

B2B MARKETING IN THE GAMES INDUSTRY - A BEGINNERS GUIDE



BIG GAMES MACHINE

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What's in this guide?

If you're a B2B marketer with a product or service aimed at the global video games industry, you're in the right place.

This guide is a collection of the things we have learned across more than twenty years of working with B2B gaming and tech brands. Hopefully you'll find practical and useful advice presented in a concise and easy-to-digest way.

Far more than consumer marketing, B2B is quite process-driven. To reflect that, we'll cover the key process stages in going from an initial brief or set of goals through to building a campaign and measuring the outcomes.





INTRODUCTION

The multi-billion dollar global games industry is encountering choppy financial waters at the time of writing this. Still, there's no shortage of solution providers itching to get in front of a multitude of people - from developers and CTOs to commercial people and more. But many of them are having trouble scoring real success. We keep seeing B2B PR strategies that make the same mistakes.

Yours is probably one of them, but that's OK because we want to help. And we can - but only if you're ready to be helped.

Here are some signs that you're ready:

- You know you can offer more than media coverage and want to break free from an over-reliance on journalists to tell your story.
- You want to stop churning out boring, corporate and self-serving content that is so bad you often have to pay for it to be published.
- You want to be able to link your public relations efforts to meaningful business objectives, not vanity metrics.

Answer 'yes' to any of those, and this guide is for you. You're ready to leave behind old B2B PR self-serving press releases, messaging and spin and enter the new and exciting world of inbound B2B PR.

Answer 'no' to them all, then there is nothing for you here. You can go back to pumping out press releases about your 'world-leading' company's new hires, new deals and new offices. Good luck, and see you around - or not, more likely.

The Golden Rule of B2B Marketing

We'll make this one short and sweet.

B2B Marketing, no matter what industry you're in (games, pet food or financial services), boils down to one rule to errrm rule them all. And it's this:

Identify your target audience/s, understand their problems and create fantastic content that helps to solve them.

That's it. It's that simple. Do this and you'll earn trust, the most valuable currency of all. If you take away only one thing from this guide, then we'll be happy if it's that one.



MOVING FROM A PUSH TO PULL MINDSET WITH INBOUND PR

So what's inbound PR, and how can it work for you?

As Ilyana Stareva, a promoter of inbound PR, writes in her brilliant book of the same name:

“With the Inbound PR concept, PR people continue to focus on what they are great at (content) but also manage to alleviate the industry's biggest challenge – measurement and proving bottom line results.”

Inbound PR is also known as ‘Digital PR’ these days, but for the purposes of this guide, we'll stick with ‘Inbound PR’.

With inbound public relations, the media still matter, but coverage is just one element – albeit a powerful one – of a wider content strategy.

Why? Because B2B buying is more complex now than it was when PR mostly meant media relations and revolved around pushing out messages and spin.

Owning the narrative was a higher priority than earning

trust, even before digital media turned this competition for attention into a bloodbath—again, at the expense of trust.

That might be tolerable to a point for companies selling jeans and trainers, but B2B buyers have bigger challenges than their waistline. And they're looking to you – or your competitors – to help solve them.

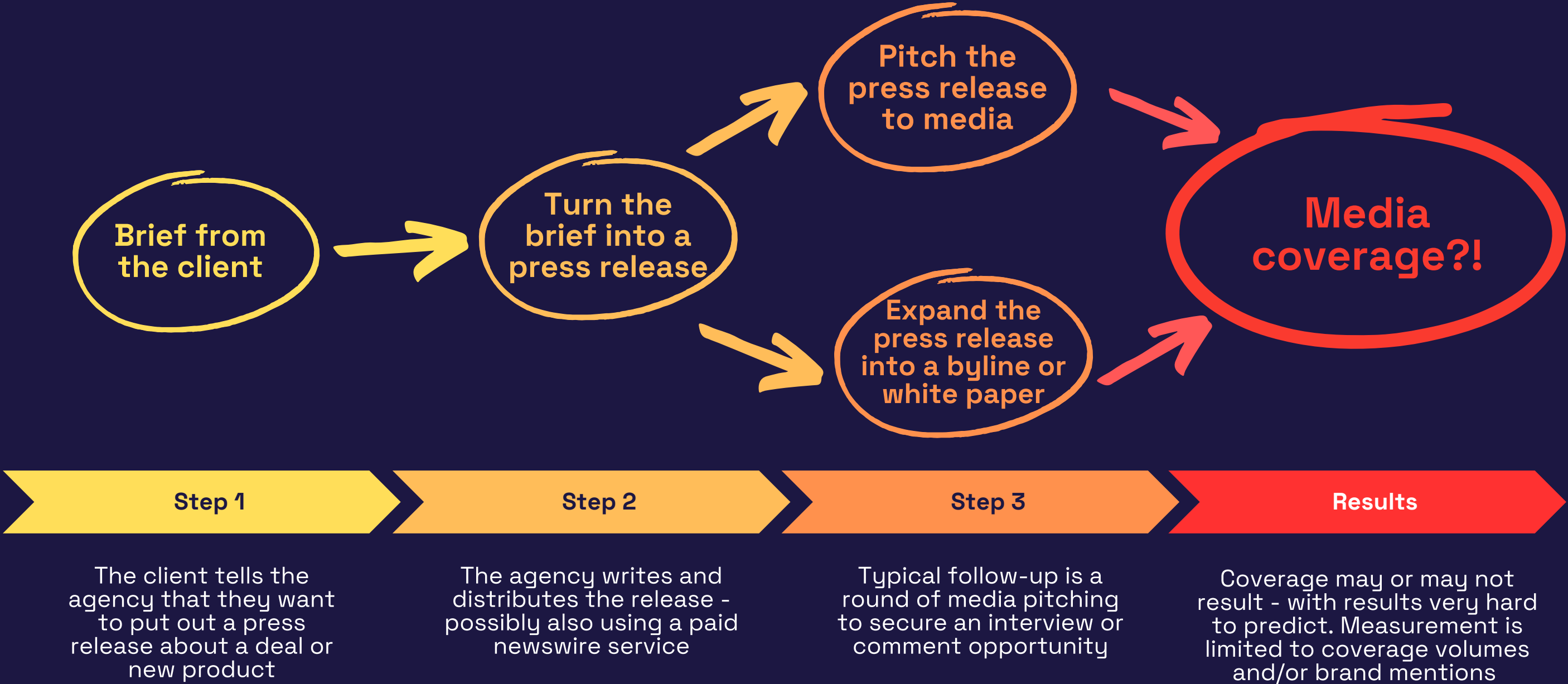
Most of the buying cycle occurs before prospects reach out to vendors through online research. So you need to publish engaging, useful and optimised content for search engines to pull these prospects towards your company as someone they can trust to help solve their challenges.

