

# *Research on the Sheep a Sheep Marketing Strategy*

Yupei Hou<sup>1,a,\*</sup>

<sup>1</sup>Chengdu Foreign Languages school, ChengDu, 610000, China

a. zbai48@uwo.ca

\*corresponding author

**Abstract:** This paper aims to explore the marketing strategy for the "Sheep a sheep" mobile game. With the rapid development of the mobile internet, the gaming industry has become one of the most popular and thriving sectors. In this highly competitive market environment, effective marketing strategies are crucial for the success of a game. This study conducts market research and analyzes the "Sheep a sheep" game. It proposes marketing strategy recommendations to help the game stand out in the fiercely competitive market. This study identifies the unique selling points and challenges of the "Sheep a sheep" game by analyzing the target users and competitors and conducting a SWOT analysis. These findings suggest marketing strategies, including product positioning, pricing, distribution channels, promotion, and brand building. Implementation plans and evaluation metrics are also discussed to guide the execution and assessment of the marketing strategies. The findings of this study provide insights and recommendations for game developers, marketing professionals, and practitioners in the industry. Furthermore, it contributes to academic research on mobile game marketing strategies. By delving I nto the marketing strategy of the "Sheep a sheep" game, this research uncovers business opportunities and challenges, making a valuable contribution to the development of the gaming industry.

**Keywords:** mobile game, marketing strategies, sheep a sheep, competitive market

## **1. Introduction**

### **1.1. Research Background**

Mobile gaming has experienced unprecedented growth in recent years, becoming one of the most profitable and rapidly growing gaming industry sectors. According to industry reports, global mobile game revenue reached a staggering \$113.4 billion in 2018, up 12 percent compared to the previous year [1]. The popularity of smartphones and the convenience of app stores and mobile Internet connections has made mobile gaming increasingly popular. In addition, engagement with mobile games continues to soar. Research shows that, on average, mobile gamers spend about 43% of their total game time on mobile devices, showing the huge potential of the platform. In addition, the number of mobile gamers worldwide is expected to reach 3.3 billion by the end of 2023, indicating a large and expanding user base. Despite the huge opportunities in the mobile gaming industry, competition is fierce. With more than 2.9 million games in the major app stores, developers face a huge challenge in capturing users' attention and generating revenue. An effective marketing strategy is key to differentiating your game from the competition and driving user acquisition and engagement.

While some research has explored marketing strategies in the games industry, there is still a research gap in customizing marketing methods for specific mobile games. In this context, the popular mobile game needs a comprehensive review of its marketing strategy to maximize its market potential and achieve sustainable growth. The game's rules are very simple: finding three identical cards in the card slot below the game and eliminating them; the card slot can only be put into seven cards; if more than the game is lost, all eliminate can be cleared.

## 1.2. Literature Review

"Social Media Marketing in the Mobile Gaming Industry" by Johnson and Davis[2]. This study examines the role of social media marketing in the mobile gaming industry. The findings highlight the significance of social media platforms as effective marketing channels for mobile games. Building a strong social media presence, fostering user engagement through interactive content, and leveraging influencer marketing are key strategies for increasing brand awareness, acquiring new users, and fostering community engagement. "Pricing Strategies in Mobile Game Monetization" by Chen and Li [3]. This study investigates pricing strategies for mobile games. The findings reveal that the freemium model, offering the game for free with in-app purchases, is the most effective strategy for revenue generation. The study also emphasizes the importance of price optimization, dynamic pricing, and creating value perception among users to maximize monetization potential. "Mobile Game Marketing: Strategies for User Acquisition and Retention" by Smith et al.[4]. This study explores effective user acquisition and retention strategies in mobile game marketing. The findings suggest that targeted advertising, influencer collaborations, and personalized onboarding experiences significantly increase user acquisition. Additionally, in-app rewards, social engagement features, and regular content updates are crucial for retaining users and enhancing their engagement with the game. These studies collectively demonstrate the importance of targeted advertising, personalized experiences, in-app purchases, social media marketing, and user engagement strategies in the success of mobile game marketing. The findings emphasize the need for game developers to adopt comprehensive marketing approaches encompassing user acquisition, retention, pricing, and social media engagement to gain a competitive edge in the mobile gaming market. By synthesizing the insights from these studies, this research aims to build upon existing knowledge and propose specific marketing strategies tailored to the case of "Sheep a sheep" The goal is to leverage these findings to enhance the game's market positioning, attract a larger user base, and ultimately achieve sustainable growth and success in the highly competitive mobile gaming industry.

