

Digital Marketing Plan (DMP)

For: Larian Studios (*Baldur's Gate 3*)
<https://baldursgate3.game/>

Prepared On: October 20th, 2024

Prepared By: Adiena Kaiser

Email: afkaiser@student.fullsail.edu

Phone: (913) 522-1265



Contents

1: Executive Summary.....	4
2: Organization.....	4
Mission Statement.....	5
Organizational Background	5
Overall Goals & Objectives	6
Marketing Objectives.....	7
Revenue Models.....	8
Brand Strategy	9
Brand Components.....	9
Brand Name	9
Tagline	11
Brand Messaging	12
Brand Archetype	12
Brand Story	13
Differentiation Points & Positioning	13
3: Situational Analysis	15
SWOT Analysis	15
Industry Analysis	18
Competitor Analysis	19
Key Observations & Actions	22
Organization Brief	23
Customer Analysis.....	24
Target Market.....	24
Buyer Personas.....	26
4: Digital Marketing Strategy & Tactics	32
New Media / Social Media / Experiential Storytelling	32
Mobile	36
Mobile Application	36
Mobile Website Optimization.....	37
Website	40
Conversion Goals.....	41
Landing Pages.....	42
Home Page	46

Funnel Navigation.....	47
Search Engine Marketing (SEM).....	48
Organic Competitors.....	51
Paid Competitors.....	52
Paid Search Strategy	53
Website Optimization	55
Content Strategy.....	56
Email Marketing & Customer Messaging	59
Partner Marketing	61
Gaming Hardware.....	61
Gaming Influencers.....	63
Offline Marketing	67
PR / Communications Plan	69
Online News Outlets.....	69
Journalists & Bloggers.....	70
Press Release.....	71
Timeline	72
Legal Analysis and Considerations.....	74
5: Implementation Plan	76
Marketing Campaigns & Programs	76
6: Financial Data & Projections	82
Financial Data Projections	82
Budget.....	84
7: Evaluation, Control & Continuous Improvement.....	86
Evaluation, Control & Continuous Improvement.....	86
8: Resources & References.....	88
Resources	88
References.....	90
Tables and Figures.....	101

1: Executive Summary

The purpose of this digital marketing plan is to outline targeted strategies to improve brand visibility, boost sales, and drive revenue growth for leading European video game studio, Larian Studios, specifically covering the critically acclaimed title, *Baldur's Gate 3* (also referenced as “BG3”). The primary broader business goals are to increase brand awareness, increase product sales, and increase overall revenue. To achieve these goals, specific marketing objectives are to increase subscribers on Twitch by 20% in 4 months, increase active players on Steam by 20k in 1 month, and increase positive reviews on Steam by 5% in 6 months.

The background research considered factors such as the current state of the industry, the target market, and a detailed competitive analysis. In addition, the plan recommends targeted strategies including social media campaigns, influencer partnerships, paid advertising, SEO optimization, and email marketing. The implementation plan outlines actionable steps, timelines, and financial projections to ensure measurable results.

As a result of this digital marketing plan, Larian Studios can secure long-term company growth and strengthen *Baldur's Gate 3's* market position, leading to increased brand visibility, increased sales, and increased revenue.

2: Organization

Mission Statement

A mission statement is a sentence or small paragraph used to explain a company's purpose. Having a mission statement is not just beneficial for the customer but "it also helps the organization focus and stay on track to make the right decisions about its future (Gorton, 2023). The following is a suggestion of what a mission statement would look like for *Baldur's Gate 3* and Larian Studios:

"*Baldur's Gate 3* offers an immersive, narrative-rich role-playing experience, inspired by the Dungeons & Dragons universe, where every choice shapes the player's journey. Larian Studios leverages cutting-edge technology, aiming to entertain, challenge perceptions, and inspire new perspectives in every player."

This mission statement explains what the company does, how the company does it, and the results of the company's efforts. It highlights the main game elements such as story and the ability to make choices. It also recognizes the achievement of having cutting-edge technology and offers a deeper thought of the journey players will be exploring not just in the game but in their own life.

Organizational Background

Larian Studios is a Belgium-based independent video game studio, established in 1996 (Larian Studios, n.d.). Known for their expertise in creating immersive, narrative-driven role-playing games, the studio has quickly earned a reputation among other studios for their uniquely customizable gaming experiences. They are best-known for their *Divinity: Original Sin* series and their latest hit-game, *Baldur's Gate 3*. Sven Winke, Founder of Larian Studios, describes

their target audience as regular RPG fans, not limited to fans of their other games or similar games (Sergeev, 2023).

Since its founding, Larian Studios has seen significant growth in regard to revenue and team size. Most recently, the studio opened up another location in Warsaw, Poland, stating that “[We’ve] grown a lot during *BG3*” Kerr (2024). However, this wasn’t always the case, as initially, the studio relied on funding from Kickstarter prior to the release of *Baldur’s Gate 3*. Before finding stability from *Baldur’s Gate 3* sales, Larian raised a total of \$4,822,127 USD (Kickstarter & Larian Studios, n.d.).

Baldur’s Gate 3 is a fantasy RPG that takes place within the *Dungeons & Dragons* universe, released in August 2023. The game’s development started in late 2016, gaining full approval by Wizards of the Coast in 2017 (Larian Studios, n.d.). In 2020, the game entered early access, giving players the opportunity to get their hands on the game for the first time. As of October 2024, Video Game Insights (n.d.) reports \$809.7 million USD in gross revenue, and 17.1 million in units of *Baldur’s Gate 3* sold.

Overall Goals & Objectives

Establishing goals and objectives are essential in creating a detailed digital marketing plan. The overall goals that Larian Studios would like to achieve for *Baldur’s Gate 3* within the next year include 1) Increasing brand awareness by 25% through targeted marketing campaigns within 12 months, 2) Increasing product sales by 20% through brand/influencer collaborations within 6 months, and 3) Increasing overall revenue by 10% through social proof and active

player engagement within 8 months. Each goal is connected to specific marketing objectives outlined in the following section.

Marketing Objectives

Specific goals related to the broader business goals for *Baldur's Gate 3* include the following:

- 1) Increase subscribers on Twitch by 20% in 4 months.
 - a. By increasing subscribers, brand awareness is also increasing. This can help Larian Studios foster customer loyalty and awareness of *Baldur's Gate 3* across various audience segments. Increasing brand awareness can also lead to new leads or customers converting to sales with the help of an influencer.
- 2) Increase active players on Steam by 20k in 1 month.
 - a. By increasing the number of active players, brand awareness, product sales, and overall revenue increases. In order to increase active players, customers have to go through the marketing funnel and convert to sales. *Baldur's Gate 3* offers replay ability but could utilize influencers to reengage or bring new customers to the game.
- 3) Increase positive reviews on Steam by 5% in 6 months.
 - a. By increasing the number of positive reviews, brand awareness and product sales increase. Positive reviews can act as social proof for consumers. The influencers could either directly encourage or indirectly encourage viewers to leave positive views on *Baldur's Gate 3's* Steam page.

Revenue Models

There are a variety of revenue models that game studios use to continue to generate funds after the initial purchase of a game:

- **Retail/Boxed Revenue** is generated from selling physical copies of games. Physical copies include cartridges and discs, for console and PC. This method was more popular in the past, but it doesn't mean that customers still prefer to buy their games this way. The downside to this method for developers and publishers is that "an estimated 25% of revenue" is sacrificed to the retailer due to the costs of physical packaging as well as distribution (Perrotta, 2020).
- **Digital Revenue and Distribution** is generated from selling digital copies, or keys, of games. These games are typically bought from the platform that the player plans to play it on (ex. Xbox, PlayStation, Steam), however, physical cards with a game key/code can also be bought in-stores, then redeemed online within the players platform of choice (Perrotta, 2020).
- **Subscription-based Revenue** is generated by selling the ability to play a game through monthly/yearly payment plans. Lifetime memberships, or one-time payments to permanently own subscription-based games, are rarely available (Perrota, 2020).
- **DLCs & Microtransactions** are additional add-ons that can be purchased for games. Examples of this can include skins/cosmetics, season/battle passes, and game expansions (Perrotta, 2020).
- **Merchandise** includes clothing, kitchenware, and even deluxe editions of games. These items are typically purchased from the game studio or publisher's online web shop, and in some cases, at in-person convention sites or retailers.

Of the revenue models above, Larian Studios utilizes Retail/Boxed Revenue, Digital Revenue and Distribution, and Merchandise. As a baseline, the standard price for a copy of *Baldur's Gate 3*, regardless of platform or distribution, is \$59.99 (Steam, n.d.).

- **Retail/Boxed Revenue** – Physical copies of *Baldur's Gate 3* can be purchased as a disc for PC and Console.
- **Digital Revenue and Distribution** – *Baldur's Gate 3* can be purchased digitally through Xbox, PlayStation, Steam, and GOG.com.
- **Merchandise** – Larian Studios has an online store where merchandise can be purchased. Items include mugs, shirts, vinyl, pins and technology accessories (like mousepads).

Brand Strategy

Creating a brand strategy “helps a business stand out and connect with consumers to drive brand awareness and loyalty” Amazon Ads (n.d.). Through a brand strategy, video game studios are able to establish their brand appearance, voice, story, and values. Below is an outline of brand components, brand messaging and supporting market research related to Larian Studios and *Baldur's Gate 3*. It's important to note that brand strategies are long-term plans, meaning the following aspects will evolve over time.

Brand Components

Brand Name

The name, *Baldur's Gate 3*, derives from the world of Dungeon's and Dragons lore. In Dungeons and Dragons, there is a famous sailor and hero named Balduran. Through his adventures, Balduran gained great wealth and used his riches to build the city of Baldur's Gate (Fandom, n.d.-a). The three in the title represents the number of games in the series created, the latest being number 3. *Baldur's Gate 3* is a fitting name as it lets the audience know where the game will take place as well as what order the games are to be played. According to Marty Neumeier's "The Brand Gap," *Baldur's Gate 3* is an inherited name, also known as a heritage name. An ideal brand name typically consists of traits such as being, "distinctive, short, spellable, pronounceable, likeable, portable, and protectable" (Neumeier, 2005). *Baldur's Gate 3* falls under the category of distinctiveness due to the brand's recent rise in fame and the name of the video game is considered spellable or pronounceable.

Figure 1

Baldur's Gate 3 Image Logo



Figure 2

Baldur's Gate 3 Text Logo



There are two interchangeable logos for *Baldur's Gate 3*, found above. The logo on top (Figure 1) features a grey metal-colored mind flayer. A mind flayer, also known as an illithid or ghaik, is an alien creature that uses their psionic abilities in a mission to dominate other lifeforms and devour their brains (Fandom, n.d.-b). The main enemy-type in the game are mind flayers, as they are the creatures that infect the player at the start of the game with a tadpole. The logo on the bottom (Figure 2) has a slight shadow behind the letters, creating a distinction between the lettering and the background. Both logos feature Baldur's Gate and the roman numeral 3 in gold lettering, the font being based off the Sherwood font (Jangus, 2023). In medieval manuscripts, "gold is used not only for its incorruptibility, purity, and high value as a material but also for its spiritual connotations (Targeted News Service, 2016)." *Baldur's Gate 3* is medieval-fantasy themed, and the game currently features twenty-two deities that can be worshipped regarding spiritual connotations. The complexity of the shading on both logos reflects the realistic textures and graphics being used in the game.

Tagline

A tagline is defined as "a short, memorable description that succinctly and clearly communicates the brand message (Pahwa, 2023)." To create an efficient tagline for a brand, "you need to combine three elements of mission, promise, and brand... (Chartrand, 2023)." *Baldur's Gate 3* currently houses the phrase, "It's Party Time!" at the top of the home page on

the website. The current tagline emphasizes the party system within the game, allowing players to recruit other players as well as origin characters to a group or “party.” The tagline is also not being widely used amongst other marketing materials, showing an inconsistency in branding components. To give the audience more insight into what the brand is about, a suggestion for another tagline would be, “Gather Your Party, Roll the Dice of Fate.” This recommendation suggests a more renaissance nuance to the original tagline and gives additional insight into the roleplaying aspect of the game, while also continuing to focus on the party aspect of the game like the previous tagline.

Brand Messaging

Brand Archetype

According to Kaye Putnam’s Brand Archetype Quiz, Larian Studios falls under the “Creator” archetype. The “primary goal of the Creator Brand Archetype” is “to express themselves, through doing, making, or curating. To be imaginative, creative, and bring their vision to life” (Putnam, n.d.).

Kaye Putnam states that others look at a company and think, “I want to be able to do what they can (Putnam, n.d.).” According to Ampoloquio (2023), *Baldur’s Gate 3* has pushed the standards of RPGs to another level amongst other studios, and the standards for what a gamer looks for in a video game. Because of these new standards, many game designers are warning others to not chase “such ambitions without the right ingredients” as it “could lead many studios to their doom” when done incorrectly (Ampoloquio 2023).

Creativity is the primary trait of the Creator type, and *Baldur’s Gate 3* displays this trait through the variety of questlines involving unique scenarios. Players are given the option to

approach these scenarios through options listed in the dialogue box or even unlisted options that involve creative problem-solving.

Brand Story

The brand story recommended for *Baldur's Gate 3* and Larian Studios features a professional businesswoman's regular routine. A short compilation of her waking up, getting ready for work, and sitting at her desk repeat. However, each day, she progressively tries less in her appearance and efforts at work. She seeks advice from a colleague, and in turn, is told to pick up a new hobby. He suggests gaming as one suggestion, and her eyes immediately light up with excitement. She purchases *Baldur's Gate 3* and makes it a routine to set aside at least an hour each day after work to play. Her morning routine progressively gets better as she appears to have found her smile once more. She even dyes her hair a fun color, a physical resemblance of the newly found creativity and self-expression she has unlocked within herself. She reaches back out to the colleague she sought advice from to thank him and he responds by telling her "You're welcome! How's your journey in *Baldur's Gate 3* going so far, by the way?" The screen then fades to black, but not before showing a smile on the businesswoman's face.

Differentiation Points & Positioning

Comparing competitors is beneficial to determining what makes a company's brand different or unique. Differentiation is important for brands because it offers, "customers something they value that competitors don't have (MacMillan & McGrath, 2014)." As early as 2020, post-pandemic, the conversation surrounding inflation in video games has concluded that most major game companies will be raising their prices to an average of around \$70 (Kharif &

Mochizuki, 2020). Comparing the new industry standard, *Baldur's Gate 3* has the best value in terms of cost per hour, meaning a customer pays less for more gameplay.

The competitors within this analysis include *Pillars of Eternity II: Deadfire* and *Dragon Age Inquisition*. All games feature a party system where players can recruit members as necessary, but this does not mean they all have the option to play multiplayer. *Pillars of Eternity II: Deadfire* for example, does not have the option to play with other players. *Dragon Age Inquisition* has this option; however, it is a separate game mode that does not allow for progression in the main story. *Baldur's Gate 3's* multiplayer mode is unique in that it allows players to play multiplayer online together or drop out and play solo, all while continuing the progression of the main story.

Baldur's Gate 3 has taken many steps to dominate other RPG games and outshine other company competitors. However, the most crucial step that the company has taken is heavy community involvement. Listening to customers is not simply about solving problems, but it is also about creating an emotional connection with them (Barron, 2021), improving a company's brand strategy. *Baldur's Gate 3* has an email address dedicated to customer support and feedback to improve the game or address any concerns from the community. The company also regularly checks their social media accounts to ensure that staff are addressing any questions. They have proven that the feedback given is important, and oftentimes implement changes requested by fans of the series. An example of this is the change in appearance for His Majesty, the hairless Sphynx cat. According to Yin-Poole (2023), the cat resembled another cat with long hair after a bug got reported in the game. This bug was quickly resolved by the team, and the cat returned to its original state.

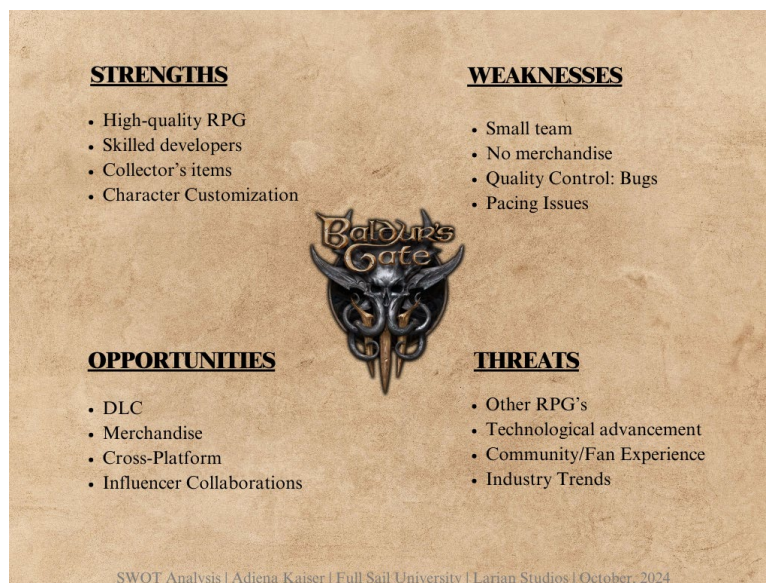
3: Situational Analysis

SWOT Analysis

According to Business Queensland (n.d.), “A SWOT analysis helps you assess internal factors that might affect your business (strengths and weaknesses) and external factors (opportunities and threats).” Below is a SWOT Analysis and graphic for *Baldur’s Gate 3*, covering major strengths, weaknesses, opportunities, and threats:

Figure 3

BG3 SWOT Analysis



- **Strengths:** *Baldur’s Gate 3* team has many strengths, including a high-quality RPG, skilled developers, character customization, and collector’s items.