‘Traditional’ PR is very much based on the idea that an agency ‘pushes’ out news and information to the media, who will deliver coverage thanks to the need to create a flow of stories. It’s down to the agency to match the news to the media and journalists most likely to cover it.

The big problem with this approach is that media is now click-driven, meaning that journalists need to drive reader metrics - i.e. stories that

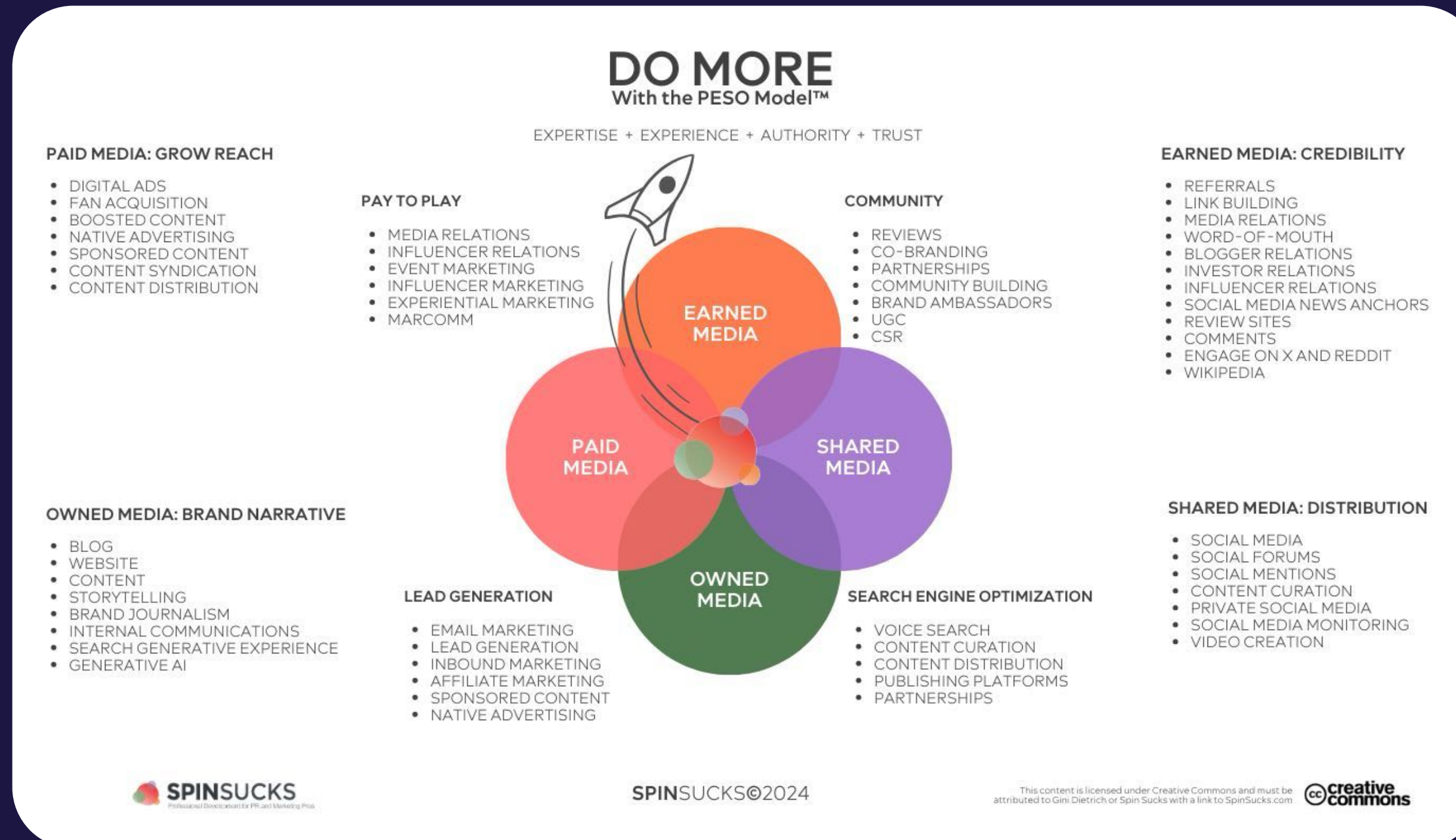
grab attention and engagement. The ‘push’ approach isn’t designed for that, and often results in poor coverage volumes - unless your client is a well-known brand.

Results also tend to end with the coverage achieved, meaning that agencies don’t understand whether their work has increased brand engagement or real business outcomes like sales.



Instead of that 'push' approach, you need to match your PR tactics to the media and marketing channels that your audiences engage with - which might mean that a press release is the wrong approach. Instead, you need to move to a 'pull' approach that drives customers to you.

