchers or coupons based on users' purchase records and spending habits to increase user loyalty and satisfaction.

3.3.4. Resource integration

Resource integration has become one of the important strategies for many businesses to develop in modern society, and the game industry is no exception. Game developers can integrate their game products with resources from other fields, such as cooperating with the film and music industries, to expand the influence and audience of the game. Through resource integration, game developers can achieve mutual benefits and increase the popularity and user satisfaction of the game. Firstly, cooperation with the film industry is an important way of resource integration. Before or during the release of a film, game developers can launch corresponding game activities or virtual items to attract user participation and consumption. For example, before the release of "The Avengers" movie, game developers can launch corresponding game activities, tasks, or rewards that are linked to the film, attracting users' attention and engagement. In this way, game developers can expand the influence of the game, attract more users and potential users. Secondly, cooperation with the music industry is also an important way of resource integration. For example, game developers can launch corresponding music games, allowing users to enjoy the fun of music in the game and increasing their engagement and satisfaction. Game developers can also cooperate with the music industry to launch corresponding music albums or virtual items, increasing users' willingness to spend and loyalty. Through this way, game developers can expand the user base of the game, increase its influence and audience [12].

4. Future development direction

4.1. Differentiated Innovation

In the increasingly competitive game market, differentiated innovation has become one of the important strategies for game developers to improve their competitiveness and user satisfaction. Differentiated marketing strategies will focus more on innovation in game quality, game experience, game mechanics and other aspects to attract more users. Through differentiated innovation, game developers can achieve differentiated competition, improve user satisfaction and market share. Firstly, game developers can focus on innovation in game quality. Game quality is one of the important factors for game developers to improve their competitiveness and user satisfaction. Game developers can improve the quality and user satisfaction of the game by enhancing the quality of graphics, sound effects, storylines and other aspects. For example, game developers can use the latest game engine technology to improve the quality and fluidity of the game's graphics; utilize the latest sound effect technology to improve the quality and immersion of the game's audio; and pay attention to innovation in game storylines and character design to increase the game's storytelling and emotional resonance. By innovating game quality, game developers can attract more users, improve their participation and satisfaction. Secondly, game developers can focus on innovation in game experience. Game experience is one of the important factors for game developers to improve user satisfaction and market share [13]. Game developers can improve the game experience and user satisfaction by improving the game flow, optimizing the control scheme, enhancing the game's interactivity and other aspects. For example, game developers can improve the smoothness and coherence of game flow, allowing users to enjoy a smoother and more enjoyable game experience; optimize game control scheme and interface design, improve user convenience and comfort; and increase game interactivity and socializing, allowing users to experience a more realistic and immersive game world.

4.2. Intelligent Marketing

Game developers can use AI technology to improve the intelligence of games. Intelligence is one of the important means for game developers to improve user satisfaction and market share. By applying artificial intelligence technology, game developers can achieve intelligent user analysis, customized user recommendations, and intelligent game operation, thereby improving the intelligence and personalization of games. For example, game developers can use AI technology to analyze users' gaming behavior and preferences, customize recommendations for corresponding game content and virtual items, and increase users' participation and satisfaction. They can also utilize AI technology to optimize game control schemes and interface designs, enhance user convenience and comfort, and improve the game's intelligence and interactivity, making the game more intelligent, humane, and interesting. By improving the intelligence of games, game developers can attract more users and improve user participation and satisfaction.

4.3. Diversified Channels

Social media has become one of the important marketing channels for game developers. With its wide audience and interactive communication, social media provides game developers with more extensive, in-depth, and targeted marketing methods. Through the use of social media platforms, game developers can achieve various forms of marketing, such as advertising, community operations, and user interaction. For example, game developers can publish game trailers, strategies, activities, and other content on social media platforms to attract user attention and participation. They can operate game communities using the community features of social media platforms, increase user interaction and participation, and use advertising features of social media platforms to achieve targeted advertising and optimize promotion effects, thereby increasing clicks and conversion rates of advertisements. In addition, live streaming platforms have also become an important marketing channel for game developers. With its real-time interaction and entertainment features, live streaming platforms provide game developers with more intuitive, vivid, and interesting marketing methods. Through the use of live streaming platforms, game developers can achieve various forms of marketing, such as real-time game streaming, player interaction, and live broadcasting of game activities. For example, game developers can invite players to conduct real-time game streaming on live streaming platforms, attracting more users to pay attention and participate. They can interact with players in real-time using the interactive features of live streaming platforms, enhancing user participation and loyalty. They can also use the live broadcasting function of live streaming platforms to achieve live coverage and promotion of game activities, increasing the exposure and user attention of the game.

4.4. Globalization Strategy

With the increasing trend of globalization, the game market has become an important area of global competition. In this competitive market, game developers need to pay more attention to the globalization market layout and marketing strategy to improve the market share and user satisfaction of their games. First, realizing localized operation and content customization is one of the cores of globalization strategy. For different cultural backgrounds and consumption habits, game developers and operators need to conduct relevant research and analysis according to the needs of the local market, and customize and optimize the game products. Secondly, it is also very important to adopt differentiated marketing strategies for different international markets. According to the characteristics of local markets and competitive environment, game developers and operators need to develop corresponding differentiated marketing strategies, including channel selection, advertising and promotion, and price strategies, in order to increase market share and user satisfaction as much as

possible. In addition, strengthening international brand building and image building is also an important part of the globalization strategy. In the international market, the brand image and word-of-mouth effect of game products are especially important, so it is necessary to strengthen relevant publicity and promotion activities to improve the brand awareness and trust. At the same time, it is also necessary to pay attention to user feedback and customer service, solve user problems in time, and improve user satisfaction and loyalty. Finally, game developers and operators need to continuously innovate and optimize in order to maintain their competitive advantages and market influence. Under the background of global competition, new technologies and game play are constantly introduced to strengthen the innovation and optimization of game content and user experience in order to win more users' favor and trust. To sum up, the globalization strategy of online game products is very important. Through localized operation, differentiated marketing, international brand building and innovation and optimization, game developers and operators can better adapt to the needs and changes of the international market, improve market share and user satisfaction, and achieve commercial success.

5. Conclusion

With the increasingly fierce competition in the industry, the marketing strategy of online game products is particularly important. The article puts forward some suggestions and insights from the aspects of product differentiation, target market, user experience and word-of-mouth marketing. For product differentiation, it is necessary to focus on the design and optimization of game play, game graphics and game themes to improve the competitiveness of game products and user satisfaction. For the target market, game developers and operators need to reasonably select and formulate market positioning and promotion strategies according to the characteristics and cultural background of the target market. For user experience, game operation flow, interface design and game balance need to be continuously improved and optimized to improve user experience and word-of-mouth marketing effect. For word-of-mouth marketing, it is necessary to focus on the practice and exploration of customer service, user feedback and offline promotion to improve the game brand image and promotion effect. In a comprehensive view, the development and implementation of online game product marketing strategy is one of the keys for game developers and operators to achieve commercial success. Therefore, it is necessary to continuously optimize and improve the strategy to adapt to the complex and changing market competition environment and user needs.

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