- **High-quality RPG** - The game's rise in popularity is due to the quality of the final game released being high.
- **Skilled developers** - To create a high-quality game, the developers are skilled at what they do.
- **Character Customization** - A major part of the appeal of Baldur's Gate 3 is the in-depth character customization.
- **Collector's items** - The team has sold various collectors editions of the game, providing consumers with additional goodies alongside a copy of the game.
- **Weaknesses:** *Baldur's Gate 3* has its own flaws including a small team, no merchandise, quality control bugs, and pacing issues.
 - **Small Team** - The team is small, meaning development is much slower which creates tension amongst consumers and developers.
 - **Merchandise** - The company also generally lacks merchandise, something heavily requested by fans.
 - **Quality Control: Bugs** - There are reports of bugs that make parts of the game hard to play.
 - **Pacing Issues** - Players have found it hard to pace themselves in the game, especially with the lack of direction in tasks.
- **Opportunities:** There are improvements that the *Baldur's Gate 3* team could make, including DLC, merchandise, official mod support, and cross-platform.
 - **DLC** – Not only is this a highly requested addition by fans but it would also open for more revenue-generation.
 - **Merchandise** - Another highly requested opportunity by fans, like shirts,

stickers, books, and more.

- **Influencer Collaborations** - The team could consider influencer collaborations post-launch to reengage players and introduce new players to the game.
- **Cross Platform** - If the game was cross-platform, more players could come together using the multiplayer feature without the barrier of their preferred platform.
- **Threats:** There are many threats to be aware of such as other RPG's, technological advancement, community/fan expectations, and industry trends.
 - **Other RPG's** - While there aren't many RPG's that can compare currently, there is a chance for developers from other teams to take notes and create their own RPG like Baldur's Gate 3.
 - **Technological advancement** - Technology is constantly evolving, and to keep up with it, new equipment must be purchased.
 - **Community/Fan Experience** - The community/fan expectations for the game are extremely high, putting pressure on developers for change and new content.
 - **Industry Trends** - The games industry is constantly changing, and although *Baldur's Gate 3* is trending now, it could change in the future.

Each of these points are important to the longevity of the product, in this case, *Baldur's Gate 3*, and Larian Studio's continued success as a reputable video game studio. Of these points, "Influencer Collaborations" will be addressed by marketing objectives and campaign messaging. Every marketing element covered in this paper will influence the remaining points, indirectly bolstering opportunities and addressing threats.

Industry Analysis

It is no secret that the Video Games Industry is currently facing a job market crisis, with over 10,000 jobs lost since 2023 as a result of mass layoffs from big brands like Microsoft, Epic Games, Embracer Group, and Amazon (Eriksen, 2024). While layoffs have always been a common occurrence in games, 2023-2024 takes the crown for most game layoffs in history. Despite this issue, however, the video game industry is at an all-time high monetarily, valued at nearly \$200 billion USD since 2023 (Eriksen, 2024).

It is recommended for indie game studios to invest 25-50% of their entire budget into marketing their games (Denby, 2019). For AAA studios, the percentage is unclear, however, it can cost up to “\$310 million USD depending on the franchise” Strickland (2023).

Every department in games is affected by the current state of the industry, including marketing departments. Marketing roles tend to be more common at game publishers rather than game studios, which can be seen on job boards at publishers like Activision Blizzard (n.d.) as well as Ubisoft (n.d.).

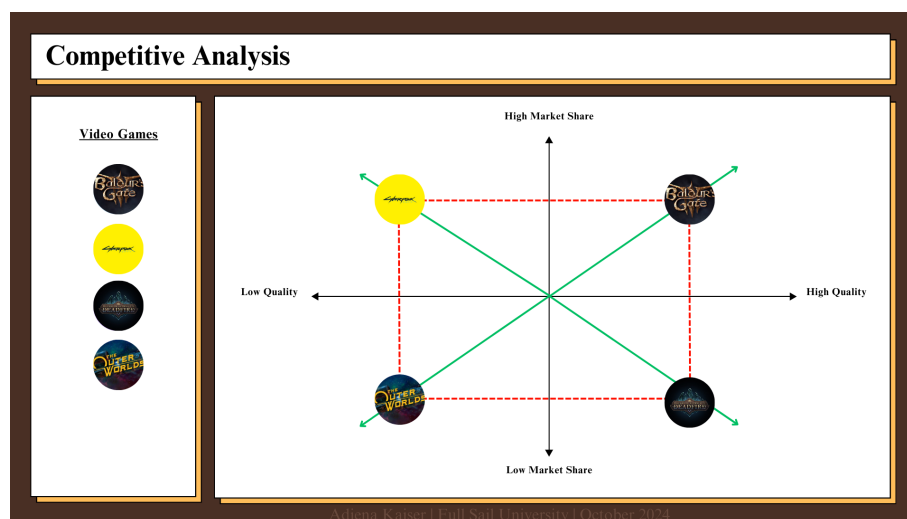
According to Sound of Life (2024), Larian Studios, despite their studio team size and budget, is still considered an indie game studio. Due to this grey area and overlap, this means that indie and AAA strategies for marketing games can be applicable to *Baldur's Gate 3* as well as Larian Studios themselves.

Competitor Analysis

Conducting a competitive analysis can help businesses compete with the same target audience, standing out from the rest of the competition (U.S. Small Business Administration, n.d.). Larian can gain a competitive edge by comparing their product to similar products within the same genre or realm. Below is a graph and a breakdown of games that directly compete with *Baldur's Gate 3*:

Figure 4

Competitor Analysis



1) The Outer Worlds

a. Positioning

- i. *The Outer Worlds* is a single-player Sci-Fi RPG that takes place in a solar system-wide colony, published by Obsidian Entertainment in 2019 (Obsidian Entertainment, n.d.-b).
- ii. On the chart above, the positioning for this game is that, compared to its

competitors, it ranks the worst at low quality, and low market share.

b. **Target Market**

- i. Due to its satirical nature, the target market for this game is typically RPG players that enjoy a sense of humor within a space setting.

c. **Market Share & Success**

- i. According to Steam Revenue Calculator (n.d.-c), it's estimated that *The Outer Worlds* made a little over \$31 million dollars in gross revenue. The game earned a Metacritic score of 82/100, a high score for the video games category. The game's retail price is \$29.99.

d. **Relation**

- i. It is a unique take on the role-playing genre of games, standing out from the competition and sharing the same type of game as *Baldur's Gate 3*.

2)_Pillars of Eternity II: Deadfire

a. **Positioning**

- i. *Pillars of Eternity II: Deadfire* is a single-player fantasy CRPG that takes place in a chain of exotic islands, published by Obsidian Entertainment in 2018 (Obsidian Entertainment, n.d.-a).
- ii. On the chart above, the positioning for this game is that, compared to its competitors, it ranks in the middle at low market share, and high quality.

b. **Target Market**

- i. Due to its fantasy elements, the target market for this game is typically RPG players that enjoy fantasy settings and mythical creatures.

c. **Market Share & Success**

- i. According to Steam Revenue Calculator (n.d.-b), it's estimated that *Pillars of Eternity II: Deadfire* made a little over \$25 million dollars in gross revenue. The game earned a Metacritic score of 88/100, a high score for the video games category. The game's retail price is \$39.99.

d. **Relation**

- i. Of all of the competitors, *Pillars of Eternity II: Deadfire* is the closest to *Baldur's Gate 3*, as it is the same genre and type of game (CRPG and fantasy).

3) Cyberpunk 2077

a. **Positioning**

- i. *Cyberpunk 2077* is a single-player, open-world futuristic RPG that takes place in a solar system-wide colony, published by CD Projekt Red in 2019 (CD Projekt Red, n.d.).
- ii. On the chart above, the positioning for this game is that, compared to its competitors, it ranks second best (to *BG3*) at low quality, and high market share. **Note:** the quality of the game at launch was poor, and has since been optimized over time, further solidifying it as second best to *Baldur's Gate 3*.

b. **Target Market**

- i. The target market for this game are RPG fans that enjoy dystopian, futuristic settings.

c. **Market Share & Success**

- i. According to Steam Revenue Calculator (n.d.-a), it's estimated that

Cyberpunk 2077 made almost \$2 billion dollars in gross revenue. The game earned a Metacritic score of 86/100, a high score for the video games category. The game's retail price is \$59.99.

d. **Relation**

- i. It is a unique take on the role-playing genre of games, standing out from the competition and sharing the same type of game as *Baldur's Gate 3*.

Key Observations & Actions

While *Baldur's Gate 3* ranks the best regarding quality of game and market share, there are still key observations and actions that can be made to further improve Larian's strategy:

- **Key Observations**

- *Pillars of Eternity II: Deadfire* is the closest match to *Baldur's Gate 3* as a fantasy CRPG. Its niche market appeal and low commercial success makes it less of a threat, however.
- *Cyberpunk 2077* has a large appeal to the broader RPG market of players. Despite the failed initial launch of the game due to quality issues, the studio managed to recapture the audience through updates as well as DLC.
- *The Outer Worlds* has a stagnant position in the market due to their lack of updates and DLC expansions. The game competes with *BG3* by sharing an audience with casual RPG fans.

- **Actions**

- Larian could consider targeting niche CRPG fans, with an emphasis on the games party-based gameplay and rich narrative (improving upon *Pillars of Eternity II: Deadfire's* approach).
- Taking inspiration from *Cyberpunk 2077*, Larian could capitalize off of the differentiation of the two games, taking a more tactical, choice-driven approach.
- Larian should continue to maintain the game as they've been doing, updating and patching the game, unlike their competitors who have stopped, to stay relevant.
- Each of the competitors features a much more linear storyline, an aspect Larian can take advantage of by bringing up *Baldur's Gate 3's* strong narrative, unique storyline, and player-driven choices.

Organization Brief

No game studio is perfect; business and marketing challenges will occur at some point. While Larian has generally been problematic-free, they're faced with some questions from their community. *Baldur's Gate 3* currently relies on an external launcher on top of Steam, a 3rd party launcher, leading to questions about this industry trend as a whole (Xueyang, 2023). Shaughnessy (2018) states that some potential reasons as to why studios would do this include secret operating system work, verifying one's account, or even letting players change options. It is also faster and cheaper to code, allowing additional time to focus on optimizing the game.

Sven Vincke, CEO of Larian Studios, mentions that small issues with *Baldur's Gate 3* often snowball into larger problems, with how vast the game is (Serin, 2023). Larian plans to

continue to support the game well into 2024 with regular updates. According to [bg3.wiki](#) (n.d.), the game currently has 7 patches and 27 hotfixes, the latest being October 1st, 2024. These patches and hotfixes primarily include bug fixes, and in some cases, new content like dialogue or scenes.

As mentioned within the Industry Analysis, studios all over the world are facing mass layoffs and even entire studio shutdowns. Michael Douse, Publishing Director at Larian Studios, has openly spoken up about these mass games industry layoffs. He credits the success of *Baldur's Gate 3* and the prevention of layoffs at Larian Studios to being a privately owned company with a healthy work environment. Douse takes it a step further, stating that the idea that layoffs are “an inevitability that has to happen” is not true (Colbert, 2024).

Customer Analysis

Target Market

Identifying the target market for *Baldur's Gate 3* is essential for understanding the player base and optimizing marketing strategies. The target market for *Baldur's Gate 3* can be separated into the following demographic and psychographic information:

- **Demographics** (Knezovic, 2023)
 - **Age:** 18-34 years
 - **Gender:** Male
 - **Location:** United States
 - **Occupation:** Technology or Entertainment
 - **Income:** \$100,000+ USD/year

- **Psychographics** (Knezovic, 2023):

- Values

- **Relives Stress** – Playing games can relieve stress, oftentimes distracting players from ongoing personal and professional struggles.
- **Passes Time** – Players may want to pass the time while they're waiting for an appointment, an event, work, or other related activities.
- **Feeling Accomplished** – Players feel a sense of accomplishment through high scores and achievements.
- **Enjoys Immersion** – Feeling immersed means feeling as though you're in the game, a feeling highly sought after by players, especially in connection to relieving stress.

- Struggles

- **Lacking Motivation** – In their personal and professional lives, players often face lack of motivation, often times finding the motivation to only game for the day.
- **Boredom** – Similar to passing the time, players struggle with boredom in their personal and professional lives, typically finding enjoyment and a sense of adventure through games.
- **Time** – Players working as full-time professional struggle to find the time to play games, usually playing at infrequent intervals as a result.
- **Inconsistency** – Similar to time, players may lack inconsistency due to busy personal and professional lives, especially those with large families.

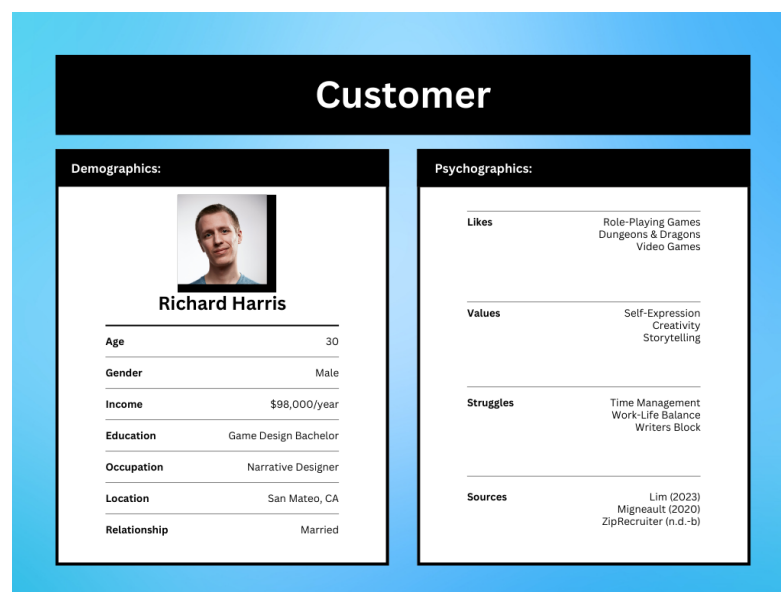
Buyer Personas

Creating buyer personas can help with providing studios like Larian the audience information needed to target the right groups of online customers (Burns, 2021). This information is vital in gaining insights into who players are, what drives their loyalty to the brand, and how they engage with the game in general.

The **Customer** has little to no loyalty toward the brand. They don't care to build an ongoing relationship. They just want any specific problems they have addressed. Below is a specific example of the customer buyer persona for *Baldur's Gate 3*:

Figure 5

Customer Buyer Persona



- **Demographics**
 - **Age:** 30
 - **Gender:** Male

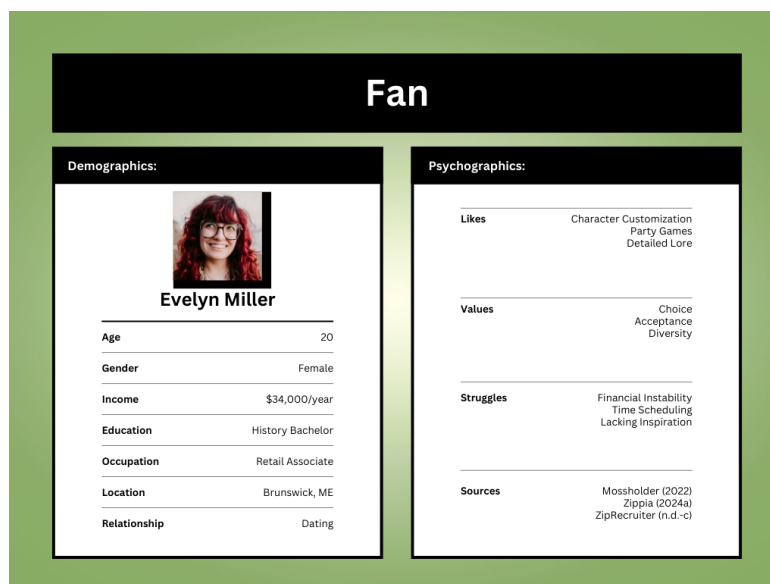
- **Income:** \$98,000/year
- **Education:** Game Design Bachelor
- **Occupation:** Narrative Designer
- **Location:** San Mateo, CA
- **Relationship:** Married
- **Psychographics**
 - Likes
 - Role-Playing Games
 - Dungeons & Dragons
 - Video Games
 - Values
 - **Self-Expression** – Being able to express oneself within video games through character customization.
 - **Creativity** – Unleashing one’s creativity through character customization and player-driven choices.
 - **Storytelling** – Getting immersed into storytelling or telling a story themselves.
 - Struggles
 - **Time Management** – Finding time to play games like *BG3* while balancing other responsibilities.
 - **Work-Life Balance** – Ensuring a balance between time spent working and time spent enjoying games.

- **Writers Block** – Struggling to come up with descriptive narratives, personally or at work, as a Narrative Designer.
- Sources
 - Lim (2023)
 - Migneault (2020)
 - ZipRecruiter (n.d.-b)

The **Fan** has high levels of loyalty towards the brand. They want to create and sustain an ongoing relationship. Below is a specific example of the fan buyer persona for *Baldur's Gate 3*:

Figure 6

Fan Buyer Persona



- **Demographics**

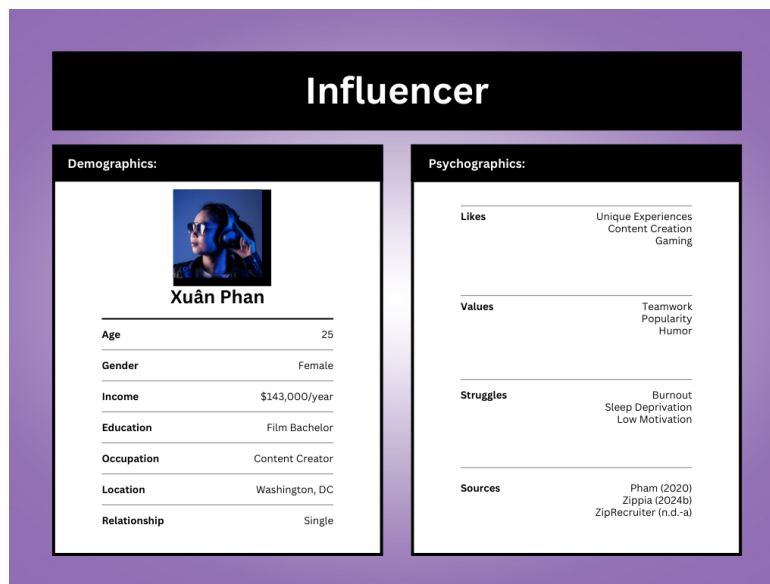
- **Age:** 20
- **Gender:** Female
- **Income:** \$34,000/year
- **Education:** History Bachelor
- **Occupation:** Retail Associate
- **Location:** Brunswick, ME
- **Relationship:** Dating
- **Psychographics**
 - Likes
 - Character Customization
 - Party Games
 - Detailed Lore
 - Values
 - **Choice** – Being able to make choices that matter within video games.
 - **Acceptance** – Feeling accepted, and accepting others/NPCs.
 - **Diversity** – Being surrounded by diverse groups of people from all backgrounds.
 - Struggles
 - **Financial Instability** – Struggling with making enough money.
 - **Time Scheduling** – Finding time to play, whether with friends or not, as someone working a revolving schedule within a retail environment.
 - **Lacking Inspiration** – Finding it hard to be inspired, typically as a result of one's environment.