The diagram below is the PESO model created by PR expert Gini Deitrich. PESO stands for Paid, Earned, Shared and Owned, and shows all the different communication channels a modern B2B PR strategy should be aware of.



Using tools like the PESO model and more, you can create an inbound B2B PR strategy that generates leads and nurtures them towards a sale.

This is the essence of the ‘pull’ approach. You create different kinds of content and communications that ‘pull’ an audience towards an outcome.

You’re the right person for the job, too, because, as Ilyana Stareva writes in Inbound PR:

“PR professionals are the best content creators. They are natural storytellers – this is how it has been since the first press release. Writing and communication skills have been at the forefront of PR practitioners’ skill sets, not so much for marketing, advertising or digital agency professionals.”

In this guide, we’ll show you what it takes to develop a B2B marketing strategy that takes advantage of this to secure real business results.





YOUR FRAMEWORK FOR A MODERN INBOUND B2B MARKETING STRATEGY FOR THE GAMES INDUSTRY

Let's jump into it. The framework for your B2B Marketing strategy comes in six parts:

1. **Setting objectives**
2. **Deciding on management processes**
3. **Developing your target personas**
4. **Choosing and creating your content**
5. **Deciding on a distribution strategy for that content that includes, but doesn't rely on, the media**
6. **Measuring performance**

You can revisit and refine these at any time based on your learnings. And you should.

But setting them out in advance is important.

DON'T FORGET...

Creating an inbound B2B PR strategy is a heavy lift. There are plenty of tools and advice out there to help, but there are not many shortcuts. We're setting out to become trusted experts, remember.

Each of these elements is an art form or science in its own right, so we'll sometimes link out to useful articles for further reading or that offer more detail than we can fit in here.



FRAMEWORK PT. 1

Your objectives (or, nuts – may contain nuts)

Start with your objectives.

No, we don't think you're stupid.

But, like food makers labelling packets of nuts with 'may contain nuts', we're obliged to spell it out.

Your objectives set the tone for everything else that follows. Yet, even after the shock of finding nuts in your packet of nuts, you'd still be surprised at how many companies mess this up.

Objectives should be realistic and measurable (honestly, nuts – in nuts!), and we insist that you set benchmarks either as targets or to track improvements.

However, while 80 pieces of press coverage are realistic and measurable – it isn't an objective. Why do you want that coverage? Did anyone reading that coverage become a lead or a sale?

Push yourself. You've read this far because you want to drive quality inbound, identifiable leads – now that's an objective.

Some large PR agencies, along with bodies like the Chartered Institute of Public Relations, have developed the AMEC Integrated framework for setting objectives. It's free to use on the Amec website, and it was made by some very clever folks. But to be frank, it's pretty hard work and not suitable for everyone's needs and resource levels.

By all means, scroll to the bottom of their homepage for an overview of the framework. There's also a 13-minute video tutorial here.

We also strongly recommend the FREE Muck Rack Fundamentals of Media Measurement course, run by Gini Deitrich.

Objectives checklist

A simpler objectives framework such as this might be more suitable for most companies:

- An uplift in a measurable outcome aligned with business or product objectives, e.g. number of leads generated.
- An uplift in the volume of quality media coverage, e.g. your AAA+ tier media and sites that Google recognises as high authority (measured by 'Domain Authority'). Even better is the number of 'backlinks' to your site from high-domain authority websites
- An uplift in brand or product sentiment (short- and/or long-term).
- An uplift in website traffic or engagement, captured and optimised using Google Analytics.

Remember: based on current benchmarks, are your targets achievable?

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IT'S OK FOR PERFORMANCE TO VARY MONTH TO MONTH OR CONTENT PIECE TO CONTENT PIECE; YOU'RE LOOKING FOR TRENDS OVER TIME (B2B BUYING CYCLES ARE LONG AND COMPLEX) THAT SHOW YOU'RE GETTING BETTER AT ANSWERING REAL QUESTIONS FOR YOUR AUDIENCE.

”

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FRAMEWORK PT.2

Management – who's doing what?

There's no two ways about it: this will take time. Either in the form of creating content and herding cats (also known as stakeholders) to get it published and distributed or investing time in helping an agency do the heaviest lifting for you.

DON'T FORGET...

In our experience, agency-client relationships come unstuck because clients expect to just leave an agency to it. To get the best out of an agency, you need to invest time and supply information – especially upfront.

Before proceeding with anything else in the plan, it's a good idea to pause and ensure you have a point person or team in place to either handle the work on your end or manage the relationship with an external agency.

Management checklist

- Are you engaging an agency or an in-house team? Who needs to be on that team?
- Who has what roles and responsibilities when it comes to content creation, distribution and measurement?
- What metrics, milestones and reporting mechanisms will you use to promote accountability?

FRAMEWORK PT.3

Buyer Personas – you talkin’ to me?

The only way you can really create relevant and great content is to gain genuine insight into your customers.

You need to know who you’re talking to and what makes them tick.

You also need to know what they’re trying to achieve and their key issues and challenges.

To do that, you create buyer personas: fictional representations of your audience, describing their goals and pain points/problems based on the real-world factors that influence them.

Ideally, your primary source here would be interviews with prospects or current customers to explore their main challenges. If that’s not possible, your salespeople likely already do this, so you could talk to them instead.



Management checklist

This is what you're trying to collect during your interviews as inputs for your persona:

- Personas are not your target market, which is broader. Instead, they aim to paint a picture of 'typical' individuals that make up your market.
- They must always relate back to your brand, answering the question: who wants and needs the product you're selling?
- Start with the basics, like name and age, and then get specific. For example, what's a common career path for these individuals and their drive level? Identify key job titles.
- How does their position affect their decision-making abilities, and how will they determine your company's credibility? What media do they read and trust, and why?