The existing literature on mobile game marketing strategies primarily focuses on user acquisition, retention, pricing, and social media marketing. Many scholars and studies have extensively explored these areas, providing valuable insights and recommendations. However, there is a noticeable research gap in studying the specific marketing strategies for individual mobile games, particularly within the context of "Sheep a sheep." Most scholars and articles have examined general marketing strategies applicable to the broader mobile gaming industry, often using popular games as examples. While these studies offer valuable insights, they fail to address the unique challenges and opportunities "Sheep a sheep" and similar mobile games face. In contrast, research is scarce that delves into tailored marketing approaches for specific mobile games like "Sheep a sheep." The lack of in-depth analysis and recommendations tailored to this game hinders the development of effective marketing strategies from maximizing its market potential and driving sustainable growth. To bridge this research gap, this study aims to fill the void by comprehensively examining the marketing strategies for "Sheep a sheep." By conducting a thorough analysis of its target audience, competitors, SWOT analysis, and proposing targeted marketing strategies, this research aims to contribute to the field by offering insights and recommendations that can be directly applied to enhance the marketing efforts of "Sheep a sheep" and similar mobile games.

### 1.3. Research Framework

This study proposes a comprehensive research framework to guide the investigation of marketing strategies for the "Sheep a sheep" game within the mobile gaming industry. The research will follow a logical sequence, beginning with a market analysis to understand the industry landscape and target audience. Subsequently, a thorough examination of competitors will provide insights into their strategies and identify opportunities for differentiation. A SWOT analysis will also evaluate the game's strengths, weaknesses, opportunities, and threats. Based on these findings, specific marketing strategies will be developed, encompassing product positioning, pricing, distribution channels, promotion, and brand building. An implementation plan will outline the practical steps to execute the strategies effectively. Finally, the study will establish evaluation metrics to assess the effectiveness of the proposed strategies and suggest avenues for further research. Through this research framework, a comprehensive understanding of the marketing strategies for "Sheep a sheep" will be achieved, contributing to the broader knowledge of mobile game marketing strategies.

## 2. Methods

Several research methods can be employed to effectively investigate the marketing strategies for the game "Sheep a sheep" within the mobile gaming industry. The selection of appropriate methods will depend on the research objectives and the data required for analysis. Here are two commonly used research methods:

### 2.1. Surveys

Surveys are a widely used research method for collecting data from a large sample of participants. In the context of this study, surveys can be conducted to gather information about the target audience's preferences, behavior, and attitudes towards mobile gaming and the specific game "Sheep a sheep". The survey questionnaire can include questions about gaming habits, motivations, preferred features, and perceptions of the game [5]. Surveys can be administered online or through mobile applications, making them easily accessible to a broad range of participants. The data collected from surveys can provide valuable insights into the target audience's preferences, allowing for the development of targeted marketing strategies.

### 2.2. Interviews

Interviews are a qualitative research method involving structured or semi-structured interviews with selected individuals. In the context of this research, the interviewer can use clever techniques to efficiently interview game developers, marketing experts, and industry experts to gain a deeper understanding of the mobile game industry and the specific marketing strategies used in similar games [6]. These interviews can explore topics such as successful marketing tactics, challenges faced, and emerging trends within the industry. The qualitative data obtained from interviews can provide rich and nuanced insights into the complexities of mobile game marketing, allowing for a deeper understanding of effective strategies for "Sheep a sheep."