- Sources
 - Mossholder (2022)
 - Zippia (2024a)
 - ZipRecruiter (n.d.-c)

The **Influencer** is fine having an ongoing relationship with the brand, provided they are being compensated in some way for that relationship. Below is a specific example of the influencer buyer persona for *Baldur's Gate 3*:

Figure 7

Influencer Buyer Persona



- **Demographics**

- Age: 25

- **Gender:** Female
- **Income:** \$143,000/year
- **Education:** Film Bachelor
- **Occupation:** Content Creator
- **Location:** Washington, DC
- **Relationship:** Single
- **Psychographics**
 - Likes
 - Unique Experiences
 - Content Creation
 - Gaming
 - Values
 - **Teamwork** – Working with others in games and as part of collaborative streams.
 - **Popularity** – Gaining popularity through live stream views, likes, comments, and fan engagement.
 - **Humor** – Being able to laugh during content creation, and in turn, making others laugh too.
 - Struggles
 - **Burnout** – Constantly working without any breaks to keep up popularity.
 - **Sleep Deprivation** – Struggling to sleep or getting very few hours of sleep due to constant content creation.

- **Low Motivation** – Facing low motivation, as a result of burnout and sleep deprivation.
- Sources
 - Pham (2020)
 - Zippia (2024b)
 - ZipRecruiter (n.d.-a)

4: Digital Marketing Strategy & Tactics

New Media / Social Media / Experiential Storytelling

As part of digital marketing in general, understanding how to utilize modern techniques and platforms is crucial. Each strategy and platform detailed will connect back to marketing objectives previously established. Below is an outline of new media platforms, and the distribution strategy applicable to every platform:

- **Social Media Platforms** – The **goal** for each platform is to generate brand awareness and community engagement. Social media platforms will also be used for brand/influencer collaborations. The **marketing message** on all social platforms will focus on intriguing aspects of *Baldur's Gate 3*, like the rich narrative, player choices, community, and iconic characters. The related **marketing objectives/conversion goals** are increasing active players on Steam by 20k in 1 month, increasing brand awareness by 25% through target

marketing campaigns within 12 months, and increasing product sales by 20% through brand/influencer collaborations.

- TikTok
 - Primarily create short-form content showcasing funny content.
 - **Tactic:** Post funny interactions between the main characters of the game and funny mods.
- Twitter/X, Instagram & Facebook
 - Create posts featuring text and image(s).
 - **Tactic:** Use relevant hashtags for marketing campaigns, or branded hashtags like “*Baldur’s Gate 3*” and encourage players to participate. Created graphic(s) to post alongside the body/messaging of the social media post.
 - **Examples Posts** (Video Reels, created by Adiena Kaiser)
 - Game Editions: https://fso-lms4-mortal-assets.s3.amazonaws.com/public/196609/2024_2_13/58eb403f-ab61-4565-b9ce-864525cc11cc/kaiser1CBAWK2.mp4
 - Characters: https://fso-lms4-mortal-assets.s3.amazonaws.com/public/196609/2024_2_13/3ba268a-6a10-42a0-af79-618f15c32357/kaiser2CBAWK2.mp4
 - **Video Platforms** – The **goal** for each platform is to foster a community through live interactions with players and fans of *Baldur’s Gate 3*. Video platforms will also be used for brand/influencer collaborations. The **marketing message** will focus on player creativity, player choice, and community engagement. The related **marketing**

objectives/conversion goals are increasing subscribers on Twitch by 20% in 4 months, increasing product sales by 20% through brand/influencer collaborations within 6 months, and increasing overall revenue by 10% through social proof and active player engagement within 8 months.

- YouTube

- **Tactic:** For pre-recorded videos, create dev blogs and interviews surrounding *Baldur's Gate 3*.

- Twitch

- **Tactic:** For live videos, ensure to engage with the live chat, showcase new mods, and run giveaways throughout the stream (applicable to YouTube as well).

- **Example Posts (Videos)**

- Larian Twitch – Gameplay:

<https://www.twitch.tv/videos/339214972>

- Larian YouTube – Animated Short:

<https://youtu.be/6w6MJ8FzfjM?si=abenIjlk-RspHjhK>

- **Forum** – The **goal** for the forum is to provide a deeper discussion about the game, report bugs, and create community dialogue. The **marketing message** will focus on strategy-talk, mod discussion, and collaboration with other dedicated players. The related **marketing objectives/conversion goals** are increasing positive reviews on Steam by 5% in 6 months and increasing overall revenue by 10% through social proof and active player engagement within 8 months.

- **Tactic:** Community Managers follow up with members of the forum, ensuring that questions are answered, and quality conversations are being had with each other.
- **Example Posts (Discussions)**
 - Larian Forum – Modding Discussion:
<https://forums.larian.com/ubbthreads.php?ubb=showflat&Number=952693#Post952693>
- **Images & Graphics** – The **goal** for any images or graphics utilized, whether on the *BG3* website, socials, etc. is to provide a visual element for fans. The **marketing message** will focus on showcasing the beautiful visuals within the game. The related **marketing objective/conversion goal** is increasing active players on Steam by 20k in 1 month as a result.
 - **Tactic:** Create shareable infographics on player statistics, take screenshots of beautiful sceneries in-game, and create memes around hilarious moments.
 - **Example Post (Infographics)**
 - Larian Twitter/X – Player Statistics:
<https://x.com/larianstudios/status/1732091568243229159>

Figure 8

Baldur's Gate 3 Player Statistic



Mobile

Mobile Application

Gathering inspiration from D&D Companion Apps like 5e Companion App (n.d.), Larian could create their own companion app for *Baldur's Gate 3*. This mobile application would allow players access to their character stats even without access to a computer. App features will include:

- **Character & Companion Statistics** – Health, experience level, class, and race.
- **Quests Tracking** – Current quests and completion progress.
- **Spell Tracking** – All spells, spell level, and cantrips.

- **Conversion Goal** – The primary conversion goal for the app would be the number of app installs. A realistic goal based on the size of the *Baldur's Gate 3* fanbase would be achieving 5%+ of current players downloading the app within the first 3 months of the app's launch.

Figure 9

5e Companion App

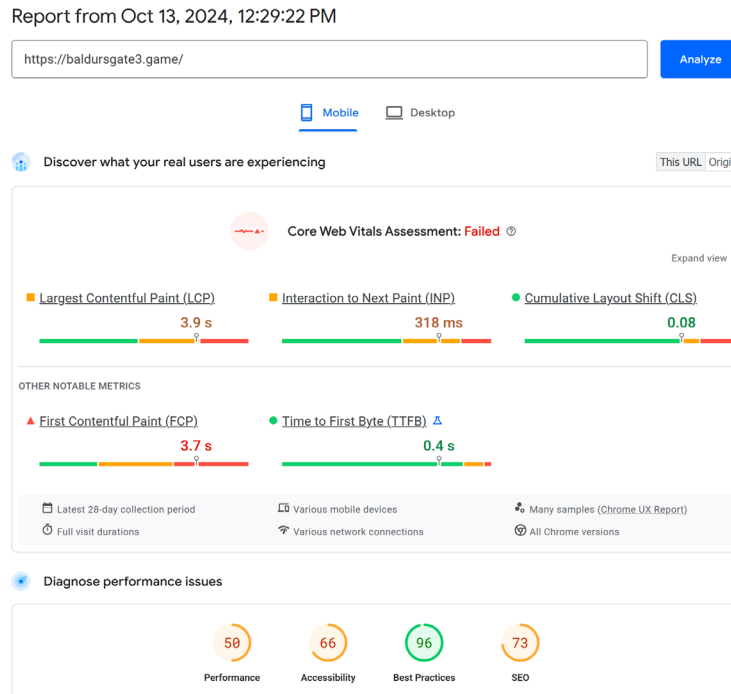


Mobile Website Optimization

Pagespeed Insights (n.d.) reports that *Baldur's Gate 3* fails the mobile website report. It is essential that Larian optimizes the mobile version of the *Baldur's Gate 3* website to lead to more conversions. Below is a screenshot of the results from the report:

Figure 10

Mobile Report



While Larian has nailed the “Best Practices” category, the other categories like “SEO, Accessibility, and Performance” scored much lower. Outlined below are possible solutions that could be used to improve categories with the lowest score:

- **Performance**

- Images

- The primary issue that is being flagged for performance is the amount and size of images on the website. To solve this issue, images could be resized, compressed, and rearranged on the website. This will allow for faster loading times for mobile users (Pagespeed Insights, n.d.).

- Videos/Gifs

- Larian recently added videos and gifs to their web page. Disabling auto-play could be one solution, speeding up the loading time for mobile users (Pagespeed Insights, n.d.).

- **Accessibility**

- Images

- The images on the *Baldur's Gate 3* website are missing alt attributes; Larian could implement alt attributes to fix this issue. Alt attributes are helpful for individuals that use screen readers, a feature commonly used for those with vision impairments. It is also a helpful feature for SEO, improving search result ranking as a result (Pagespeed Insights, n.d.).

- Links/Forms

- The links and forms on the *Baldur's Gate 3* website lack discernible names/labels. The solution is to simply assign a name or label to these elements. Like images, doing so can help individuals that use screen readers (Pagespeed Insights, n.d.).

- **SEO**

- Links

- The links on the *Baldur's Gate 3* website are not crawlable. To fix this issue, href attributes should be checked to ensure that anchor elements link to an appropriate destination. By doing this, pages of the website become more discoverable (Pagespeed Insights, n.d.).

Website

The *Baldur's Gate 3* website was recently updated and overhauled in October 2024. Many changes have been made as a result, including the entire rework on the home page, as well as the navigation menu itself. Each aspect of the navigation menu includes additional separation and organization for sections of the website that already existed, for example, creating a landing page just for cosplay and wallpapers. Below is a basic structure for how Larian Studios can continue to design, manage, and test the *Baldur's Gate 3* website:

- **Design**
 - Identify the target audience, gathering insights into their preferences with related games (or even better, *BG3* itself). Use these insights to establish the landing pages that can attract players.
 - Ensure that the website matches the theme of the game aesthetically.
 - Always make sure the website works for both desktop and mobile devices.
 - Strategically implement Call to Action buttons
- **Manage**
 - Search Engine Optimization
 - Utilize relevant keywords related to Larian and *Baldur's Gate 3* using keyword analysis tools like SpyFu.
 - Ensure that metadata and alt-text is being used as well as accurate for those using screen readers.
 - Website Update
 - Evaluate and update the website accordingly.
 - Community Forum

- Maintain forums by moderating discussions using Community Managers.
- **Test**
 - A/B Testing
 - Conducting user testing and A/B testing for elements on the website.
 - Analytics
 - Track bounce rate, average session duration, user paths, conversions, and more via Google Analytics.

Conversion Goals

Conversion goals help marketers stay on task and optimize their overall marketing strategy. Below are the conversion goals for the *Baldur's Gate 3* website:

1) Game Sales

- a. Using Google Analytics eCommerce, achieve a 10% increase in daily game purchases within the next 5 months.

2) Newsletter Sign-Ups

- a. Gain an additional 5000 sign-ups within the next 5 months.

3) Merchandise

- a. Increase revenue generated from merchandise sold by 10% within the next 5 months.

Landing Pages

There are six main navigation landing pages on the Baldurs Gate 3 website. Under each landing page, there are related subpages. Below are images of the main navigation, the sitemap, and a description for each landing page:

Figure 11

Main Navigation

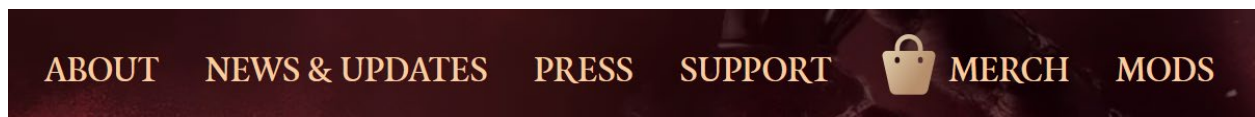
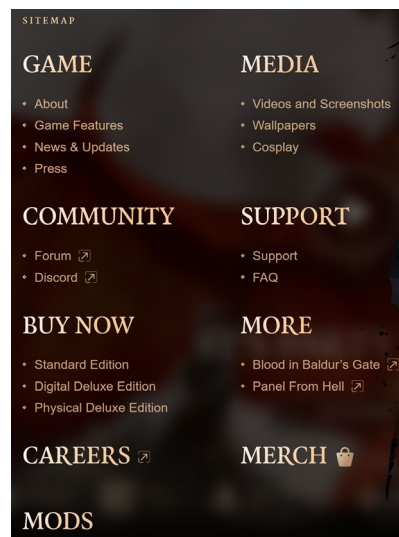


Figure 12

Sitemap



- **Game**
 - About
 - Describes what the game is about.
 - Game Features

- Highlights main features of the game.
 - News & Updates
 - Informs visitors of game news and updates.
 - Press
 - Provides downloads to press release kits.
- **Community**
 - Forum
 - A space where members of the community can discussion all things related to *Baldur's Gate 3*.
 - Discord
 - Provides the visitor with a link to join the official Larian Studios Discord server.
- **Buy Now**
 - Standard Edition
 - A place to buy a copy of *BG3*.
 - Digital Deluxe Edition
 - A place to buy a digital copy of *BG3*, with other goodies.
 - Physical Deluxe Edition
 - A place to buy a physical copy of *BG3*, with other goodies.
- **Careers**
 - The careers page for those wanting to work with Larian Studios.
- **Mods**

- The mod library, where one can download mods created by community members and fans.

- **Media**

- Videos and Screenshots
 - A place to see in-game videos and screenshots of *Baldur's Gate 3*.
- Wallpapers
 - A place to download desktop wallpapers that are *BG3* themed.
- Cosplay
 - A section featuring an official cosplay guide for use in cosplaying origin characters and companions featured in the game.

- **Support**

- Support
 - A place to submit bug reports and view old tips on common issues.
- FAQ
 - Commonly asked questions and general questions about *BG3*.

- **More**

- Blood in Baldur's Gate
 - A web browser game, taking place within Baldur's Gate.
- Panel from Hell
 - The official *Baldur's Gate 3* livestream showcase.

- **Merch**

- The official store for purchasing *Baldur's Gate 3* merchandise.

The landing pages that will be associated with the campaigns outlined in this plan include:

1) Mods

a. Campaign

i. BG3 Mod Support Influencer Campaign

b. Messaging

- i. “*Baldur’s Gate 3* now supports modding! Create, share, and play mods solo or with your party. Select from custom weapons, armor, classes, dice skins, and more.”

2) Media > Cosplay

a. Campaign

i. BG3 Cosplay Social Media Campaign

b. Messaging

- i. “Whether you’re a seasoned cosplayer or just starting out, we want to see your *Baldur’s Gate 3* cosplays! Enter the contest by posting a photo using #BG3Cosplay2025 on your social media account of choice.

3) Landing Page

a. Campaign

i. BG3 Email Newsletter Campaign

b. Messaging

- i. “Stay up to date with patches, hotfixes, and new content updates for *Baldur’s Gate 3*! Check out the latest news below.”

4) Testing & Measurement

- a. In general, A/B testing will be used for the evaluation of landing pages, aesthetically and for CTA's. Tools like PageSpeed Insights could be used to track the speed and performance of each page.

Home Page

It's vital for any company to have a home page that is enticing to a visitor because "this page is responsible for drawing in a majority of your website's traffic" Cox (2022). First impressions are important to keep the audience engaged, and to convert them into leads for a service or product. Conducting an analysis on the home page for websites can be resourceful to marketers and designers, gaging necessary changes that can be made for optimal web design and usability. This home page analysis will focus on *Baldur's Gate 3*. The *Baldur's Gate 3* home page is strong in some areas and weak in others.

Strengths: The animated compilation for the main background is extremely impressive and features main characters from *Baldur's Gate 3*, a touch that is rather unique for most websites. The dark blue hue of the background allows the rest of the elements on the website to pop out against it, making those elements easier to spot. The gold color of those elements (text and icons) matches the branding elements used throughout the website as well as in-game. The content on the home page is straightforward, and each element is considered necessary for the marketing of the game. In general, there is a great balance between text and graphics used throughout the home page.

Weaknesses: The navigation panel, the "available now" text, and the social bar are hard to read because they're much smaller in comparison to the rest of the home page. The social bar does not show all six social media platforms that *Baldur's Gate 3* has and currently moderates.

There are no apparent indications of elements that are clickable or hyperlinked, like underlined text.

The **testing and measurement** strategy for the home page will follow the same strategy for each landing page. This strategy includes conducting A/B tests as needed and using tools like PageSpeed Insights to ensure the best speed as well as performance for the home page.

Funnel Navigation

In the past, to lead to conversion of additional sales on the *Baldur's Gate 3* website, visitors had to successfully navigate to the Larian store page. To do so, the order of landing pages that must be clicked were:

- Home > Larian Logo > Merch > Products
 - **Clicks:** 4

This process has since changed, appearing more streamlined than ever before. Now, merchandise specific to the game can be found as a landing page part of the main navigation, as circled below:

Figure 13

Merch Main Navigation



Several task analyses can be performed to test and measure this funnel navigation strategy. One participant should be a fan of *Baldur's Gate 3*, preferably, one that is aware of the

website's existence already. The other participants should be outside sources, someone that isn't a fan of the franchise, and a web designer.

The conversion goal for the merchandise funnel navigation is to increase revenue generated from merchandise sold by 10% within the next 5 months. Due to only having one step to get to the merchandise landing page, the chances of converting website visitors are much higher. Customers are no longer hindered by large amounts of clicks with this straightforward approach.