Get the persona right, and you'll improve your content's conversion rates, acquire more leads and engage them more often.

WHAT DOES A PERSONA LOOK LIKE?

- The explosion in AI and tools such as ChatGPT means that there's a wealth of articles on videos on how to use ChatGPT to create buyer personas. Just type it into YouTube or Google search and feast your eyes
- Quick Sprout offers a more detailed overview of persona creation
- These free persona templates from Hubspot will help you get started

FRAMEWORK PT.4

Content – What are you trying to say, and where are you saying it?

No-one will read if you write about something nobody cares about. And if you write something that lots of people care about but nobody can find, well, no one will read it either.

Both scenarios mean no leads and a lot of wasted time and money. So content must be relevant, organised and findable.

Two things work closely together to achieve this: insight from your client's pain points connected to your expertise and solution - from your persona, for example - and search engine optimization (SEO).

OK - this part is pretty hefty, so we have further broken it down into:

- **Working out what topics to concentrate on**
- **How to organise your content into “hubs”**
- **Writing your content so that it is “findable”**
- **A bit about style and substance**

We mentioned the PESO model earlier (see page 6 to refresh your memory)

PESO stands for ‘Paid, Earned, Shared and Owned’ media and the model shows how getting your story out there isn’t exclusively about press coverage anymore (we might have mentioned that, too).

PESO creator Gini Dietrich describes each of these media types as follows:

- **Paid Media for PR means social media advertising, sponsored content and email**
- **Earned Media is what you know as either publicity or media relations**
- **Shared Media is also known as social media**
- **Owned Media is otherwise known as content. It’s something you own, and it lives on your website or blog, where you can tell the story the way you want it told**

Gini has also published an excellent [blog post](#) on generating content ideas and distributing that content in line with the PESO model.

We’re going to refer back to it again in the distribution section, but first, take a look at her method for content



mapping under the heading ‘Do This Exercise to Start Your Content Plan’

There, she walks you through starting with a main topic before layering in a ‘supportive base’ of further topics to guide the content you create.

The relevance of your ideas comes mainly from the personas you created, and this process will form the basis for all your ‘owned’ content. (We say ‘mainly’ because your SEO research and planning will also help determine relevance.)

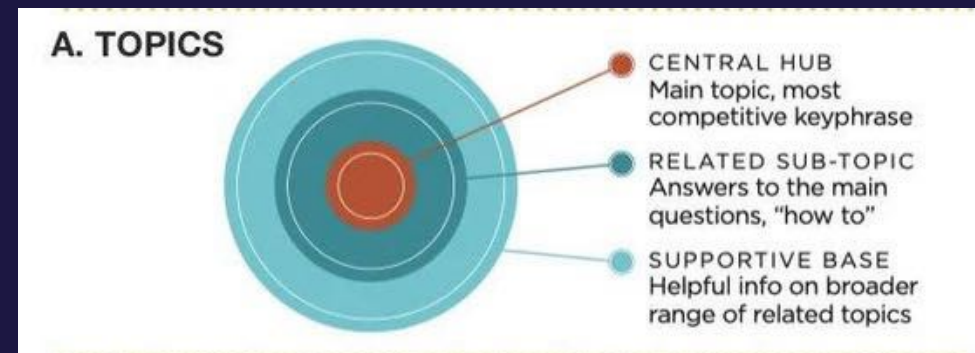
Content – How to organise your content into “hubs”

Following Gini’s methods will also help you create content in accordance with the current best practice for organizing your content: content hubs, which Andy Crestodina at Orbit Media has wonderfully outlined [here](#).

TLDR? Random and sporadic content on loosely related topics will not signal your authority on a subject in either the eyes of search engines or real people (never forget people.) In Andy’s words: ‘When content is focused on a topic [in content hubs], it piles up, reaching higher above the competition and gaining visibility.’

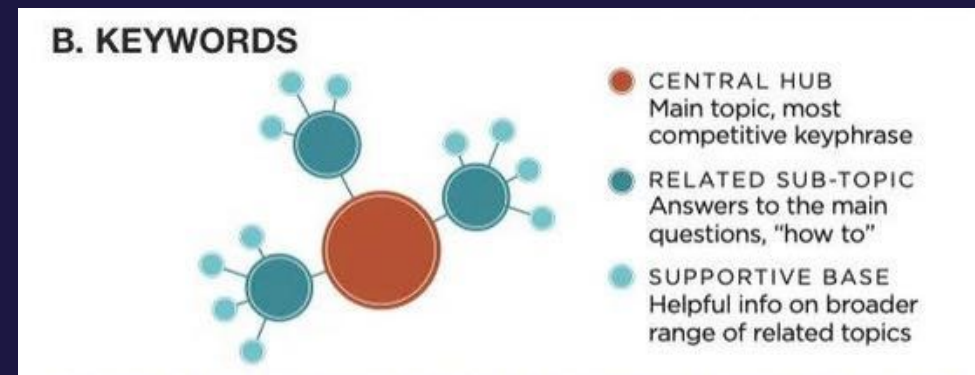
Read Andy’s article, and see the next page for the content hubs diagram. Now. OK, later then. But soon. Please.