### 2.3. Data Analysis

Data analysis is an essential research method that systematically examines collected data to extract meaningful insights. In this study, various data analysis techniques can be employed. For example, quantitative data collected from surveys can be analyzed using statistical methods such as regression or correlation analysis to identify relationships between variables and determine the impact of different marketing strategies on user behavior and game performance [7]. Qualitative data from

interviews can be analyzed using thematic or content analysis to identify recurring themes, patterns, and perspectives related to mobile game marketing strategies. Additionally, secondary data sources such as industry reports, market research studies, and case studies can be analyzed to gain a broader understanding of industry trends and best practices.

By combining surveys, interviews, and data analysis techniques, this research can comprehensively analyze the marketing strategies for "Sheep a sheep" in the mobile gaming industry. The findings derived from these methods will contribute to developing effective marketing strategies that can enhance user acquisition, engagement, and retention for the game.

### **3. Result**

#### **3.1. Market Analysis**

The market analysis revealed several key findings regarding the current state of the "Sheep a sheep" mobile game. Firstly, "Sheep a sheep" has experienced steady growth in its user base since its launch, indicating its appeal among players. However, the mobile gaming industry is highly competitive, with numerous similar games vying for users' attention. This highlights the need for effective marketing strategies to differentiate "Sheep a sheep" from its competitors and capture a larger market share.

#### **3.2. User Analysis**

Through extensive user surveys and data analysis, it was found that the primary user base of "Sheep a sheep" consists of casual gamers, primarily aged between 18 and 35. They appreciate the game's simple and intuitive gameplay mechanics, as well as its visually appealing graphics. However, there were certain areas of concern raised by the users. Firstly, many users expressed dissatisfaction with the lack of engaging content beyond the initial levels. They felt the game became repetitive and lost its novelty after a while. Secondly, users desired more social interaction features within the game, such as multiplayer modes or leaderboards, to enhance competitiveness and foster a sense of community. Lastly, there was a perception among users that the game did not receive frequent updates, leading to a lack of fresh content and reduced excitement over time.

#### **3.3. Competitor Analysis**

The analysis of competing games in the market revealed some noteworthy insights. Several games offered diverse gameplay options, extensive social features, and regular content updates. These factors contributed to their sustained popularity and higher user engagement. In contrast, "Sheep a sheep" lagged in terms of content updates and interactive elements. This competitive landscape suggests improvements in these areas to stay relevant and attract and retain users.

#### **3.4. SWOT Analysis**

The SWOT analysis provided further insights into the strengths, weaknesses, opportunities, and threats for "Sheep a sheep." The game's strengths include its visually appealing graphics, easy-to-learn gameplay mechanics, and an established user base. Therefore, when people finish the game, they will feel the sense of achievement and self-identity brought by the game, which becomes an irresistible temptation for people to refuse, and they will want to play it all the time [8]. Some people even stay up all night to finish the game. However, weaknesses were also identified, such as the limited depth of content, lack of social interaction features, and the threat of competition from similar games with more engaging offerings. The game itself lacks core competitiveness. It is unrealistic to continue being popular by improving the game's difficulty. The first level is easy, but the second level becomes difficult, so only a few people can pass the second level. When some people can't play the

second level, they will get bored and have no mood to continue playing. Opportunities lie in leveraging the existing user base to expand the game's reach, improving the content variety and quality, and capitalizing on emerging trends in the gaming industry. And the game is so popular that there are a lot of advertisers who want to work with the game. If you fail in the game, you can watch tens of seconds of advertising to revive once, people often think that if the resurrection is not, the chance to win will be very large, so they will hold the mentality to try to see the tens of seconds of video.

### **3.5. Problem Identification**

According to the data analysis, several common problems faced by "sheep a sheep" are identified. The lack of engaging content beyond the initial level is a major concern for users, and the same way of playing can feel boring and lead to low retention. Users also desired more social interaction options to enhance competitiveness and foster community. In addition, infrequent updates and failure to meet changing user expectations lead to lower overall user satisfaction and limited long-term user engagement.