Search Engine Marketing (SEM)

Search Engine Marketing can further bolster one's marketing efforts and website rank online. With advancements in technology, it is now easier than ever before to do. As part of staying ahead of the competition and advancing alongside technology as digital marketers, it's important to understand how to utilize AI tools like ChatGPT to one's advantage. Below are the top 10 unbranded keyword phrases related to *Baldur's Gate 3*, compiled by ChatGPT:

Table 1

Keyword Phrases

Keyword Phrase	Search Volume	Cost Per Click			Monthly Clicks			
		Broad	Phrase	Exact	Broad	Phrase	Exact	Total
rpg characters	320	\$ 1.89	\$ -	\$ -	0	0	0	90
dungeons and dragons rpg	44	\$ 3.01	\$ 2.45	\$ 2.46	100	21.13	22	22
forgotten realms rpg	44	\$ -	\$ -	\$ -	0	0	0	0
githyanki warrior	400	\$ -	\$ -	\$ -	0	0	0	190
mind flayer parasite	135	\$ -	\$ -	\$ -	0	0	0	65
rpg character creation	90	\$ -	\$ -	\$ -	0	0	0	28
fantasy rpg game	44	\$ 1.53	\$ 2.09	\$ 1.34	16	0.6	0	14
tactical combat games	150	\$ -	\$ -	\$ -	0	0	0	125
party-based rpg	55	\$ -	\$ -	\$ -	0	0	0	40
story-driven rpg	12	\$ -	\$ -	\$ -	0	0	0	0

1) **Forgotten Realms RPG**

- a. This keyword phrase attracts searchers familiar with the Forgotten Realms universe as well as RPG's. These are aspects directly related to *Baldur's Gate 3*, and/or Dungeons & Dragons.

2) **Dungeons and Dragons RPG**

- a. This keyword phrase attracts searchers that are fans of the Dungeons & Dragons universe and RPG. *Baldur's Gate 3* is based on this universe, taking place in the vast world of Faerûn.

3) **Mind Flayer parasite**

- a. This keyword phrase attracts searchers interested in learning more about the main enemy of the game, the Mind Flayer parasite. Mind Flayers are creatures that infect others with their parasite, turning their victims into other Mind Flayers for world domination.

4) **RPG character creation**

- a. This keyword phrase attracts searchers that are fans of character creation regarding RPG's, the exact category that *Baldur's Gate 3* falls under. The character creation for *BG3* allows players to get extremely detailed, from hair, skin, class, personality, and more.

5) **RPG characters**

- a. This keyword phrase attracts searchers interested in RPG's and the associated characters lore, one key value of *Baldur's Gate 3*. There are 6 game character companions: Astarion the Rogue Vampire Spawn, Gale the Wizard, Lae'zel the Githyanki, Shadowheart the Shar Worshipper, Wyll the Blade of Frontiers, and

Karlarch the Barbarian Tiefling.

6) Fantasy RPG game

- a. This keyword phrase attracts searchers that enjoy fantasy-specific RPG games, just like *Baldur's Gate 3*. Fantasy elements typically involve inspiration that derives from folklore, mythology, literature, and other similar sources.

7) Tactical combat games

- a. This keyword phrase attracts searchers that enjoy playing tactical combat games. These games feature a variety of advanced game mechanics, like the mechanics featured in *Baldur's Gate 3*.

8) Githyanki warrior

- a. This keyword phrase attracts searchers that would be intrigued by the Githyanki characters. More specifically, Lae'zel, one of the main characters featured in *Baldur's Gate 3*.

9) Party-based RPG

- a. This keyword phrase attracts searchers that would be open to participating in group settings or games that feature a multiplayer mode, a feature in *Baldur's Gate 3*.

10) Story-driven RPG

- a. This keyword phrase attracts searchers interested in games with detailed story-telling and immersive scenarios. The characters in *Baldur's Gate 3* each have their own detailed backgrounds and backstories.

Organic Competitors

These competitors either outrank or come close to outranking Larian's organic keywords used. This aspect matters the most to Larian, as the company has previously stated that they do not invest in paid marketing strategies at this time. Below are three organic competitors for *Baldur's Gate 3*:

1) **Pillars of Eternity II: Deadfire** (Obsidian Entertainment)

- a. Pillars of Eternity II: Deadfire, is a continuation of the fantasy RPG that focuses on the destruction from reawakened god, Eothas. There are 128 organic keyword phrases that Pillars of Eternity II: Deadfire outranks *BG3* in. To name a few, "game patches pc" 41:54, "steam check for game updates" 56:62, and "disc pc games" 17:76 (*SpyFu - Obsidian Entertainment Organic Rank*, n.d.).

2) **Shadowrun** (Catalyst Game Labs)

- a. Shadowrun is a fantasy and cyberpunk RPG set in a dystopian future, solving mysteries while running into moral dilemmas. The organic keyword phrase that outranks and surpasses *BG3* is "box game studio". Shadowrun is ranked 38, and *BG3* is ranked 77 (*SpyFu - Catalyst Game Labs Organic Rank*, n.d.).

3) **Dragon Age: Inquisition** (EA)

- a. Dragon Age: Inquisition is a fantasy RPG set in the fictional world of Thedas, emerging from an event by the name of the Breach. There are 142 organic keywords that Dragon Age: Inquisition outranks *BG3* in. To name a few, "dvd pc game" 68:78, "ps4 games wallpapers" 49:53, "physical pc game" 42:76 (*SpyFu - EA Organic Rank*, n.d.).

Paid Competitors

These are leading competitors that rank high in paid keywords that Larian would invest if they chose to invest into paid marketing strategies. This aspect is important to cover in the event that Larian decides to start investing into paid marketing strategies. Below are two paid competitors for *Baldur's Gate 3*:

1) Raid Shadow Legends (Plarium)

Figure 14

Plarium Google Ad

Plarium's Raid Shadow Legends - Welcome To Plarium official

<http://plarium.com/>

Collect mighty heroes, forge your unstoppable army, join a clan, and conquer epic battles. Enter the realm of Teleria and join over 380M players worldwide in Raid Shadow Legends.

Ad Position: 1 Date: September 2023

- a. Raid Shadow Legends is a strategy RPG game, featured on mobile and pc, known for their collaborations with gaming influencers (*RAID: Shadow Legends*, n.d.). An example of an ad by Raid Shadow Legends (Plarium) can be found below. The keyword phrase associated with the ad example is “plarium”, the game studio’s name. The clicks per month for this keyword phrase is 628. The cost per click is \$0.65 USD. The coverage, also known as impression share, is 75% (*SpyFu - Plarium Ads*, n.d.).

2) Neverwinter (Arc Games)

Figure 15

Arc Games Google Ad

Dungeons & Dragons MMORPG

<http://arcgames.com/>

Completely Free to Play — Join millions in the award-winning fantasy MMORPG based off the iconic Dungeons & Dragon. Defend the realm against Frost Giants in an epic MMORPG based off D&D franchise. ...

Ad Position: 1 Date: May 2024

- a. Neverwinter is a free-to-play MMORPG based in the Dungeons & Dragons universe (*Neverwinter*, n.d.). Below is an example of an ad by Neverwinter (Arc Games). Neverwinter is a D&D-inspired MMORPG, where factions attempt to cause chaos. The keyword phrase associated with the ad example is “dungeons and dragon game”. The clicks per month for this keyword phrase is 4.03. The cost per click is \$1.07 USD. The coverage, also known as impression share, is 16.7% (*SpyFu - Arc Games Ads*, n.d.).

Paid Search Strategy

As part of Larian’s paid search strategy for *Baldur’s Gate 3*, Google Ads will be used to further reach and engage website visitors. Below is a mockup of a PPC ad for *Baldur’s Gate 3*, created through Canva and integrating as many of the top ten keywords as possible. The

description line was inspired by the other competitor ads regarding detail and in character-length, 200 characters. The headline was also based on the other competitors' ads and was condensed to 30 characters for viewer retainment. The URL takes the viewer directly to *Baldur's Gate 3*, avoiding confusion and informing visitors of the video game in greater detail.

Figure 16

Mock BG3 Google Ad

Baldur's Gate 3 - Fantasy RPG

<http://baldursgate3.game.com/>

Explore the Forgotten Realms in this story-driven, party-based, Dungeons and Dragons RPG! Fight as a Githyanki warrior against the Mind Flayer parasite, or create your own in character creation.

- **Messaging**

- “Explore the Forgotten Realms in this story-driven, party-based, Dungeons and Dragons RPG! Fight as a Githyanki warrior against the Mind Flayer parasite or create your own in character creation.”

- **Measurement & Tracking**

- Using Google Analytics, Larian could link their Google Ads account. Doing this allows them to see ad conversion, CTR, CPC, keywords, impressions, and ROAS.

- **Conversion Goals**

- Achieve a conversion rate of 3% or higher.
- Achieve a CTR of 3% or higher.
- Achieve a CPC of \$2 or less.

- All within the first month of the ad launching.

Website Optimization

Websites must be optimized to drive additional traffic, increase number of conversions, and increase revenue (American Marketing Association, 2022). Website optimization isn't a short-term solution, or a one-time solution; it is a long-term and constant process, to outrank the competition. Below is an outline of how Larian can continue to optimize the *Baldur's Gate 3* website:

- **On-Page SEO**

- Metadata (Tousseyn 2024)

- Ensure that title tags (headline in search engine results) are concise, under 55 characters, and include relevant keywords.
 - The short description should be around 155 characters, including relevant keywords and a clear value proposition or call to action.
 - Header Tags (Tousseyn 2024)
 - H1 tag should include the main keyword, and it should summarize the page's content.
 - H2 and H3 tags can be used to further break down sections, also including relevant keywords.

- Keywords (Lyons, 2023)

- Find relevant keywords with a high search volume to boost site ranking. Alternatively, target less competitive long-tail keywords (easier to rank when pulled off due to low search volume).

- This can be done on various landing pages and is commonly done in news or blog sections.
- **Technical SEO**
 - Site Architecture (Pol, 2024)
 - Organize landing pages under the main navigation, making sure each page is linked together properly. The goal here is to ensure that all pages are accessible in a few clicks.
 - Site Map (Pol, 2024)
 - An XML sitemap helps Google find and index webpages. Once the sitemap is located, Larian can submit it to Google via Google Search Console.
 - Hypertext Transfer Protocol Secure (Pol, 2024)
 - Commonly referred to as HTTPS, this is the secure version of HTTP. Not only does this protect sensitive information that users may input (ex. login information for the forum, credit card details for the *BG3* store) but it also helps with site ranking.

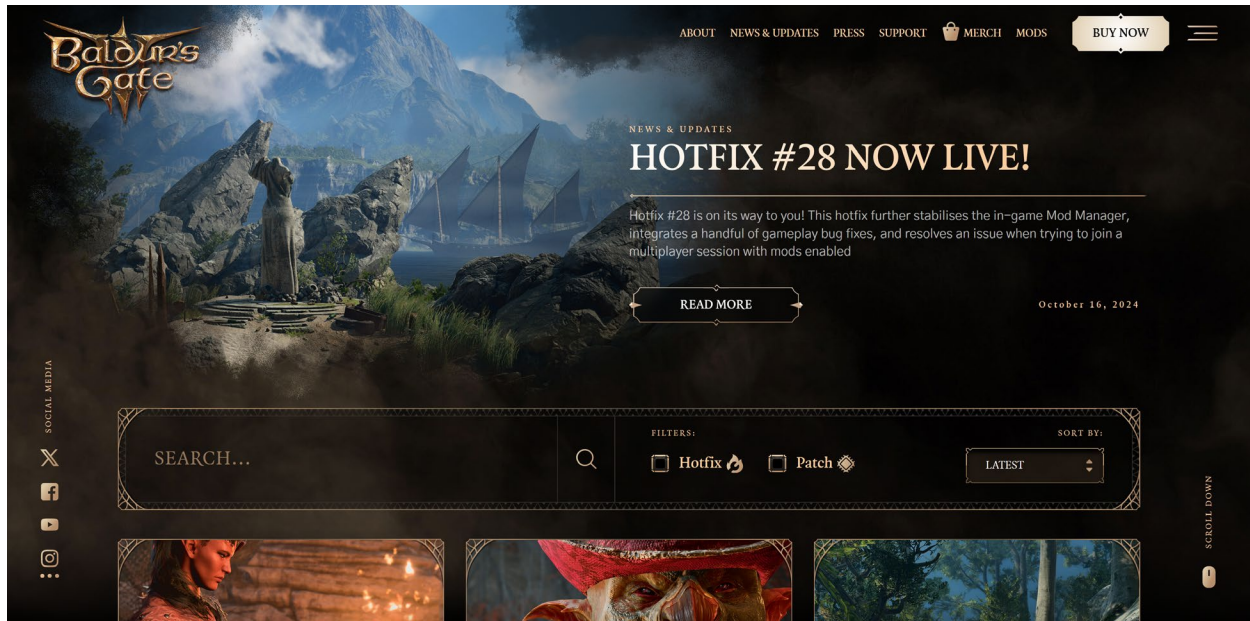
Content Strategy

Establishing what type of content to display on the Baldur's Gate 3 website can be helpful for creating a backlog of content to schedule. Additionally, it can provide the marketing team guidance on what type of content aligns with the studio's vision. The content strategy as part of this website optimization outline will include the following screenshot and strategies:

1) News

Figure 17

News Landing Page



a. Game Updates

- i. Larian will continue to create news posts regarding any updates to *Baldur's Gate 3*. Relevant keywords should be utilized in each post.
 - ii. Post as soon as game updates occur to keep the community in the loop.
- Larian currently posts these updates twice a month on their website.

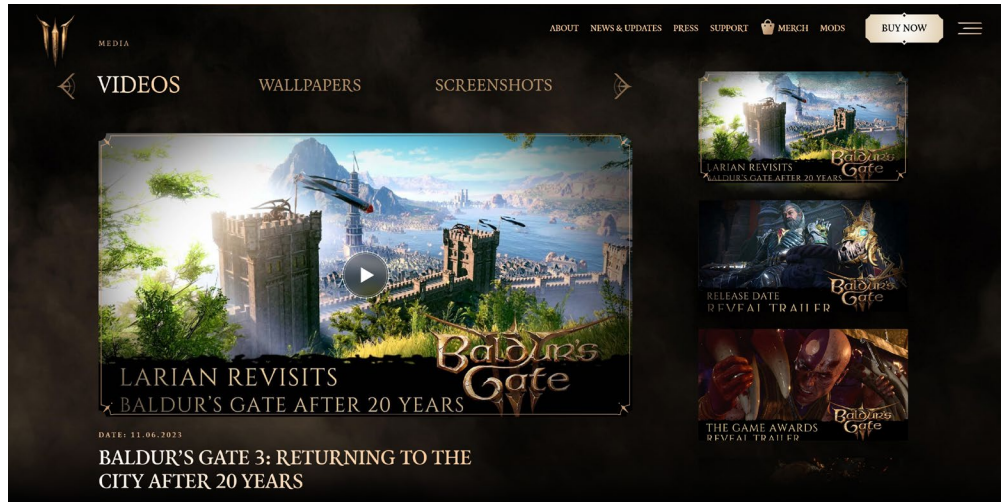
b. Tutorials

- i. Tutorials could be reposted (with permission/compensation for the creator) or create their own tutorials around tips and tricks that have been yet to be found by their player base.

2) General Webpages

Figure 18

Videos Landing Page

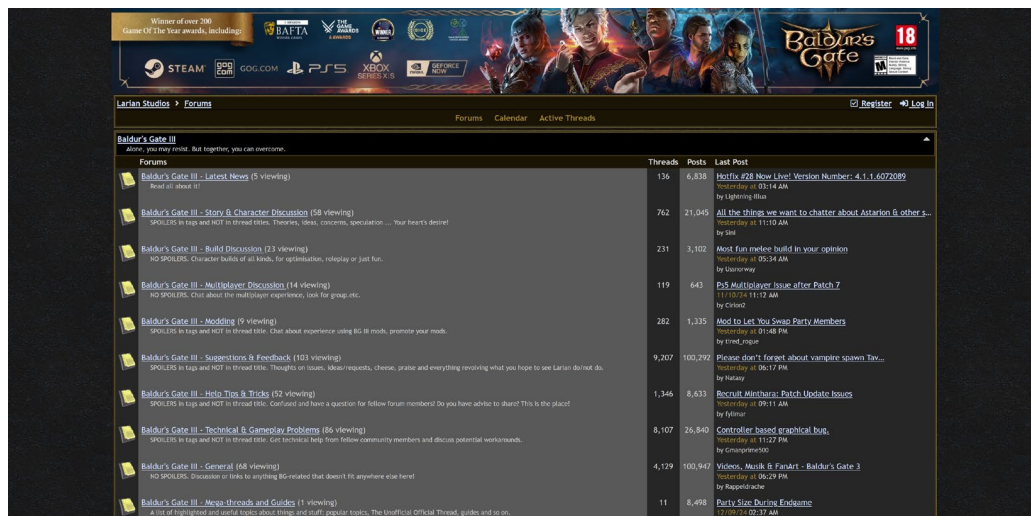


a. Videos

- i. Videos like game trailers and character spotlights could be added to the *BG3* website.

Figure 19

Forum Landing Page



b. Forum

- i. Encourage website visitors to sign-up for the forum. Community members can talk about anything related to *Baldur's Gate 3*, in addition to reporting any glitches within the game.

Email Marketing & Customer Messaging

There are many benefits to building and maintaining an email list of customers. Email marketing is cost-effective and allows for measurable results, typically yielding a high conversion rate between 2-20% (Hoory, 2024). Larian Studios currently has a newsletter, informing players of any company updates and patches to *Baldur's Gate 3*. Below is a general strategy on how Larian can achieve a customer list, and how they can continue to optimize their current email marketing strategy:

• Opt-In

- Larian could place opt-in forms throughout the *Baldur's Gate 3* website, specifically on key landing pages where conversion is desired. These key landing pages could include the store page, homepage, and the news page.
- A social media post on Larian Studios socials can also be made about the email newsletter, providing a link to the opt-in.