A. Content on interrelated topics



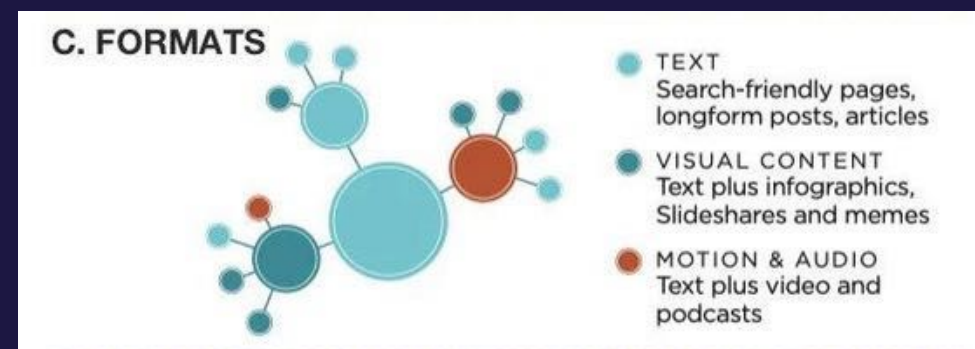
The posts or pages support each other, inviting the visitor to dig deeper through internal links, like a mini-version of Wikipedia. This triggers longer visits and gently guides visitors toward the center.

B. Content targeting related phrases



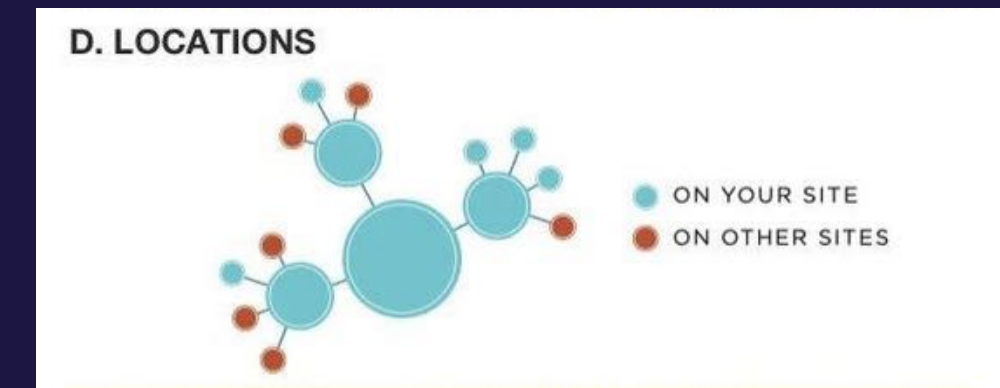
The center of the hub targets the broadest, most popular, most competitive keyphrase. It is supported by many pages that target more specific, related phrases, forming a large set of internally-linked keyphrase-focused pages.

C. Content in various formats



The structure includes many formats from the Periodic Table of Content. It goes beyond blog posts and includes infographics, guides, videos, original research or even audio.

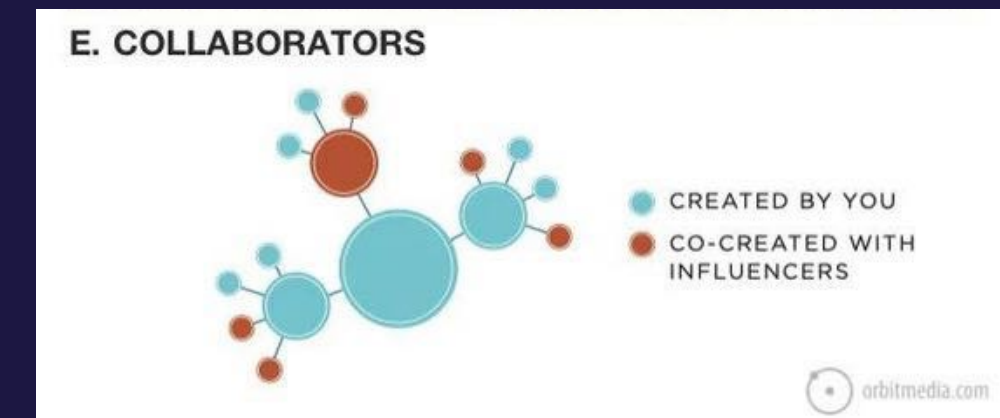
D. Content published on other websites



Not all of the content is on your website. Some of the articles are bylined articles and guest posts, published on other websites. Others may be published on other platforms, such as YouTube and LinkedIn.

Especially in the beginning, before you've built up your audience. Content published on other sites will increase your visibility (and increase your Domain Authority) fast.

E. Content co-created with influencers



The content isn't created in isolation. It is collaborative, co-created with relevant influencers and media partners. These may be bloggers and editors, podcasters and journalists and anyone else who has already built an audience that you'd like to reach.

Content – Writing your content so that it is “findable”

Now, findability. There are many free SEO tools that can help you discover the appropriate keywords to target with your content. (Keywords are not necessarily words, more like phrases or terms; they also help determine relevance via search volumes and steer you on improving your topics.)

Importantly, these tools can tell you how competitive those keywords are too. You need to be honest about whether you can outrank your competitors. This depends on your situation and theirs, but from a standing start, it's better to target less competitive keywords for quicker wins.

We'll be honest. SEO can be a real minefield and is constantly changing. If you want a solid grounding, then here are a few recommendations.

- The [Search Logistics](#) site is packed with free guides and resources, such as these [64 free SEO tools](#)
- If you're running a website on Wordpress, then we would recommend the [Rankmath](#) SEO plugin to help improve your site. It's got free and paid versions.
- [Ubersuggest](#) is a highly affordable SEO analysis alternative to much more expensive tools. It even has a very affordable lifetime access license for one site. Its owner, Neil Patel, also has an excellent [blog](#).
- We're huge fans of Brian Dean and his [Backlinko SEO blog](#) as its packed full of useful advice. We also recommend Brian's FREE [Mastering Digital PR](#) course.

Content – A bit about style and substance

The content you create from your topics can end up in many formats, such as:

- Ebooks
- Long-form blog posts (on your site, a post on Medium or LinkedIn), like the one you're reading now
- Webinars
- Press releases
- An email newsletter
- Whitepapers
- Podcasts

You need to decide what formats are open to you and which ones you can resource with copywriting and design support. Consider whether your topics work in multiple formats – ideally, they will.

