



## Viral game seeding

### You'd like us to seed a game for you

#### Step one

You tell us who your target audience are and show us the game. If the game is suitable (we'll say if it isn't), we'll put together a seeding plan that identifies where your audience are lurking on the internet: which interest blogs, eZines, networks and portals. If you think we've got the right idea then we can sign a job agreement guaranteeing a minimum number of plays and get going.

#### Step two

We'll provide you with our tracking code and support for your technical people to insert it into the game. We then need to check that this is working correctly so that we can verify returns from placement partners during the campaign. While this is happening, we'll be able to provide you with a full list of the sites we'll be contacting with your game and book placements.

#### Step three

We'll give you a log-in to our Viral Manager dashboard where you can check, in real time, how many people have played the game, how many have sent it to a friend, which sites are sending traffic to the game, how many people have clicked through to the clients site etc etc...

#### Step four

The game, and seeding, launches. We spend seeding budget in two ways:

**1) Natural seeding** via our Viral Ad network. This is a network of over 1,500 sites which we can seed to that we have built up over the last five years. The network is broken into 20 interest segments (e.g. sport, finance, travel, female), and is a mixture of blogs, forums, communities and aggregators. These sites are contacted with great new pieces of content which they can then post on their sites to keep their readers entertained. These placements give the viral a web presence and longevity as the game is linked to from numerous places.

**2) Paid-for placement** on key high-traffic sites and newsletters, targeting your core demographic. These placements result in a sharp spike in traffic and spark immediate email traffic and conversations. Once these placements have run their course, they are removed and send no further direct traffic to the game.

#### Step five

From launch onwards, you have your dashboard for an instant snapshot of the campaign's performance. Additionally, your account manager will keep you informed of any new developments, great responses from users or, if necessary, any worrying trends with traffic that may need attention. At the end of the campaign, we'll provide you with a complete report, including full stats, screenshots of placements and articles about the game and a list of all the sites that sent traffic your way.

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