• Messaging

○ **Patch/Hotfix**

▪ Message

- The messaging for this email campaign type would focus on major

patches, updates, and hotfixes for *Baldur's Gate 3*. Any relevant, supplemental media like gifs, videos, and images would also be attached.

- **Example** – Title: Hotfix [#] Now Live! | Body: “The latest Hotfix is coming soon! This hotfix focuses on fixing bugs related to character interactions, new scene integration, and more. Read more here [hyperlink news article]!”

- Goal

- **Re-Engagement** – Reengaging inactive players while simultaneously reminding active players.
- **Conversion** – Achieve an uptick in player activity by 10% upon patch note/hotfix/update push.

- **Survey**

- Message

- The messaging for this email campaign type would focus on gathering feedback from current players and potential customers. Potential additions to the game could be asked for within a survey email campaign.
- **Example** – Title: [First Name], what do you want in *Baldur's Gate 3*? | Body: “Hey Adventurer! We're working on the next big character customization update to *Baldur's Gate 3*! Your voice matters, so we want you to be a part of the decision-making. We invite you to participate in this short survey here: [survey link].”

Thank you for being a vital part of our community! Larian Studios

[Company Signature]”

- **Goal**

- **Customer Insights** – Gaining insights directly from active players to use for improving *BG3*.
- **Conversion** – Achieve a participant response rate of 20% from email recipients.

Partner Marketing

According to Adobe Communications Team (2022), Partner Marketing “is one of the best ways to reach new audiences, build business relationships, and boost revenue.” Gaming brands and influencers that Larian Studios would work well with are outlined below. These mutually beneficial partnerships would focus on bolstering marketing efforts and sales for *Baldur’s Gate* 3.

Gaming Hardware

Figure 20

Razer Logo



- Razer
 - Razer is a “leading lifestyle brand made For Gamers. By Gamers” Razer (n.d.). They’re best known for their computer accessories, like keyboards, mice, headphones, and microphones. They have also done collaborations with popular brands like Sanrio through Razer Customs, spotlighting each character from the universe.
 - Similar to the Sanrio collaboration, Larian and Razer could collaborate on bringing the characters from *Baldur’s Gate 3* to Razer Customs.

Figure 21

Secretlab Logo



- Secretlab

- Secretlab is a gaming chair and desk company, known for their ambitious collaborations with popular game franchises like Overwatch, Diablo, Warhammer 40k, and more (Secretlab, n.d.).
- **Messaging**
 - “Take your gaming setup to the next level. Game in style with *Baldur’s Gate 3*-inspired [Gaming Hardware Company] gear now.”
- **Tactics**
 - Offer an in-game cosmetic reward upon players purchase of gaming gear, earned as a code in the mail with the product purchased.
- **Conversion Goal**
 - Sell 5,000+ co-branded pieces of gaming gear within the first quarter of the product launch.

Gaming Influencers

Figure 22

DougDoug Headshot



- DougDoug
 - DougDoug is a macro influencer known for modding video games and utilizing AI to create funny encounters with his audience on Twitch. Most recently, he started creating one-shot D&D campaigns with his audience. He's also worked with game studios like Bandai Namco for their Tekken 8 game release (*DougDoug*, n.d.).
 - DougDoug is an advocate for underrepresented communities, reminding his viewers to respect one another. He would be a great fit for the BG3 influencer campaign, not only because he meets the selection criteria, but also because he shares the same core values as Larian Studios. He's best to get a hold of via email or social media direct messaging.

Figure 23

Miyoung Headshot



- kkatamina

- kkatamina, aka Miyoung, is a macro influencer known for streaming D&D, Just Chatting, and The Binding of Isaac to her audience on Twitch. She started collaborating *Baldur's Gate 3* three months ago, and regularly streams general D&D campaigns with other influencers. She's also partnered with gaming technology provided by Elgato.
- Miyoung is a team-player, supporting others with similar interests. She would be a great fit for the BG3 influencer campaign, not only because she meets the selection criteria, but also because she already has in-depth knowledge and enjoyment with the video game. She's best to get a hold of via social media direct messages.

Figure 24

BagheraJones Headshot



- BagheraJones

- BagheraJones is a French macro influencer known for streaming Just Chatting, Lethal Company, and *Baldur's Gate 3* on Twitch. She regularly streams *Baldur's Gate 3*, and is the #2 most watched *BG3* channel, as well as #1 French *BG3* channel. She's partnered with gaming groups such as the QSMP (*BagheraJones*, n.d.).
- BagheraJones is not just a gamer, she's also been featured in music videos and other performing arts. She would be a great fit for the *BG3* influencer campaign, not only because she meets the selection criteria, but also because her audience spans Europe (which is where all Larian Studio buildings reside in addition to Canada). She's best to get a hold of via social media direct messages.
- **Messaging**
 - "Explore the world of *Baldur's Gate 3* with [Gaming Influencer] on their latest stream! Join in on the fun and the surprise to come."
- **Tactics**
 - All streams are sponsored by Larian Studios.
 - The compensation and contract will be discussed according to the influencers' reach, rate, and other relevant factors.
 - Discount codes unique to the influencer will be revealed during the stream.
 - These codes will be tracked to see how many fans use them for purchases.
- **Conversion Goal**
 - 1,000 purchases of *Baldur's Gate 3* utilizing the influencer stream discount, during or after the stream (x3, goal for each influencer).
 - Gain 5,000 subscribers to Larian's YouTube and Twitch after influencer streams.

Offline Marketing

Larian Studios would benefit greatly from utilizing offline marketing tactics within their digital marketing plan. Outlined below are different methods, a description of the marketing message, the goal of the messaging, and conversion goals for each method.

1) Conventions/Conferences

- a. **GDC** is the world's largest event for video game developers, located in San Francisco, California. This conference is hosted once a year, typically within the middle of March, and features developer panels as well as areas for professional networking.

Figure 25

GDC Logo



- b. **PAX**, also known as Penny Arcade Expos, is one of the largest video game conventions, located in multiple locations including the West, East, Australia, and

Philadelphia. This convention is hosted annually, and features developer panels, tabletop gaming areas, tournaments, concerts, cosplay, as well as other community events.

Figure 26

PAX Logo



i. Marketing Message & Goal

1. For conferences/conventions, the marketing message should focus on Larian Studios commitment to innovation, player freedom of expression, and rich storytelling for *Baldur's Gate 3*. An example for a banner or flyer could be, "Meet the developers of Larian Studios at booth [#]. Discover our commitment to creating innovative and immersive RPGs like *Baldur's Gate 3*!"
2. The goal of this message is to appeal to developers and gamers interested in *Baldur's Gate 3* as well as RPGs in general. The messaging also connects back to the brand story, encouraging players to embrace diversity and unleash their creativity.

ii. Conversion Goals

1. Booth Mentions – Mentions of the booth on social media or through media coverage could be tracked.

2. Physical Sales – Physical copies of the game could be sold at Larian’s booth.

PR / Communications Plan

According to Leibowitz (2024), “Effective PR strategies can lead to increased brand awareness, enhanced credibility, and ultimately, higher profit.” Additionally, having a plan for communications helps “employees coordinate their activities to ensure that the entire organization is marching toward the same strategic goals” Joubert (2024). The PR and Communications strategy for Larian Studios and *Baldur’s Gate 3* covers online news outlets, journalists/bloggers, and an example timeline of a press release for the Official Mod Support feature.

Online News Outlets

- **Eurogamer** - <https://www.eurogamer.net/>
 - Eurogamer is a notable European gaming online news outlet that primarily covers PC, console, indie, and board games. Larian Studios headquarters are all located within Europe, proving to be a relevant match in both niche and location. Their current total visits add up to 18.4 million, with visits increasing 6.45% since last month (Similarweb, n.d.-b). In addition, Larian Studios has been featured many times on their news outlet.
 - **Example Article:** <https://www.eurogamer.net/why-baldurs-gate-3s-faithful-recreation-of-dungeons-dragons-is-so-exciting>

- **Het Nieuwsblad** - <https://www.nieuwsblad.be/>
 - Het Nieuwsblad is a popular local newspaper and online news outlet that covers everything local to Ghent, Belgium. Larian Studios has been featured numerous times on their website, as that is where their first established headquarters can be found. Their current total visits add up to 35.2 million (Similarweb, n.d.-a).
 - **Example Article:** https://www.nieuwsblad.be/cnt/dmf20240411_98135954

Journalists & Bloggers

- **Rachel Kaser – GamesBeat**
 - Rachel is a writer for GamesBeat, focusing on gaming, culture, and journalism. In the past year, she has written 1-4 articles a month centered around *Baldur's Gate 3*. Each article is positive, focusing on the success of the game, and the awards that Larian Studios has won thus far (VentureBeat, n.d.).
- **Joel Franey – GamesRadar+**
 - Joel Franey is a writer for GamesRadar+, focusing on single player games and narrative games. He has written/edited most of the *Baldur's Gate 3* articles featured, all positive and focused on guiding players throughout the game (GamesRadar+, n.d.).
- Each journalist and blogger will receive copies of the *Baldur's Gate 3* press kits as well as the Official Mod Support press release in PDF format. Pitches will be sent via email by following the principles outlined by Moore (2024): #1 Relevant – Pitching to a journalist that covers the video game industry. #2 Concise – Sticking to 200 words or less, between


5am and 12 pm EST on Mondays, and following up within one week of the initial message.

Press Release

“A press release helps businesses reach audiences and create awareness around a topic or an organization's brand” Birt (2024). To showcase the general messaging, arrangement, and outline of a press release, a mock press release has been created. This mock press release highlights a hypothetical DLC collaboration announcement between *Baldur's Gate 3* and *Critical Role*. Below are the images of the press release described:

Figure 27

Mock Press Release for Larian Studios



FOR IMMEDIATE RELEASE

Contact: Adiana Kaiser
Content Marketing Manager
913-322-1265
akaiser@student.fullsail.edu


First Baldur's Gate 3 DLC Features Critical Role's 'Verdant Expanse'

GHENT, BEL, July 13, 2024 – Larian Studios – an award-winning independent video game developer and publisher – announces first DLC, in collaboration with Critical Role's 'Tal'Dorei' region, set within the 'Verdant Expanse' – a forest filled with the Fey.

The 'Verdant Expanse' DLC introduces players to a new region and storyline where players must confront an ancient curse that has been awakened within the forest. The curse brings disruption to the balance of the region, featuring the elven city of Syngorn in the middle of it all. It is up to the player to restore the peace and save the forest from this new evil, once and for all.

"We're eager to offer an immersive experience for both *Baldur's Gate 3* players and Critical Role Fans," says Sven Vincke, Founder and CEO of Larian Studios. "As a long-time fan of Critical Role, I am thrilled to see our worlds merge in such an exciting way. We can't wait for fans to dive into this new adventure!"

The new DLC, titled 'Verdant Expanse', is scheduled to launch July 31st, 2024, at 12am CEST. It will be available on all platforms, including Xbox, PlayStation, Steam, and GOG.com.



About Larian Studios:

Larian Studios is an independent game developer and publisher known for their *Divinity Original Sin* series and their work with Wizards of the Coast on *Baldur's Gate 3*. Headquartered in Europe, their fanbase spans globally, primarily attracting D&D fans and RPG enthusiasts.

About Critical Role:

Critical Role is a weekly web series created by a group of professional voice actors that play *Dungeons & Dragons*. Since it's rise in popularity and creation in 2015, the brand has expanded into creating comics and an animated tv show.

For more information about Larian Studios and Baldur's Gate 3, please visit <https://larian.com/>.

For more information about Critical Role, please visit <https://critrole.com/>.

###

Goal of the release: The goal of this release is to reveal the first ever DLC coming to Baldur's Gate 3, in collaboration with Critical Role, 'Verdant Expanse'.

Keyword focus: Larian Studios, Critical Role, Tal'Dorei Region, Verdant Expanse, Fey, DLC, Forest, D&D, Dungeons & Dragons.

Distribution channel(s): Larian News page, IGN.com, Game Rant, GameSpot, Eurogamer, all socials for Larian Studios and Critical Role.

Any additional notes: The location for this press release is Ghent, Belgium. It is the main headquarters of Larian Studios.

Timeline

The following is a 6-month timeline, outlining when each phase of the Official Mod Support PR distribution strategy should occur, inspired by Swim (2020) and information gathered above:

- **Month #1:** October 2024

- **Theme:** Plan & Prep

- The goals of the PR campaign will be defined here. For example, increase in Official Mod Support installations and user-generated mods.
 - The target audience of Larian Studios (*BG3*) will be analyzed and compared to identify additional keywords, and to find an approach to communicating with fans.
 - The messaging and content will also be defined during this time, for Larian Studios. Social media platforms will be discussed, and post drafts will be created.
 - The journalists/bloggers and news outlets will be established, creating a list of contact methods.

- **Month #2:** December 2024

- **Theme:** Recap & Reinforce

- Remind the community that the official mod support for *Baldur's Gate 3* is already out through a social media post. Highlight players positive responses (could be a quote) to this feature and provide any relevant metrics (like number of mods created since launching).
 - Journalists/Bloggers and news outlets defined earlier will be reached out

to, attaching the social media and pitching for press coverage in exchange for exclusive content coverage.

- Reaching out to macro+ influencers that have covered *Baldur's Gate 3* may also be considered to further increase brand awareness as well as community engagement.

- **Month #3:** January 2025

- **Theme:** Community Engagement⁶

- Showcase mods created by the community through social media posts and videos.
 - The press release will be distributed here to each of the media contacts identified earlier (journalists/bloggers and news outlets).
 - This would also be an ideal time to create developer interviews, featuring the developers that worked on this feature.
 - Brainstorming additional pieces of content to post on all socials should also take place during this month.

- **Month #4:** February 2025

- **Theme:** Feature Updates

- Update the community on any updates to the feature via social media.
 - Continue to engage with the press by reengaging with the same news outlets and journalists/bloggers and reaching out to other prospects.

Provide either additional details/content or interviews for use in blogs and articles.
 - Create community events, like hosting livestreams on Twitch or

YouTube, with team members from Larian Studios.

- **Month #5:** March 2025

- **Theme:** Competition & Prizes

- Create competitions with rewards to encourage the community to create their own mods. A theme could be selected for each competition, for example, “Spooky”.
 - Encourage users to continue to spread the #BG3ModSupport by highlighting or reposting their content on social media.
 - Interview with media outlets, discussing the importance of modding and what the future holds for modders.

- **Postlaunch**

- Remember: Each month was analyzed and monitored to ensure that the campaign is going in the correct direction from the start.
 - After the campaign has concluded, it’s important to take note of what went well, what went wrong, and how to improve upon the next PR campaign and distribution strategy.

Legal Analysis and Considerations

“90% of businesses experience a lawsuit at some point in their lifespan” Cobb Cole (2023). Each marketing strategy outlined above needs to be issue-spotted to ensure that legal issues are prevented and managed accordingly. Below are potential legal issues that Larian could run into, which marketing strategy applies to the potential legal issue, and recommendations to handle the potential issue:

- **Intellectual Property (IP) Infringement**

- **Potential Issue:** The *BG3* IP is copyrighted and protected. However, because many of the marketing campaigns and strategies involve collaborating with partners as well as influencers, Larian has to ensure that proper IP clearance is granted.
- **Marketing Strategies** – Brand Strategy, Email Marketing, & Partner Marketing
- **Recommendations**
 - Ensure that agreements created for influencers and partners provide the appropriate rights to use Larian Studio/*Baldur's Gate 3* content within posts or promotions.
 - Utilize watermarks or disclaimers in emails, detailing expectations regarding usage.
 - In general, establish clear terms regarding IP ownership and usage (ScoreDetect Team, 2024).

- **Cross-Border Compliance**

- **Potential Issue:** Due to Larian's reach and marketing efforts spanning globally, the studio is subject to laws of various jurisdictions regarding data privacy.
- **Marketing Strategies** – Search Engine Marketing & Paid Search Strategy
- **Recommendations**
 - Ensure that compliance is followed regarding the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA), covering European customers as well as California-based customers.

- Implement privacy policies, privacy notices, terms of use, and cookies notices, making sure to regularly update each element to ensure continued compliance.
- Taking these measures in general can help with avoiding expensive fines, reputation damage, lawsuits, or other related fees (Riddell, 2023).
- **Email Marketing Compliance**
 - **Potential Issue:** Email marketing campaigns are subject to compliance with the CAN-SPAM Act in the US. This act requires clear opt-outs, accurate sender information, and accurate subject/body text (Federal Trade Commission, n.d.).
 - **Marketing Strategy** – Email Marketing
 - **Recommendations**
 - Ensure that a clear opt-out link/button is present for email subscribers.
 - Use accurate sender information, subject lines, and text within the email.
 - Keep a record of user consent to ensure legal compliance and for legal purposes.

5: Implementation Plan

Marketing Campaigns & Programs

Marketing campaigns “enable businesses to raise brand awareness, generate leads, increase sales, and foster customer loyalty” Srivastava (2023). Outlined below are three potential marketing campaigns that Larian could execute:

1) **BG3 Mod Support Influencer Campaign**

a. **Campaign Name**

- i. The campaign name is “BG3 Mod Support Influencer Campaign.” This name is straightforward, stating what the campaign type is, and what feature will be spotlighted.

b. **Description**

- i. Utilizing #BG3ModSupport, gaming influencers can share the messaging related to Larian’s story of unleashing creativity and imagination with players through social media as well as livestreams. This campaign would support the recent launch of the official mod support feature for *Baldur’s Gate 3*, available as a free download on the Steam store page. Influencers will create a challenge for their fans, asking them to create a mod through the new feature. The influencer will then use whichever mod gets the most likes on social media in their own playthrough of the game (using the hashtag), livestreaming it on YouTube and/or Twitch.

c. **Marketing Objectives**

- i. The primary marketing objectives that this campaign supports are increasing subscribers on Twitch by 20% in 4 months, building awareness to the newly added mod support feature through the end of 2024, and generating additional downloads of the new feature on Steam.

d. **Specific Strategies / Tactics**

- i. The two main strategies for this campaign will be utilizing YouTube and Twitch for livestreaming examples of the new mod support being used,

as well as a social media hashtag. Tactics that will be used include gaming influencers creating a challenge using #BG3ModSupport and talking about the feature during a live demonstration of the tool.

e. Conversion Goals

- i.** The conversion goal for YouTube/Twitch influencer livestreams is a CTR of 2% utilizing a tracking URL from the influencers channel to the landing page about the official mod support feature. For the social media hashtag/posts, the conversion goal would be a CTR of 3% for downloads of the feature on Steam.

f. Measurement and Analytics Tools

- i.** Tools that will be used to measure the success of the campaign starting, November 2024 and ending late December 2024, include Sprout Social (Sentiment Analysis, Hashtag Tracking, Social Media Metrics), Steam Analytics (Downloads), and the Official Mod Support itself (Number of Mods). The level of measurement that will indicate success would be the number of user-created mods (50+/week) and a positive sentiment analysis (75%+) of the official mod support feature.