If you want to see the many different ways you can repurpose your content, then feast your eyes on our blog, [80 Ways To Repurpose And Promote Your Content In 2024](#)

Another thing: nowhere is it written that B2B campaigns should be dry and devoid of flair.

The people you're targeting are the same ones that big consumer brands spend millions of dollars trying to reach through fun, interesting and stimulating ad campaigns.

Think about that. Do they become corporate zombies and check the fun part of their brains when they turn up to work? Nope.

To make things unique, you also need to have any proprietary data or insights to hand – this is something you can offer that no one else can, and quickly sets you apart as an authority. This might come from inside the heads of your colleagues. Desk research is going to be a big factor when it comes to content creation, too.

SPEND. MONEY. ON. GOOD. DESIGN.

Don't underestimate the cost of good design and writing regarding content creation.

You'll have to look and sound the part to be regarded as an authority and someone who can be trusted. You can have the best content in the world, but if it looks cheap, then your readers will also think that the advice is cheap.

So, if you don't have a budget allocated to creating and packaging up content that reads well and looks great, then you need to reconsider. Sorry.

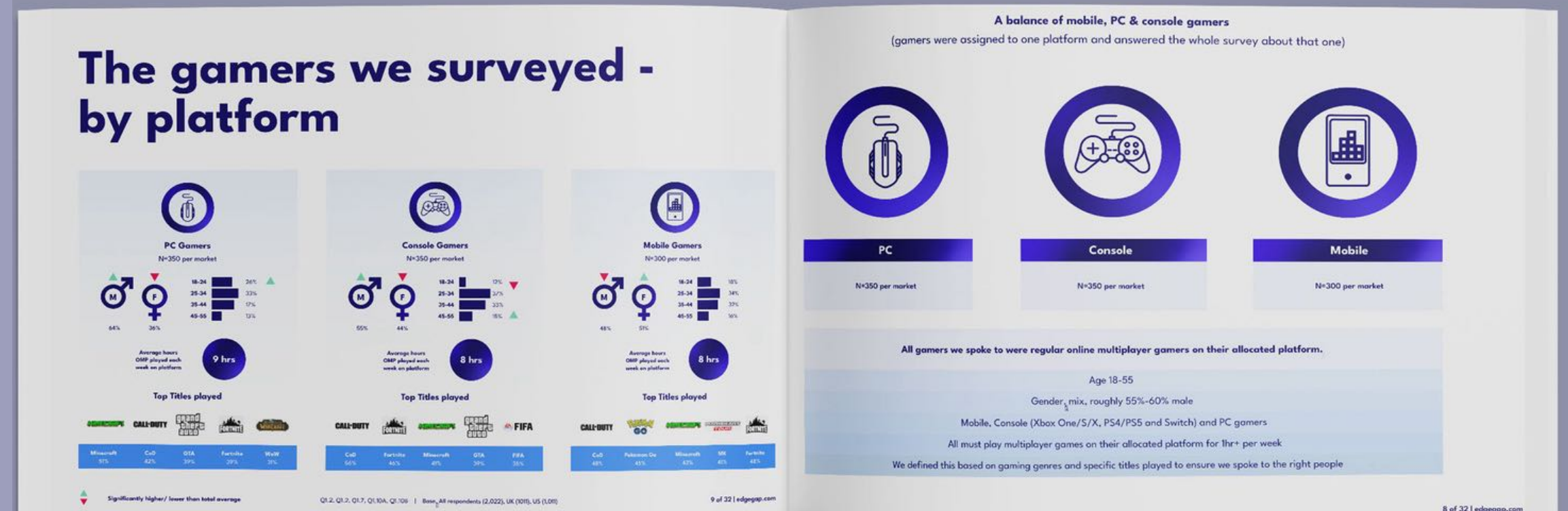
Content topics and creation checklist

- **Step 1: Extract and pull together proprietary data and insights along with external resources**
 - **Proprietary insight might come from:**
 - **If you're a SAAS (Software as a service) company, your platform is a great place to start. It's ideal to pull data from the platform and package it into unique insights to help your target buyers answer their problems.**
 - **Inside the heads of some staff!**
 - **Custom research from a well-regarded analyst firm**
 - **A qualitative targeted survey**
- **Step 2: Generate your editorial calendar by combining those insights with your personas to brainstorm main topics, subtopics and content types, then use SEO tools to refine them**
- **Step 3: Decide who will create it – both writing and design – and what format it will be in. Unless it's absolutely impossible due to time or budget constraints, make your content look as good as possible by using professional designers wherever possible.**
- **Step 4: Optimise for SEO. The whole content strategy needs to be carefully thought out for the web, clearly showing Google and other search engines which content is the cornerstone of your hub**

CASE STUDY: ARE GAMERS EXPERIENCING CONNECTIVITY ISSUES WHEN THEY PLAY?

Our client Edgegap wanted to increase its thought leadership around multiplayer connectivity and how to improve the performance of online gaming. As nobody had ever looked into this issue, we commissioned a unique piece of research into consumer attitudes to latency in games. A survey polled 2000 gamers in the UK and US to understand their views on lag in multiplayer games, looking at the frequency and severity of connection issues, and who they blamed when a game lags or crashes.

The report became a valuable and unique piece of lead generation material for Edgegap, increasing web views and securing [media coverage](#). Read the report [here](#).