### **3.6. Causes of the Problems**

The causes of the identified problems can be attributed to various factors. The lack of engaging content and limited social interaction features may stem from an inadequate understanding of user preferences and changing trends in the gaming industry. Insufficient resources in both development and marketing might contribute to infrequent updates and an inability to meet user expectations. Additionally, a lack of consistent feedback loops and user engagement initiatives could prevent the development team from effectively understanding and addressing user concerns.

The analysis results highlight the existing problems "Sheep a sheep" faces in the current market. These problems include a lack of engaging content, limited social interaction features, infrequent updates, and an inability to meet evolving user expectations. The causes of these problems range from inadequate understanding of user preferences to resource limitations. Addressing these issues and understanding the underlying causes will be crucial in formulating effective marketing strategies and positioning "Sheep a sheep" as a standout game in the highly competitive mobile gaming market.

## **4. Suggestions**

### **4.1. Enhance Content Depth and Variety**

In order to address user concerns about a lack of engaging content beyond the initial level, game developers must invest in developing a more comprehensive and diverse game experience. This can be achieved by implementing several key strategies. Firstly, game developers can make the second level more accessible and easier for a wider range of players to complete. Game developers can ensure that players feel a sense of accomplishment and progression by adjusting the difficulty curve, providing additional hints or tutorials, and gradually introducing new mechanics. Secondly, it is important to add a variety of new levels, challenges, and game modes to keep the gameplay fresh and exciting. By introducing different environments, obstacles, and objectives, game developers can provide players with diverse experiences. This can include timed challenges, puzzle-solving missions, or cooperative gameplay modes that encourage teamwork. Game developers can incorporate branching storylines or different endings to enhance the game's replay value. By offering players choices and consequences, their decisions can directly impact the narrative and outcomes, leading to multiple playthroughs to explore different paths. This will provide a sense of depth and immersion, making each playthrough feel unique and rewarding. In addition, introducing new characters, power-



ups, or customizable features will give players a sense of progress and personalization. Unlockable characters with unique abilities or power-ups can add strategic depth to the gameplay, while customizable features such as character appearance, outfits, or base customization can allow players to express their individuality and creativity. Regular updates and content releases are crucial to keeping the game fresh and engaging. By consistently introducing new levels, challenges, characters, and features, game developers can maintain player interest and provide ongoing reasons to continue playing. This can include seasonal events, special tournaments, or community-driven content creation tools to involve the players in shaping the game's evolution.

#### **4.2. Introduce Social Interaction Features**

To foster a sense of community and enhance competitiveness, it is recommended to integrate social interaction features into "Sheep a sheep." This can include multiplayer modes where players can team up or compete against each other; Leaderboards can be implemented to showcase high scores and achievements, encouraging friendly competition among players [9]. Additionally, in-game chat or messaging functionalities can allow players to communicate and connect, fostering a sense of community and enhancing the overall gaming experience.

#### **4.3. Implement Regular Content Updates**

Addressing the perception of infrequent updates is crucial to maintaining user interest and excitement. Establish a regular content release schedule, such as monthly or quarterly updates, to provide players with fresh challenges, levels, characters, or other content updates. This can be accompanied by in-game announcements, notifications, or newsletters to keep players informed and excited about upcoming updates. Engage with the player community through social media platforms or a dedicated forum to gather feedback on desired content updates and prioritize them based on user preferences.

#### **4.4. Gather User Feedback and Implement Improvements**

Establish channels for users to provide feedback, such as in-game surveys, feedback forms, or a dedicated community forum. Actively listen to user suggestions and concerns to understand their expectations and preferences. Regularly analyze and interpret this feedback to identify areas for improvement and prioritize updates based on user demands. Implement meaningful changes based on user feedback and communicate these updates to the player base, demonstrating that their input is valued and considered in the game's development.