2) BG3 Email Newsletter Campaign

a. Campaign Name

- i.** The campaign name is “BG3 Email Newsletter Campaign.” This name is straightforward, stating what the campaign type is, and which game will be spotlighted.

b. Description

- i. Fandom Newsroom is the newsletter section of the Fandom website, featuring deep-topics and statistics focused on games as well as entertainment. BG3 would be featured in a relevant article, for example, “Games That Express Creativity & Embrace Diversity 2024”. Larian has a large budget and dedicated fanbase, therefore, they would pay to be featured as the #1 game for creativity and diversity. The main goals of this campaign are to increase brand awareness, conversion, and revenue (*News*, n.d.).

c. Marketing Objectives

- i. The primary marketing objectives that this campaign supports are increasing positive reviews on Steam by 5% in 6 months, increasing positive brand reputation, and increasing general brand awareness.

d. Specific Strategies / Tactics

- i. The two main strategies for this campaign will be incentivizing readers that made it through the entire newsletter, finding more information on a BG3 X Fandom giveaway to enter, and providing a link to acquire a special Newsletter Discord badge as an incentive, standing out from other community members in an exclusive way.

e. Conversion Goals

- i. The conversion goals for this campaign would be a 10% uplift in referral traffic from the Fandom newsletter to the BG3 website, increase in social mentions, and increase in positive Steam reviews (as a result of generating hype/intrigue from the campaign).

f. Measurement and Analytics Tools

- i. Tools that will be used to measure the success of the campaign starting January 2025 and ending late April 2025, include Sprout Social (Social Mentions), and Steam Analytics (Reviews). The level of measurement that will indicate success would be the percent increase of campaign social mentions (10%+) and any increase in positive Steam reviews. The particular mentions would be of the giveaway, specifically the title, “BG3 X Fandom giveaway”.

3) BG3 Cosplay Social Media Campaign

a. Campaign Name

- i. The campaign name is “BG3 Cosplay Social Media Campaign.” This name is straightforward, stating what the campaign type is, what it’s about, and where it will take place.

b. Description

- i. Utilizing #BG3Cosplay2025, Larian Studios could create an online cosplay challenge for cosplayers and fans of *Baldur’s Gate 3*. Cosplayers would submit photos and/or videos of them cosplaying characters from the game and then post it on their social media accounts with the hashtag. The best cosplays, as deemed by cosplay judges and Larian, will be featured on Larian’s social media as well as the *Baldur’s Gate 3* website. In addition, the top three winners will receive BG3 merchandise of their choice (selecting up to \$100, \$250, and \$500 worth of merchandise according to winning placement).

c. Marketing Objectives

- i. The primary marketing objectives that this campaign supports are increasing active players on Steam by 20k in 1 month, increasing brand awareness, and increasing community participation.

d. Specific Strategies / Tactics

- i. The two main strategies for this campaign will be incentivizing winners with *BG3* merchandise and showcasing the cosplayers that won on social media as well as the *Baldur's Gate 3* website. Cosplayers will use the associated hashtag, spreading the word of the competition across their own social media platforms.

e. Conversion Goals

- i. The conversion goals for this campaign would be a result of 300+ cosplay submissions, an increase in social media followers for Larian, and an increase in active players on Steam by 20k in 1 month.

f. Measurement and Analytics Tools

- i. Tools that will be used to measure the success of the campaign starting January 2025 and ending late April 2025, include Sprout Social (Hashtag Tracking, Followers), and Steam Analytics (Active Players). The level of measurement that will indicate success would be the number of cosplay submissions (300+) and any increase in social media followers.

6: Financial Data & Projections

Financial Data Projections

To better understand the positive financial impact of the marketing campaigns outlined above, financial data and projections for one of the campaigns will be detailed. Below is a financial spreadsheet regarding the BG3 Email Newsletter Campaign:

Table 2

Email Campaign Calculations

	Customers/Subscribers - Email
Conversion Rate	5%
Average Transaction Value	\$60.00
Traffic Metrics	
Exposures	5,000
Click-Thru Rate (CTR)	10%
Branding/View-Throughs Rate	0.15%
Paid Visitors	500
Brand/View-Thru Visitors	8
Total Visitors	508
Ad Budget	\$150
Cost Per Click	\$0.30
Cost Per Visitor	\$0.30
Revenue	\$1,522.50
Total Conversions	25
RPV	\$3.00
MPV	\$2.70
Ad Spend/Revenue Ratio	9.85%
Discounting Percent	0%
Total Cost/ Revenue Ratio	9.85%

Each metric was calculated and determined using the following formulas:

- **Fixed Rates** – Determined based on industry standard and campaign type.

- Ad Budget
- Conversion Rate
- Exposures
- Click-Thru Rate (CTR)
- Discount Percent
 - Not Applicable
- Branding/View-Thoughts Rate
- Brand/View-Thru Visitors
- ATV
 - The average amount customers will spend. In this case, the ATV was based on the price of purchasing a single copy of *Baldur's Gate 3*.

- **Calculations**

- Paid Visitors
 - $\text{Exposures} * \text{CTR}$
- Total Visitors
 - $\text{Paid Visitors} + \text{Brand/View-Thru Visitors}$
- Cost Per Click (CPC)
 - $\text{Ad Budget} / \text{Paid Visitors}$
- Cost Per Visitor

- Ad Budget / Total Visitors
- Revenue
 - (Total Visitors * Conversion Rate) * ATV
- Total Conversions
 - Conversion Rate * Total Visitors
- RPV
 - Revenue / Total Visitors
- MPV
 - RPV – Cost Per Visitor
- Ad Spend/Revenue Ratio
 - Cost Per Visitor / RPV
- Total Cost/Revenue Ratio
 - Ad Spend/Revenue Ratio + Discount Percent

Budget

Creating an overall budget for marketing campaigns helps with identifying potential costs and estimations. In this budget, aspects such as the influencer fees, platform costs, usage rights, influencer marketers (internal), conversion goal, and total will be covered. Below is an estimated budget for one of the campaigns; BG3 Mod Support Influencer Campaign.

- **Influencer Fees**

- **DougDoug**

- **Mega Influencer** (988k on Twitch) = \$5,497 (Kynship, 2023)

- **BagheraJones**

- **Mega Influencer** (671k on Twitch) = \$5,497 (Kynship, 2023)

- **kkatamina**

- **Mega Influencer** (630k on Twitch) = \$5,497 (Kynship, 2023)

- **Total:** $\$5,497 * 3 = \$16,491$

- **Platform Costs**

- **Twitch** = $\$4,373 * 3 = \$13,119$ (Kynship, 2023)

- **Usage Rights (60 days) Additional Costs**

- **Mega Influencer** = $\$2,000 * 3 = \$6,000$

- **Influencer Marketers (Internal)**

- **Average Salary** = \$65,000/year | \$31/hour

- **Marketers** = 2

- **Formula**

- 40 hours/week for 60 days | 60 days = 2 months | 2 months = 8.69049 weeks | $40 \text{ hours} * 8.69049 \text{ weeks} = 347.6196$ | $347.6196 * \$31 = \$10,776.2076$ | $\$21,552.4152$

- **Influencer Marketer Total** = \$21,552.42
- **Merchandise** (for Influencers)
 - \$300 packages (including shipping costs) * 3 = \$900
- **Conversion Goal**
 - Utilizing the #BG3ModSupport, Larian could aim for a CTR of 3% or higher.
- **Total**
 - $\$16,491 + \$13,119 + \$6,000 + \$900 + \$21,552.42 = \underline{\$59,062.42}$

After factoring in each of the costs, the estimated total for the BG3 Mod Support Influencer Campaign is \$59,062.42 USD. To air on the side of caution, an additional \$10,000 USD should be set aside to accommodate for any additional fees or adjustments that could occur.

7: Evaluation, Control & Continuous Improvement

Evaluation, Control & Continuous Improvement

To ensure that campaigns are on track and successful, marketers should create a plan to evaluate, control, and continuously improve their campaigns. Below is a tracking chart connecting back to *BG3* marketing objectives and a plan for the BG3 Cosplay Social Media Campaign:

Table 3

Improvement Chart

Metric	Tool	Target Outcome & Success
Hashtag & Social Metrics	Sprout Social	Increase subscribers on Twitch by 20% in 4 months. Increase overall revenue by 10% through social proof and active player engagement within 8 months.
Steam Metrics	Steam Analytics	Increase active players on Steam by 20k in 1 month. Increase positive reviews on Steam by 5% in 6 months.
Website Traffic	Google Analytics	Increase website traffic by 20% in 3 months.

- **Tracking**

- **Sprout Social** – Used for tracking hashtags (#BG3Cosplay2025), mentions, and social media engagement.
- **Steam Analytics** – Used for tracking active player number, active player time, and game sales.
- **Google Analytics** – Used for tracking *BG3* website traffic like page views, specifically on the “Cosplay” landing page.

- **Testing**

- **Hashtag Comparison** – Testing the reach of #BG3Cosplay2025 against other related hashtags and campaigns.
- **Engagement Testing** – Testing times to post and platforms to post on

- **Key Success Indicators**

- Increase subscribers on Twitch by 20% in 4 months.

- Increase active players on Steam by 20k in 1 month.
- Increase positive reviews on Steam by 5% in 6 months.
- Increase website traffic by 20% in 3 months.
- Increase overall revenue by 10% through social proof and active player engagement within 8 months.

- **Projected Outcomes**

- Favorable
 - Adjustments that would take place based upon favorable outcomes could be adding more prize tiers and extending the campaign duration to allow for more participants.
- Unfavorable
 - Adjustments that would take place based upon unfavorable outcomes could be adjusting the content posted to Larian socials and extending the submission deadline to allow for more participants.

8: Resources & References

Resources

Below is an itemized list of resources, tools, applications, and software mentioned throughout this digital marketing plan, as well as a short description for each resource:

- **ChatGPT** – An AI tool used to generate marketing copy, keywords, and more.
- **Discord** – A community platform for real-time voice, text, and video communication.

- **Facebook** – A social networking platform used for advertising and content distribution.
- **Google Ads** – A PPC advertising platform used for creating and managing ads on Google.
- **Google Search Console** – A web service used for sitemaps and website maintenance.
- **Instagram** – An image-sharing social media platform for videos, photos, and story posts.
- **PageSpeed Insights** – A tool that analyzes the performance of websites and page speeds.
- **SpyFu** – A tool used for keywords, paid ads, competitors, and general SEO strategies.
- **Steam** – A gaming platform where game sales and analytics can be tracked.
- **TikTok** – A social media platform used for creating short-form videos.
- **Twitch** – A video platform used for live-streaming real-time content.
- **Twitter/X** – A text-based platform used for real-time communication with others.
- **YouTube** – A platform where pre-recorded videos and livestreams reside.

References

5e Companion App. (n.d.). Google Play. Retrieved October 11, 2024, from

https://play.google.com/store/apps/details?id=com.blastervla.ddencountergenerator&hl=en_US&pli=1

Activision Blizzard. (n.d.). *Marketing and Communications*. Activision Blizzard - Careers.

Retrieved October 2, 2024, from <https://careers.activisionblizzard.com/c/marketing-and-communications-jobs>

Adobe Communications Team. (2022, November 8). *Partnership marketing — what it is, why it's so popular, and how to do it*. Adobe.

<https://business.adobe.com/blog/basics/partnership-marketing-guide>

Amazon Ads. (n.d.). *How to build a brand strategy*. Retrieved October 12, 2024, from

<https://advertising.amazon.com/library/guides/brand-strategy>

American Marketing Association. (2022, July 28). *Website Optimization for Businesses: Why It's Essential*. <https://www.ama.org/marketing-news/why-website-optimization-is-crucial-in-the-digital-era/>

Ampoloquio, R. (2023, August 11). *Did Larian Studios raise the bar for RPGs with Baldur's Gate 3?* Xfire. <https://www.xfire.com/larian-studios-raise-bar-rpgs-baldurs-gate-3/>

BagheraJones. (n.d.). Twitch. Retrieved October 12, 2024, from

<https://www.twitch.tv/bagherajones>

Barron, S. B. (2021, June 15). Why (& How) You Should Actually Listen to Your Customers.

HubSpot. <https://blog.hubspot.com/service/listening-to-customers>

BELGA. (2024, April 11). Belgian 'Baldur's Gate 3' big winner at BAFTA Games. *Het*

Nieuwsblad. https://www.nieuwsblad.be/cnt/dmf20240411_98135954

bg3.wiki. (n.d.). *Patch Notes & Hotfixes*. Retrieved October 11, 2024, from

https://bg3.wiki/wiki/Patch_Notes

Birt, J. (2024, August 15). *What Are Press Releases? (With Importance, Tips and Example)*.

Indeed. <https://www.indeed.com/career-advice/career-development/what-are-press-releases>

Burns, R. (2021, December 2). *Why Buyer Personas Are More Important Than Ever For Facebook Advertisers*. Forbes.

<https://www.forbes.com/councils/forbesagencycouncil/2021/12/02/why-buyer-personas-are-more-important-than-ever-for-facebook-advertisers/>

Business Queensland. (n.d.). *SWOT analysis*. Queensland Government. Retrieved October 18, 2024, from <https://www.business.qld.gov.au/running-business/planning/swot-analysis>

CD Projekt Red. (n.d.). *Cyberpunk 2077*. Retrieved October 16, 2024, from

<https://www.cyberpunk.net/us/en/>

Chartrand, J. (2023, October 23). *How to Write a Tagline that Truly Works*. Copyblogger.

<https://copyblogger.com/create-a-tagline/>

Cobb Cole. (2023, December 11). *5 Common Legal Issues Businesses Encounter*.

<https://cobblecole.com/blog/5-common-legal-issues-businesses-encounter/>

Colbert, I. (2024, April 5). Baldur's Gate 3 Dev Larian's Publishing Director Calls Games

Industry Layoffs an "Avoidable F*ck Up." *IGN*. <https://www.ign.com/articles/baldurs-gate-3-dev-larians-publishing-director-calls-games-industry-an-avoidable-fck-up>

Cox, L. K. (2022, April 1). 12 Critical Elements Every Website Homepage Must Have

[Infographic]. *HubSpot*. <https://blog.hubspot.com/blog/tabid/6307/bid/31097/12-critical-elements-every-homepage-must-have-infographic.aspx>

Denby, L. (2019, October 23). What should my indie game marketing budget be? *Game If You Are*. <https://gameifyouare.com/2019/10/23/what-should-my-indie-game-marketing-budget-be/>

DougDoug. (n.d.). Twitch. Retrieved October 12, 2024, from <https://www.twitch.tv/dougDoug>

Eriksen, K. (2024, February 1). The State of the Video Games Industry: A Special Report. *Variety*. <https://variety.com/vip-special-reports/state-of-video-games-a-special-report-1235884124/>

Fandom. (n.d.-a). *Baldur's Gate (city)*. Dungeons & Dragons Lore Wiki. Retrieved October 3, 2024, from [https://dungeonsdragons.fandom.com/wiki/Baldur%27s_Gate_\(city\)](https://dungeonsdragons.fandom.com/wiki/Baldur%27s_Gate_(city))

Fandom. (n.d.-b). *Mind Flayer*. Forgotten Realms Wiki. Retrieved October 3, 2024, from https://forgottenrealms.fandom.com/wiki/Mind_flayer

Federal Trade Commission. (n.d.). *CAN-SPAM Act: A Compliance Guide for Business*. Retrieved October 19, 2024, from <https://www.ftc.gov/business-guidance/resources/can-spam-act-compliance-guide-business>

GamesRadar+. (n.d.). *Articles by Joel Franey*. Retrieved October 12, 2024, from <https://www.gamesradar.com/author/joel-franey/>

GDC. (n.d.). *GDC: The Heartbeat of Game Development*. Retrieved October 11, 2024, from <https://gdconf.com/>

Gorton, D. (2024, April 25). *Mission Statement: How it works and examples*. Investopedia. <https://www.investopedia.com/terms/m/missionstatement.asp>

Hoory, L. (2024, June 11). *5 Benefits of email Marketing in 2024*. Forbes Advisor. <https://www.forbes.com/advisor/business/software/benefits-email-marketing/>

Influencer Marketing Salary. (n.d.). ZipRecruiter. Retrieved October 17, 2024, from <https://www.ziprecruiter.com/Salaries/Influencer-Marketing-Salary>

Jangus. (2023, August 11). *DIY Font Replacer*. Nexus Mods. <https://www.nexusmods.com/baldursgate3/mods/775?tab=docs>

Joubert, S. (2024, July 11). *What is corporate communications? Careers and skills*. Graduate Blog. <https://graduate.northeastern.edu/resources/what-is-corporate-communications/>

Kaye Putnam. (n.d.). *Creator Brand Archetype*. Retrieved October 3, 2024, from <https://www.kayeputnam.com/brand-archetype-creator/>

Kerr, C. (2024, May 20). *Baldur's Gate 3 developer Larian opens new studio in Poland*. <https://www.gamedeveloper.com/business/baldur-s-gate-3-developer-larian-opens-studio-in-poland>

Kharif, O., & Mochizuki, T. (2020, November 9). *Video Game Prices Are Going Up for the First Time in 15 Years*. Bloomberg. <https://www.bloomberg.com/news/articles/2020-11-09/game-prices-go-up-to-70-the-first-increase-in-15-years>

Kickstarter & Larian Studios. (n.d.). *Larian Studios LLC*. Kickstarter. Retrieved October 2, 2024, from <https://www.kickstarter.com/profile/larianstudios/created>

Knezovic, A. (2023, December 20). RPG report on players, monetization, and advertising - Udonis. *Udonis Mobile Marketing Agency*. <https://www.blog.udonis.co/mobile-marketing/mobile-games/rpg-report>

Kynship. (2023, May 12). *Influencer Rates in 2023: Understanding the Costs & How To Negotiate Pricing*. <https://www.kynship.co/blog/influencer-rates-in-2023-understanding-the-costs-how-to-negotiate-pricing>

Larian Studios. (n.d.). *Support*. Retrieved September 2, 2024, from

https://larian.com/support/faqs/general-information_46

Leibowitz, C. (2024, April 5). *What Is Public Relations and Why Is PR Important?* 5W PR

Agency. <https://www.5wpr.com/new/what-is-public-relations-and-why-is-it-important/>

Lim, N. (2023, April 4). *The Importance of Knowing Your Game's Target Audience*. Sonamine.