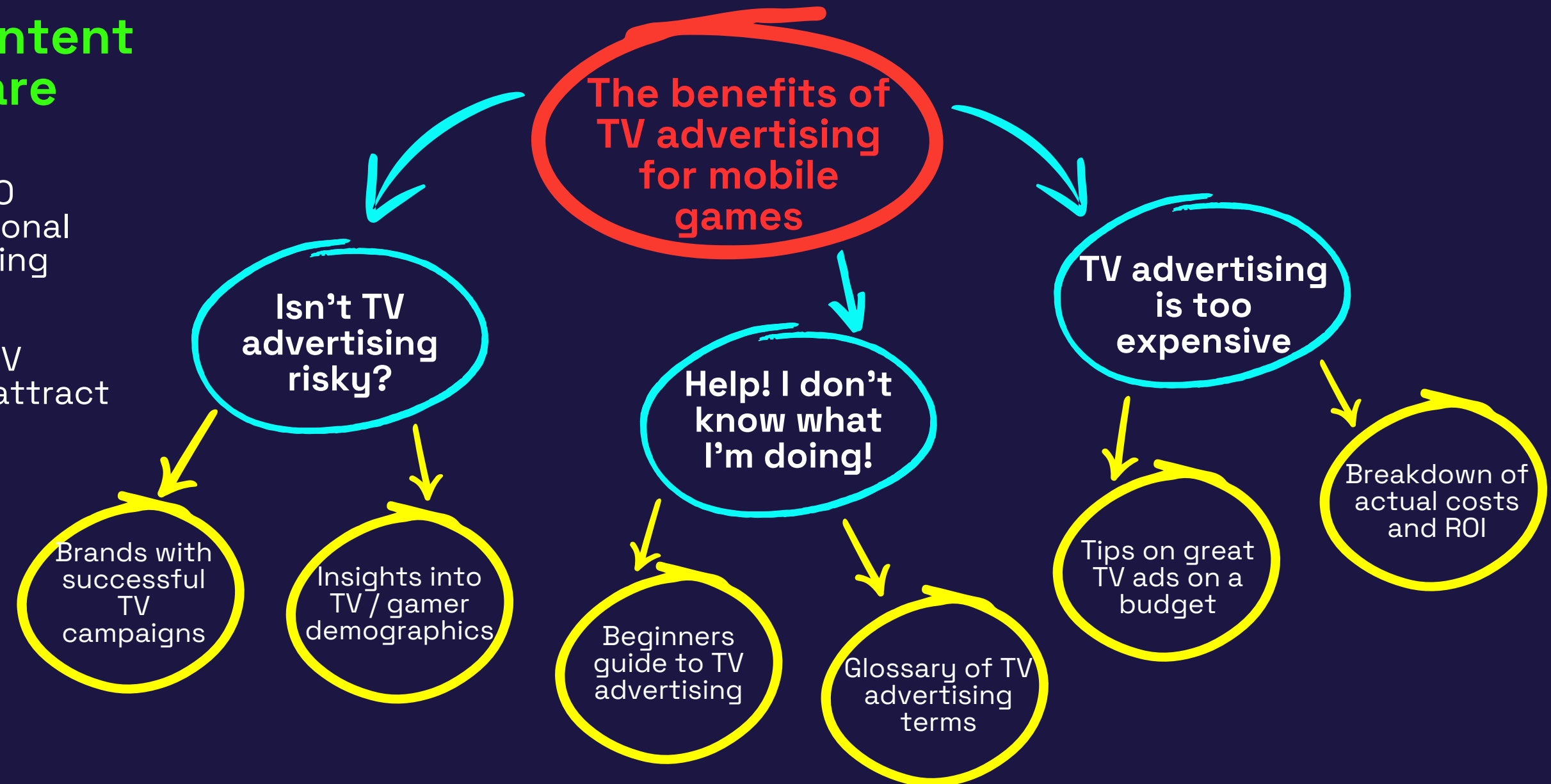
FRAMEWORK PT.5

Distribution: Getting your content everywhere your prospects are

Remember the stuff we said about the PESO model a few pages ago? Let's look at a fictional content plan based on Gini's content mapping method.

In this example, a company specialising in TV campaigns for games companies wants to attract mobile games companies.

Starting with the over-arching message we want to get across, we've added likely questions that our audience will ask, and then mapped content ideas in yellow that address those questions. The next step is to break this down further, and look at turning those ideas into actual pieces of content, and what distribution channels to use.





So, if we continue down the PESO content mapping approach, our final content distribution plan might look something like this:

Paid Media

- 1x piece of content a month in a relevant publication
- Amplification: Native advertising and content syndication
- Sponsored content: Facebook, LinkedIn, X, etc.

Earned Media

- X and LinkedIn: Outreach to friendly journalists, bloggers and analysts
- Media Relations: Byline, opinion piece and interview pitches

Shared Media

- X: 3x tweets on day one, 2x day two and 1x day three
- LinkedIn: Share daily for one week from personal account, post on the company page
- Facebook/Instagram/TikTok/YouTube - share the content on any other owned social channels

Owned Media

- Publish on the company's own blog
- Promote on the homepage
- Discuss on a podcast episode
- Feature in the company newsletter
- Email the content out to the prospect database
- Add to company email signatures

Here, we see again how media relations and the resulting coverage are part of your wider inbound B2B PR strategy, not the basket in which you put all your eggs.

Securing media coverage has one huge SEO benefit: the ability to secure a precious backlink we've mentioned earlier.

WARNING: Backlinks from PR coverage are very unlikely. However, we have found one method to secure a backlink time and time again.

A great piece of owned media content, such as a report, based on original research or proprietary data is a strong card to play with the media. Key findings can be pitched as news using a press release accompanied by charts and graphics. Follow up with the offer of a byline article expanding on the story—with the full research and a wider selection of angles available on your website.

You must do everything you can to make linking to your site or a follow-up visit as compelling as possible. The data might be downloadable in a format that allows users to explore it themselves or packaged up in an interactive infographic format. (This would make it more shareable, too.)

