



Viral game seeding

You'd like us to seed a game for you

Step One

You tell us who your target audience are, etc.. and show us the game. If the game is suitable (we'll say if it isn't), we'll decide on which publishers on our network to target and set up your game for the network. We can also put together a PR plan that identifies where your audience is lurking on the internet outside of the Viral Ad Network - which interest blogs, e-Zines, networks and portals. If you think we've got the right idea then we can sign a job agreement which guarantees a minimum number of views (and days of PR if you require it) and get going.

Step Two

We'll provide you with our tracking code and support for your technical people to insert it into your game. We'll then check that it's 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 dashboard where you can check how many people have played the game, which sites are sending traffic to the game, and number of conversions (click-throughs), etc...

Step Four

Seeding launches. Depending on your spend, the seeding budget is used in two ways:

1) Paid for placement: The game will be placed on key high traffic sites and in newsletters, targeting the core demographic. These placements result in a sharp spike in traffic and can 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.

2) Online PR: (This is an optional extra) Our online PR team have relationships with a multitude of key influencers across a variety of topics. This seeding network now extends to over 1500 sites, and is a mixture of blogs, forums, communities and aggregators. We regularly contact these sites with great new pieces of content which they can then post on their sites to keep their readers entertained. These placements will give your viral presence on the internet and longevity as the film is linked to from numerous places.

We include a small amount of basic seeding as part of our basic package - this consists of uploading the game to a select number of game sites, generating more natural traffic for the campaign.

Step Five

From launch onwards, you have your dashboard for an instant snapshot of the campaign's performance: the total plays, plays over time, and any placements your content has got. Your account manager can also (as an optional extra) keep you informed of your campaign's progress through weekly reports. These include your basic traffic updates, placement success, responses from users and, if necessary, any worrying trends with traffic that may need attention. We can also, at the end of the campaign, provide you with a complete report including full detailed stats, screenshots of placements, and articles about the game

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