<https://www.sonamine.com/blog/the-importance-of-knowing-your-games-target-audience>

Lyons, K. (2023, December 15). *On-Page SEO: What it is and how to do it*. Semrush Blog.

<https://www.semrush.com/blog/on-page-seo/>

MacMillan, I., & McGrath, R. (2014, August 1). *Discovering new points of differentiation*.

Harvard Business Review. <https://hbr.org/1997/07/discovering-new-points-of-differentiation>

Migneault, L. (2020, May 21). *Man in blue crew neck shirt*. Unsplash.

<https://unsplash.com/photos/man-in-blue-crew-neck-%20shirt-4uj3iZ5m084>

Moore, K. (2024, January 30). *How to Pitch Journalists + Get Featured in Major Publications*.

Kaleigh Moore. <https://www.kaleighmoore.com/blog/2024/1/30/how-to-pitch-journalists>

Mossholder, T. (2022, July 21). *A woman with red hair*. Unsplash.

<https://unsplash.com/photos/a-woman-with-red-hair-Fhr9FoLh8JY>

Neumeier, M. (2005). *The Brand Gap*. O'Reilly Online Learning.

<https://learning.oreilly.com/library/view/the-brand-gap/0321348109/>

Neverwinter. (n.d.). Arc Games. Retrieved October 11, 2024, from

<https://www.playneverwinter.com/en/>

Obsidian Entertainment. (n.d.-a). *Pillars of Eternity II: Deadfire*. Retrieved October 16, 2024,

from <https://eternity.obsidian.net/>

Obsidian Entertainment. (n.d.-b). *The Outer Worlds*. Retrieved October 16, 2024, from
<https://outerworlds.obsidian.net/en/enter>

Pagespeed Insights. (n.d.). *Baldur's Gate 3 Mobile Report*. Retrieved October 13, 2024, from
[https://pagespeed.web.dev/analysis/https-baldursgate3-
game/iii7zipx4g?form_factor=mobile](https://pagespeed.web.dev/analysis/https-baldursgate3-game/iii7zipx4g?form_factor=mobile)

Pahwa, A. (2023, February 20). *What is a tagline? – Types, Examples, & How-To Guide*.

Feedough. <https://www.feedough.com/tagline-meaning-examples-ideas-how-to-guide/>

PAX. (n.d.). *PAX*. Retrieved October 19, 2024, from <https://www.paxsite.com/global/en-us.html>

Perrotta, M. (2020, April 6). Business Models of Video Games: Past, Present, and Future.

Medium. [https://medium.com/@mjperrotta46/business-models-of-video-games-past-
present-and-future-2b2aaf8ade1](https://medium.com/@mjperrotta46/business-models-of-video-games-past-present-and-future-2b2aaf8ade1)

Pham, M. (2020, June 28). *Woman in black leather jacket wearing blue sunglasses*. Unsplash.

[https://unsplash.com/photos/woman-in-black-leather-jacket-wearing-blue-sunglasses-
RsmOYMxmlYU](https://unsplash.com/photos/woman-in-black-leather-jacket-wearing-blue-sunglasses-RsmOYMxmlYU)

Pol, T. (2024, February 8). *What is technical SEO? Basics and best practices*. Semrush Blog.

<https://www.semrush.com/blog/technical-seo/>

Purchase, R. (2023, August 3). Why Baldur's Gate 3's faithful recreation of Dungeons &

Dragons is so exciting. *Eurogamer.net*. [https://www.eurogamer.net/why-baldurs-gate-3s-
faithful-recreation-of-dungeons-dragons-is-so-exciting](https://www.eurogamer.net/why-baldurs-gate-3s-faithful-recreation-of-dungeons-dragons-is-so-exciting)

RAID: Shadow Legends. (n.d.). Plarium. Retrieved October 13, 2024, from

[https://plarium.com/landings/en/desktop/raid/rdo/media/cave_f002_jt3281?plid=1505984
&pxl=google_search&publisherid=plarium_kwd-
312758057510_161671208829&placement=698834703553_161671208829&adpartnerse](https://plarium.com/landings/en/desktop/raid/rdo/media/cave_f002_jt3281?plid=1505984&pxl=google_search&publisherid=plarium_kwd-312758057510_161671208829&placement=698834703553_161671208829&adpartnerse)

- t=161671208829&gad_source=1&gclid=CjwKCAjwgpCzBhBhEiwAOSQWQdql5mLw1N60JndRla8RebuXdApTXfVWZFWdQ4tXrpl9_1DLsvYxoCcHsQAvD_BwE
- Razer. (n.d.). *About Razer*. Retrieved October 12, 2024, from https://www.razer.com/about-razer?srsltid=AfmBOopk1fv5P0JHOSWxZKA-lz_yKvaOdwtkw1C6eNmyXWjGxPkFwsDf
- Riddell, C. (2023, September 18). International Data Privacy Laws: A Guide. *netwrix*.
<https://blog.netwrix.com/2023/09/18/international-data-privacy-laws/>
- ScoreDetect Team. (2024, June 29). *Copyright Considerations in Influencer Sponsorship Deals*.
ScoreDetect. <https://www.scoredetect.com/blog/posts/copyright-considerations-in-influencer-sponsorship-deals>
- Secretlab. (n.d.). *About Us*. Retrieved October 12, 2024, from <https://secretlab.co/pages/about-us>
- Sergeev, A. (2023, July 24). *Baldur's Gate 3 Lead on Why Few Studios Create Classic RPGs*.
80lv. <https://80.lv/articles/baldur-s-gate-3-lead-on-why-few-studios-create-classic-rpgs/>
- Serin, K. (2023, December 15). Larian will “continue to support” Baldur’s Gate 3 into 2024 while “working on other things.” *Gamesradar*. <https://www.gamesradar.com/larian-will-continue-to-support-baldurs-gate-3-into-2024-while-working-on-other-things/>
- Shaughnessy, C. (2018). *Why is it bad for games to have their own launchers?* Quora.
<https://www.quora.com/Why-is-it-bad-for-games-to-have-their-own-launchers>
- Similarweb. (n.d.-a). *Het Nieuwsblad*. Retrieved October 12, 2024, from
<https://www.similarweb.com/website/nieuwsblad.be/#ranking>
- Similarweb. (n.d.-b). *IGN VS Eurogamer*. Retrieved October 12, 2024, from
<https://www.similarweb.com/website/eurogamer.net/vs/ign.com/#traffic>

Sound of Life. (2024, September 27). *10 Indie Game Studios and Developers: Pioneers of a New Frontier*. <https://www.soundoflife.com/blogs/experiences/indie-game-studios>

SpyFu - Arc Games. (n.d.). SpyFu. Retrieved October 11, 2024, from <https://www.spyfu.com/ppc/ad-history/domain?query=arcgames.com>

SpyFu - Catalyst Game Labs Organic Rank. (n.d.). SpyFu. Retrieved October 13, 2024, from <https://www.spyfu.com/seo/keywords/domain?includeAnyTerm=true&includeAnyUrl=true&searchType=theyjustsurpassedyou&compareDomain=baldursgate3.game&sidebarContext=filters&ref-item=passed-you&query=catalystgamelabs.com&ref=hq-comp&ref-group=comp&visibleColumns=searchVolume,rank,seoClicks,rankingDifficulty,costPerClick,percentDesktopSearches&selectedPreset=Default&matchTypes=costPerClick,broad&matchTypes=monthlyCost,broad>

SpyFu - EA Organic Rank. (n.d.). SpyFu. Retrieved October 13, 2024, from <https://www.spyfu.com/seo/keywords/domain?includeAnyTerm=true&includeAnyUrl=true&searchType=theyoutrankyout&compareDomain=baldursgate3.game&sidebarContext=filters&ref-item=outranked-you&query=ea.com&ref=hq-comp&ref-group=comp&visibleColumns=searchVolume,rank,seoClicks,rankingDifficulty,costPerClick,percentDesktopSearches&selectedPreset=Default&matchTypes=costPerClick,broad&matchTypes=monthlyCost,broad>

SpyFu - Obsidian Entertainment Organic Rank. (n.d.). SpyFu. Retrieved October 13, 2024, from <https://www.spyfu.com/seo/keywords/domain?includeAnyTerm=true&includeAnyUrl=true&searchType=theyjustsurpassedyou&compareDomain=baldursgate3.game&sidebarContext=filters&ref-item=passed-you&query=obsidian.net&ref=hq-comp&ref-group=comp&visibleColumns=searchVolume,rank,seoClicks,rankingDifficulty,costPerC>

lick,percentDesktopSearches&selectedPreset=Default&matchTypes=costPerClick,broad
&matchTypes=monthlyCost,broad

SpyFu - Plarium Ads. (n.d.). SpyFu. Retrieved October 13, 2024, from

<https://www.spyfu.com/ppc/ad-history/domain?query=plarium.com>

Srivastava, A. (2023, October 23). *Unlocking Success: The Power of a Well-Executed Marketing*

Campaign. GrowthNatives. <https://growthnatives.com/blogs/marketing/unlocking-success-the-power-of-a-well-executed-marketing-campaign/>

Steam. (n.d.). *Baldur's Gate 3 on Steam.* Retrieved October 3, 2024, from

https://store.steampowered.com/app/1086940/Baldurs_Gate_3/

Steam Revenue Calculator. (n.d.-a). *Cyberpunk 2077.* Retrieved October 16, 2024, from

<https://steam-revenue-calculator.com/app/1091500/cyberpunk-2077>

Steam Revenue Calculator. (n.d.-b). *Pillars of Eternity II: Deadfire.* Retrieved October 16, 2024,

from <https://steam-revenue-calculator.com/app/560130/pillars-of-eternity-ii:-deadfire>

Steam Revenue Calculator. (n.d.-c). *The Outer Worlds.* Retrieved October 16, 2024, from

<https://steam-revenue-calculator.com/app/578650/the-outer-worlds>

Strickland, D. (2023, May 29). Publishers reveal how expensive games are to make, discuss

AAA game budgets. *TweakTown.* <https://www.tweaktown.com/news/91331/publishers-reveal-how-expensive-games-are-to-make-discuss-aaa-game-budgets/index.html>

Swim, K. (2020, December 8). *Creating a Timeline for Your PR Campaign: 4 Stages of the*

Process. Solo PR Pro. <https://soloprpro.com/how-to-build-a-campaign-timeline/>

Targeted News Service. (2016, September 27). *J. Paul Getty Museum Presents Alchemy of Color*

in Medieval Manuscripts. Nexis Uni. <https://advance-lexis->

com.oclc.fullsail.edu/api/document?collection=news&id=urn:contentItem:5KTH-2V11-DYG2-R4CH-00000-00&context=1516831.

The importance of knowing your game's target audience. (n.d.).

<https://www.sonamine.com/blog/the-importance-of-knowing-your-games-target-audience>

Tousseyn, R. (2024, August 10). *SEO Best Practices for Meta Title & Descriptions*

Optimization. Team Lewis. <https://www.teamlewis.com/magazine/seo-metadata-best-practices-on-page-optimization/>

Ubisoft. (n.d.). *Ubisoft Careers - Marketing.* Retrieved October 2, 2024, from

<https://www.ubisoft.com/en-us/company/careers/search?teams=Marketing>

U.S. Small Business Administration. (n.d.). *Market research and competitive analysis.* Retrieved

October 16, 2024, from <https://www.sba.gov/business-guide/plan-your-business/market-research-competitive-analysis>

VentureBeat. (n.d.). *Rachel Kaser.* Retrieved October 12, 2024, from

<https://venturebeat.com/author/rachelkaser/>

Video Game Insights. (n.d.). *Baldur's Gate 3 – Steam Stats.* Retrieved October 2, 2024, from

https://vginsights.com/game/1086940?utm_source=SteamDB

Xueyang. (2023, August 17). *Baldur's Gate 3: Larian Studios Outlines Future Plans &*

Addresses Expansion Possibility. SuperPixel.

<https://www.superpixel.com/article/606699/baldurs-gate-3-larian-studios-outlines-future-plans-addresses-expansion-possibility>

Yin-Poole, W. (2023, October 3). *Baldur's Gate 3 Hotfix 8 Shaves His Majesty After Cat*

Backlash. IGN. <https://www.ign.com/articles/baldurs-gate-3-hotfix-8-shaves-his-majesty-after-cat-backlash>

Zippia. (2024a, April 5). *Best States for Associate Retailer*. <https://www.zippia.com/associate-retailer-jobs/best-states/#>

Zippia. (2024b, June 25). *What is a content creator and how to become one*.
<https://www.zippia.com/content-creator-jobs/>

ZipRecruiter. (n.d.-a). *Gaming Content Creator Salary*. Retrieved October 5, 2024, from
<https://www.ziprecruiter.com/Salaries/Gaming-Content-Creator-Salary>

ZipRecruiter. (n.d.-b). *Narrative Designer Salary*. Retrieved October 5, 2024, from
<https://www.ziprecruiter.com/Salaries/Narrative-Designer-Salary>

ZipRecruiter. (n.d.-c). *Retail Salary in Maine*. Retrieved October 5, 2024, from
[https://www.ziprecruiter.com/Salaries/Retail- Salary--in-Maine](https://www.ziprecruiter.com/Salaries/Retail-Salary--in-Maine)

Tables and Figures

Table 1

Keyword Phrases

Keyword Phrase	Search Volume	Cost Per Click			Monthly Clicks			
		Broad	Phrase	Exact	Broad	Phrase	Exact	Total
rpg characters	320	\$ 1.89	\$ -	\$ -	0	0	0	90
dungeons and dragons rpg	44	\$ 3.01	\$ 2.45	\$ 2.46	100	21.13	22	22
forgotten realms rpg	44	\$ -	\$ -	\$ -	0	0	0	0
githyanki warrior	400	\$ -	\$ -	\$ -	0	0	0	190
mind flayer parasite	135	\$ -	\$ -	\$ -	0	0	0	65
rpg character creation	90	\$ -	\$ -	\$ -	0	0	0	28
fantasy rpg game	44	\$ 1.53	\$ 2.09	\$ 1.34	16	0.6	0	14
tactical combat games	150	\$ -	\$ -	\$ -	0	0	0	125
party-based rpg	55	\$ -	\$ -	\$ -	0	0	0	40
story-driven rpg	12	\$ -	\$ -	\$ -	0	0	0	0

Table 2

Email Campaign Calculations

	Customers/Subscribers - Email
Conversion Rate	5%
Average Transaction Value	\$60.00
Traffic Metrics	
Exposures	5,000
Click-Thru Rate (CTR)	10%
Branding/View-Throughs Rate	0.15%
Paid Visitors	500
Brand/View-Thru Visitors	8
Total Visitors	508
Ad Budget	\$150
Cost Per Click	\$0.30
Cost Per Visitor	\$0.30
Revenue	\$1,522.50
Total Conversions	25
RPV	\$3.00
MPV	\$2.70
Ad Spend/Revenue Ratio	9.85%
Discounting Percent	0%
Total Cost/ Revenue Ratio	9.85%

Table 3

Improvement Chart

Metric	Tool	Target Outcome & Success
Hashtag & Social Metrics	Sprout Social	Increase subscribers on Twitch by 20% in 4 months. Increase overall revenue by 10% through social proof and active player engagement within 8 months.
Steam Metrics	Steam Analytics	Increase active players on Steam by 20k in 1 month. Increase positive reviews on Steam by 5% in 6 months.
Website Traffic	Google Analytics	Increase website traffic by 20% in 3 months.