Doing so will also increase your chances of securing backlinks from respected media outlets, which are a powerful signal of your authority for Google and a major SEO boost.

More on that in a minute, but to wrap up, you should also consider these tips for making your pitch to the media as strong as you possibly can:

- If you haven't already, you need to develop a tiered list of journalists and outlets that cover the games industry. It needs to be up to date and maintained as a record of their interests, publishing schedules, recent hot topics and previous interactions.
- Be targeted with your outreach. Media relations is about building relationships over time, not destroying them with rushed, poorly thought-out pitches. If in doubt, step away from the phone or delete that email draft and do some more research
- Test your story or your content's newsworthiness.
 - But remember, the bigger opportunities with media relations are not often news-based coverage. News might be the hook with which you reach out, but offering a bylined opinion piece might be what clinches the deal.
- What content do you have to support or back up your pitch? You almost always need good (no, great) imagery to secure coverage, maybe even video. And do you have any senior execs or bigwigs available for interviews?

If you want a superb intro to Digital PR and the power of unique content in driving media coverage, we highly recommend the [FREE Mastering Digital PR](#) course from SEO guru Brian Dean. No other course will give you a better overview of what we've been talking about here and the sheer power of unique content.

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PAID AND SHARED MEDIA GET PROSPECTS' ATTENTION, BUT PRINT ADS AND SOCIAL POSTS DON'T GENERALLY CONVINCE THEM TO PULL OUT THEIR WALLET. EARNED MEDIA THAT ESTABLISHES CREDIBILITY AND OWNED MEDIA SUCH AS CASE STUDIES THAT SHOWCASE VALUE PLAY A BIGGER ROLE IN CONVERTING PROSPECTS INTO PAYING CUSTOMERS.

PR WEEK

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Content distribution checklist

- How are you going to distribute your content across paid, earned, social and owned media (refer to the PESO model)?
- If you don't have direct access to your company's owned and social channels, who does, and are they on board?
- What channels are your audience spending time on, and does this match the channels you are investing in for your marketing?
- Are you creating content with a style and tone of voice that matches the distribution channels you're using?
- Who are your top-tier media, and what's your strategy for establishing and cultivating relationships with them?
- What's your strategy for backlink building and SEO more generally?
- How are you measuring success?

FRAMEWORK PT.6

Inbound B2B PR measurement

You must, must, must (must) be using measurement to link your inbound PR efforts back to your objectives in order to close the loop and evaluate your strategy.

It's relatively easy to collect data these days, so collecting everything and analysing it all is tempting. Don't. You'll be overwhelmed by analysis paralysis.

You need the confidence and, often, experience to zero in on whatever tells you the most about how you're doing against your objectives. The most common metrics are things like reach (number of views, amount of coverage), engagement (shares, likes, comments, backlinks) and specific inbound metrics such as inbound web traffic, dwell time and sign-ups.

Ultimately, you want to be able to attribute the data you collect to actual sales enquiries and conversions into paying customers.

B2B PR measurement checklist

What you track and how depends on your objectives and the tools and platforms available to you, but it will include a mix of the following:

- **Alignment with business or product objectives**
 - Leads generated and their quality, revenues, recued sales cycles
- **Volume and quality of media coverage**
 - Check out [CoverageBook](#), for generating beautiful coverage reports. CoverageBook also has some great free tools, such as its [PR CPM Calculator](#), and its new [Coverage Impact Tool](#)
 - Brand or product sentiment (short-term and/or long-term)
 - [Awario](#) is a highly affordable way to measure sentiment analysis about your brand on social media
- **Website Traffic**
 - Google Analytics data
 - Backlinks and referrals
 - Returning visitors

B2B PR measurement checklist (continued)

- Content engagement
 - Buzzsumo for content performance and intelligence gathering
 - Inbound links/backlinks generated by your PR work using Ubersuggest
 - Form submissions captured on your website (if your content is gated)
 - Click-through rates on your emails if you're using Mailchimp or a platform such as Hubspot
 - Engagement rates of your posts on LinkedIn social posts
 - Website engagement and external site referrals captured by Google Analytics
- Addressing customer pain points
 - Sentiment analysis or qualitative surveys using SurveyMonkey or online polling tools





WRAPPING IT ALL UP...

There you have it – a framework for developing an inbound B2B PR strategy around creating and distributing great content.

But if you remember only one thing, modern B2B communications is all about trust. Trust is earned through listening and responding to what people ask. It's earned through giving something to someone and not necessarily expecting something in return. It's earned by showing someone that you can help them and demonstrating clear expertise.

This is the breach you're stepping into with your inbound B2B PR strategy.

We hope you can keep coming back to this resource as you develop your strategy,

“

**EARN TRUST, EARN
TRUST, EARN TRUST.
THEN YOU CAN WORRY
ABOUT THE REST.**

”

SETH GODIN (MARKETING GURU)

ABOUT BIG GAMES MACHINE

We think we're a little bit special. Why? Simply put, we do more than the average games marketing agency when it comes to who we work with because we work on B2B campaigns as much as we do consumer ones.

The video game industry is home to some fantastic consumer marketing agencies, but most don't dabble in the B2B side of games PR and marketing. Similarly, the tech industry is full of talented B2B specialists who don't live and breathe video games.

This means that, for the many companies that offer services and technology platforms and tools to developers and publishers, there isn't an obvious solution for marketing agencies that combine B2B tech and video game know-how. Or at least, there wasn't until Big Games Machine was born.



James Kaye



John Ozimek

**BIG GAMES MACHINE IS THE
LEADING PR AND
MARKETING AGENCY THAT
SPECIALISES IN B2B GAMES
PR & MARKETING**

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