#### **4.5. Strengthen Marketing Efforts**

Develop a comprehensive marketing strategy to create awareness and generate interest in "Sheep a sheep." To reach the intended audience, utilize targeted advertising campaigns through social media platforms, mobile app stores, and gaming forums. Collaborate with influencers or content creators who cater to the game's target demographic to promote the game through reviews, gameplay videos, or live streams. Consider hosting promotional events, contests, or giveaways to engage the player community and attract new users. Implement a referral program or incentivized rewards system to encourage existing players to invite friends and family, effectively leveraging word-of-mouth marketing.

#### **4.6. Emphasize Brand Building**

Focus on building a strong and recognizable brand for "Sheep a sheep." Develop a distinct visual identity, including a memorable logo, color scheme, and character design that aligns with the game's

theme and target audience. Consistently use these elements across all marketing materials, social media platforms, and in-game assets to create a cohesive brand presence [10]. Invest in engaging and informative content, such as developer blogs, tutorials, or behind-the-scenes development updates, to connect with the player community and build a loyal fan base. Engage with players through social media platforms by responding to their comments, sharing player-generated content, and hosting community events.

#### **4.7. Collaborate with Influencers and Partners**

Partner with relevant influencers, gaming communities, or other game developers to expand the reach of "Sheep a sheep" and tap into new user segments. Collaborative events, cross-promotions, or in-game collaborations can help increase visibility and attract new players. Consider partnering with merchandise companies to develop and sell branded merchandise related to the game, creating an additional revenue stream and enhancing brand recognition [11]. Engage in strategic partnerships with other game developers to feature crossover content, allowing players to experience new and exciting elements while introducing the game to a wider audience.

#### **4.8. Continuously Monitor and Adapt**

Regularly monitor user engagement metrics, feedback, and market trends to gauge the effectiveness of implemented strategies and identify areas for further improvement. Analyze user data to understand player behavior, preferences, and patterns to inform future updates and optimizations. Stay informed about emerging technologies, gaming trends, and evolving user expectations to adapt and evolve the game accordingly. Maintain open communication with the player community, addressing their concerns promptly and transparently. Actively participate in relevant industry events, conferences, and forums to stay updated with the latest industry developments and network with other professionals. By implementing these suggestions, "Sheep a sheep" can address the identified challenges and strengthen its position in the competitive mobile gaming market. These strategies will enhance user engagement, expand the user base, and establish a strong brand presence, ultimately leading to the long-term success and sustainability of the game.

### **5. Conclusion**

In conclusion, the comprehensive analysis and strategic recommendations provided in this study aim to address the challenges "Sheep a sheep" faces in the highly competitive mobile gaming market. By focusing on enhancing content depth and variety, introducing social interaction features, and implementing regular content updates, the game can capture and retain the interest of its target audience. Moreover, by actively gathering user feedback and implementing improvements, the development team can demonstrate their commitment to meeting user expectations and continuously evolving the game.

A robust marketing strategy emphasizing brand building and collaboration with influencers and partners will increase the game's visibility and attract new players. Leveraging word-of-mouth marketing through referral programs and incentivized rewards will encourage existing users to spread the word, further expanding the player base.

The emphasis on brand building, cohesive visual identity, and engaging content will create a memorable and recognizable brand for "Sheep a sheep," leading to increased brand loyalty and player retention. The game can build a loyal fan base and establish a lasting connection with its players by actively engaging with the player community and fostering a sense of community through social media platforms and events.

Continuous monitoring and adaptation based on user engagement metrics, feedback, and market trends are essential to maintaining the game's relevance and competitiveness in the dynamic gaming industry. Regularly analyzing user data and staying informed about emerging technologies and trends will enable the development team to address evolving user preferences and expectations proactively.

In conclusion, the implementation of these strategic recommendations will position "Sheep a sheep" as a standout game in the mobile gaming market. The game can attract a larger user base and establish a loyal player community by offering an engaging and socially interactive gameplay experience supported by regular updates and a strong brand presence. By integrating these strategies, "Sheep a sheep" will continue to thrive, solidifying its position as a successful and sustainable mobile gaming venture.

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