Figure 1

Baldur's Gate 3 Image Logo



Figure 2

Baldur's Gate 3 Text Logo



Figure 3

BG3 SWOT Analysis

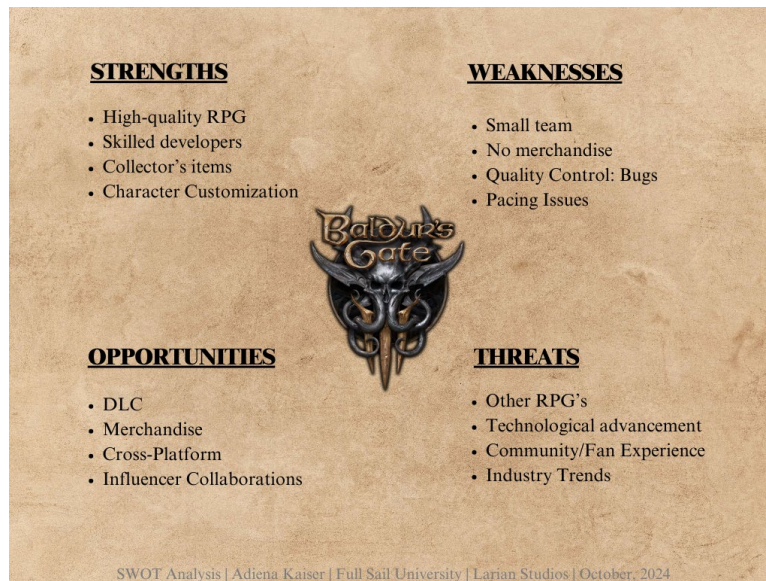


Figure 4

Competitor Analysis

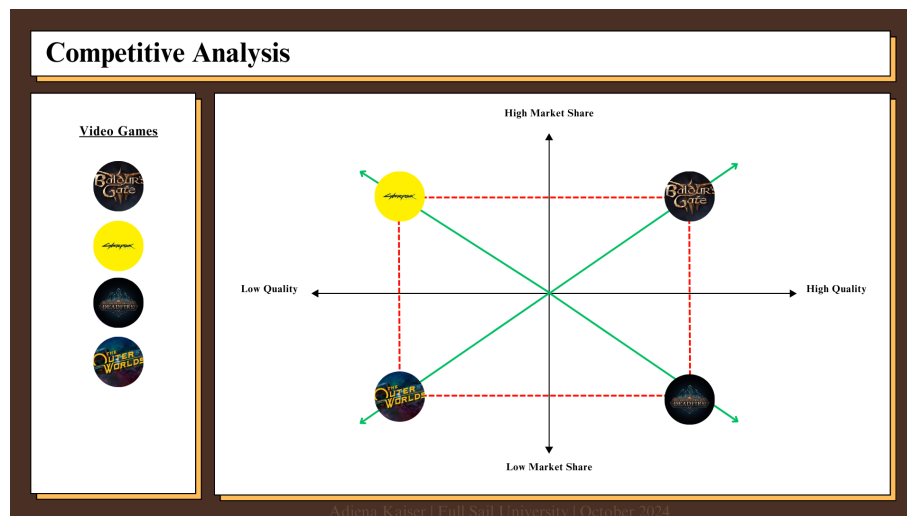


Figure 5

Customer Buyer Persona

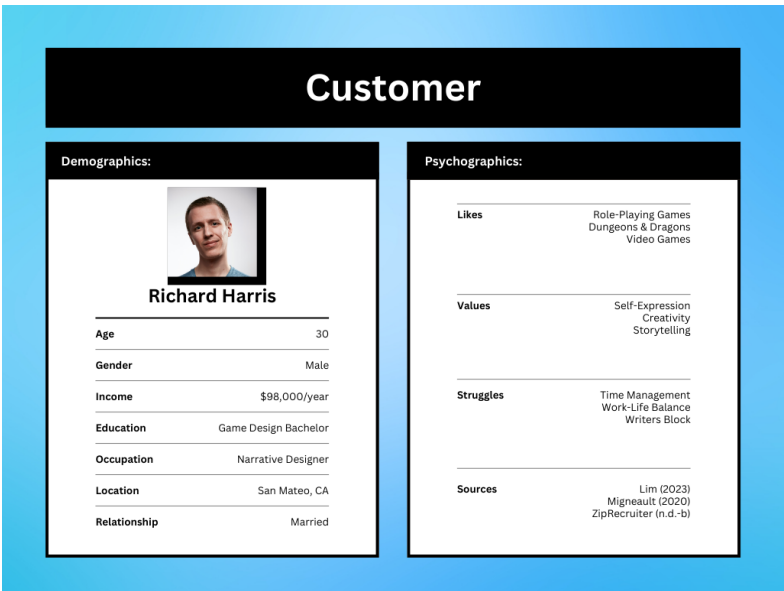


Figure 6

Fan Buyer Persona

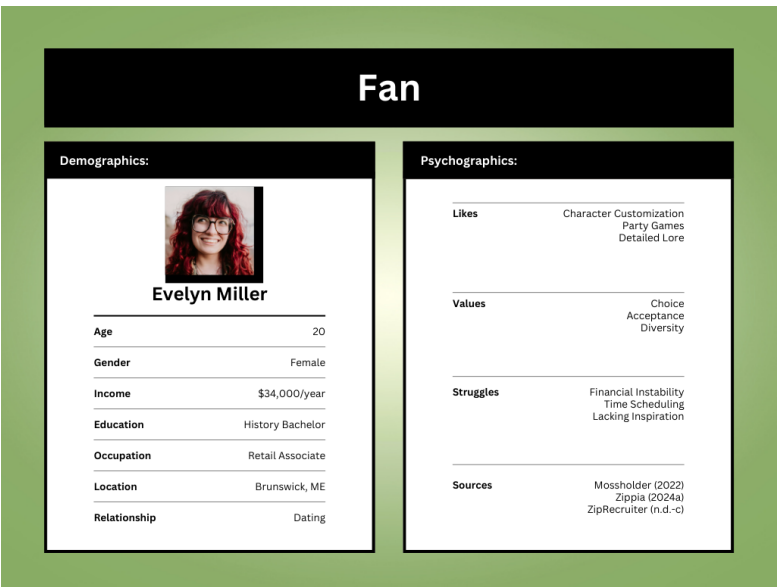


Figure 7

Influencer Buyer Persona

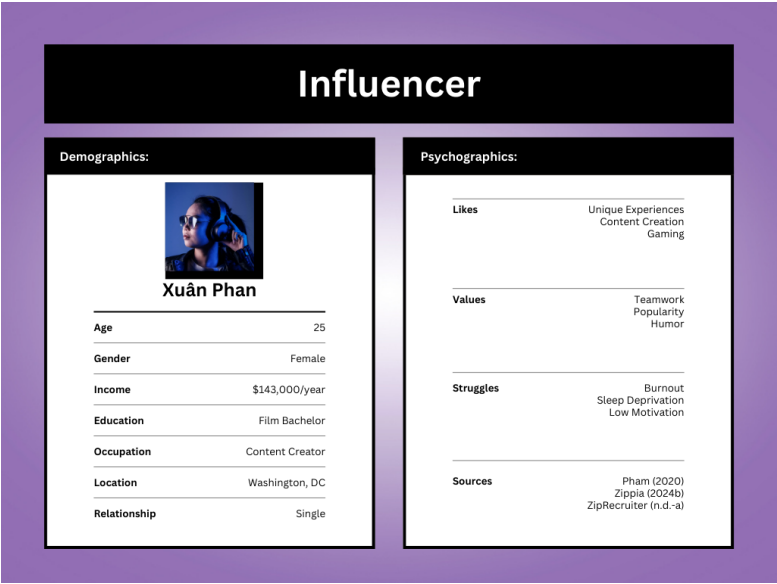


Figure 8

Baldur's Gate 3 Player Statistic



Figure 9

5e Companion App



Figure 10

Mobile Report

Report from Oct 13, 2024, 12:29:22 PM

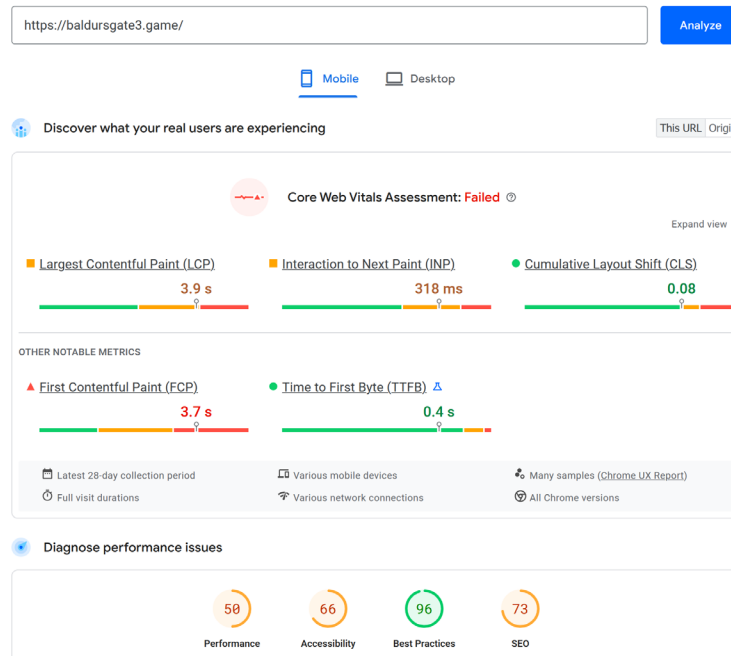


Figure 11

Main Navigation



Figure 12

Sitemap

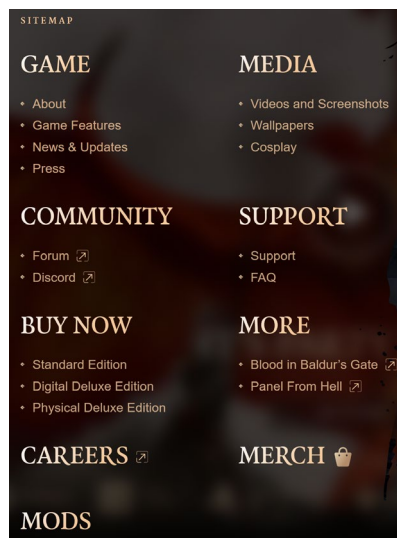


Figure 13

Merch Main Navigation



Figure 14

Plarium Google Ad

Plarium's Raid Shadow Legends - Welcome To Plarium official

<http://plarium.com/>

Collect mighty heroes, forge your unstoppable army, join a clan, and conquer epic battles. Enter the realm of Teleria and join over 380M players worldwide in Raid Shadow Legends.

Ad Position: 1 Date: September 2023

Figure 15

Arc Games Google Ad

Dungeons & Dragons MMORPG

<http://arcgames.com/>

Completely Free to Play — Join millions in the award-winning fantasy MMORPG based off the iconic Dungeons & Dragon. Defend the realm against Frost Giants in an epic MMORPG based off D&D franchise. ...

Ad Position: 1 Date: May 2024

Figure 16

Mock BG3 Google Ad

Baldur's Gate 3 - Fantasy RPG

<http://baldursgate3.game.com/>

Explore the Forgotten Realms in this story-driven, party-based, Dungeons and Dragons RPG! Fight as a Githyanki warrior against the Mind Flayer parasite, or create your own in character creation.

Figure 17

News Landing Page

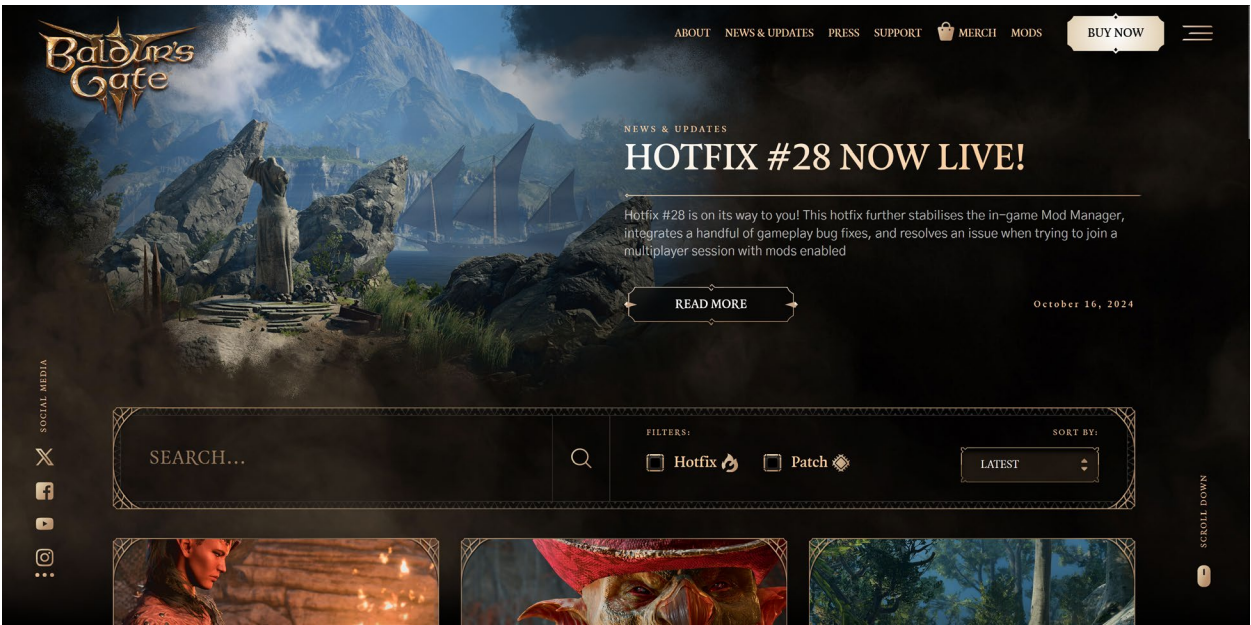


Figure 18

Videos Landing Page

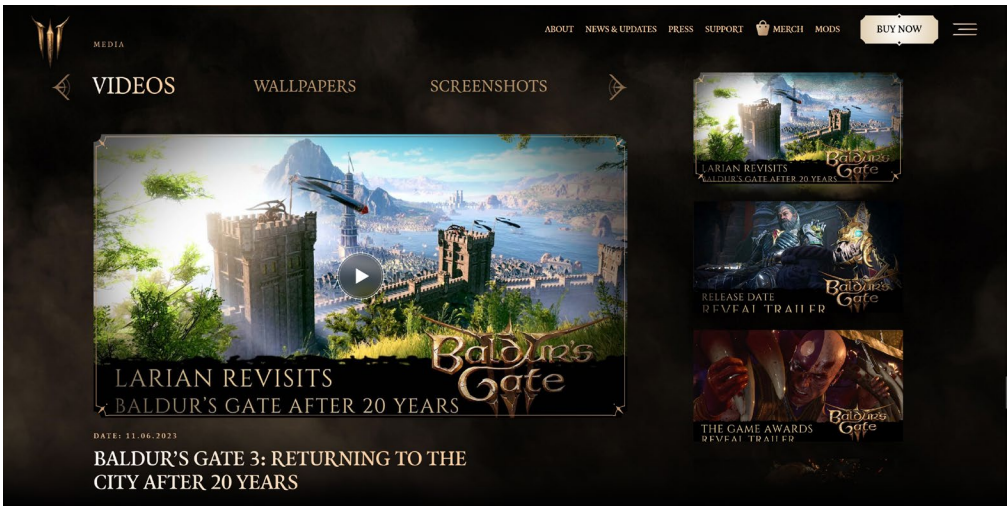


Figure 19

Forum Landing Page

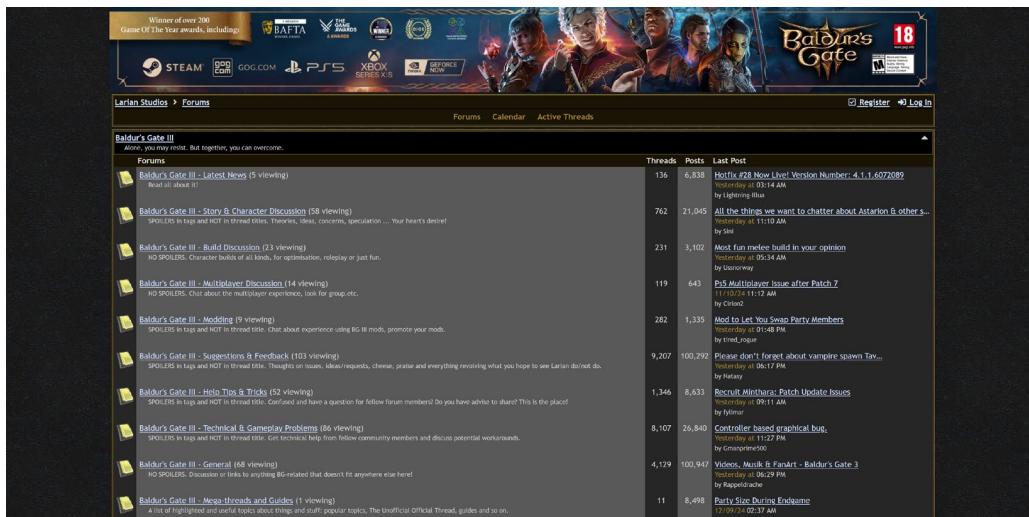


Figure 20

Razer Logo



Figure 21

Secretlab Logo



Figure 22

DougDoug Headshot



Figure 23

Miyoung Headshot



Figure 24

BagheraJones Headshot



Figure 25

GDC Logo




Figure 26

PAX Logo



Figure 27

Mock Press Release for Larian Studios



FOR IMMEDIATE RELEASE

Contact: Adina Kaiser
Content Marketing Manager
913-522-1265
afkaiser@student.fullsail.edu


First Baldur's Gate 3 DLC Features Critical Role's 'Verdant Expanse'

GHENT, BEL, July 13, 2024 – Larian Studios – an award-winning independent video game developer and publisher – announces first DLC, in collaboration with Critical Role's 'Tal'Dorei' region, set within the 'Verdant Expanse' – a forest filled with the fey.

The 'Verdant Expanse' DLC introduces players to a new region and storyline where players must confront an ancient curse that has been awakened within the forest. The curse brings disruption to the balance of the region, featuring the elven city of Syngorn in the middle of it all. It is up to the player to restore the peace and save the forest from this new evil, once and for all.

"We're eager to offer an immersive experience for both *Baldur's Gate 3* players and Critical Role Fans," says Sven Vincke, Founder and CEO of Larian Studios. "As a long-time fan of Critical Role, I am thrilled to see our worlds merge in such an exciting way. We can't wait for fans to dive into this new adventure!"

The new DLC, titled 'Verdant Expanse', is scheduled to launch July 31st, 2024, at 12am CEST. It will be available on all platforms, including Xbox, PlayStation, Steam, and GOG.com.



About Larian Studios:

Larian Studios is an independent game developer and publisher known for their *Divinity Original Sin* series and their work with Wizards of the Coast on *Baldur's Gate 3*. Headquartered in Europe, their fanbase spans globally, primarily attracting D&D fans and RPG enthusiasts.

About Critical Role:

Critical Role is a weekly web series created by a group of professional voice actors that play *Dungeons & Dragons*. Since it's rise in popularity and creation in 2015, the brand has expanded into creating comics and an animated tv show.

For more information about Larian Studios and Baldur's Gate 3, please visit <https://larian.com/>.

For more information about Critical Role, please visit <https://criticalrole.com/>.

###

Goal of the release: The goal of this release is to reveal the first ever DLC coming to Baldur's Gate 3, in collaboration with Critical Role, 'Verdant Expanse'.

Keyword focus: Larian Studios, Critical Role, Tal'Dorei Region, Verdant Expanse, Fey, DLC, Forest, D&D, Dungeons & Dragons.

Distribution channel(s): Larian News page, IGN.com, Game Rant, GameSpot, Eurogamer, all socials for Larian Studios and Critical Role.

Any additional notes: The location for this press release is Ghent, Belgium. It is the main headquarters of Larian Studios.