

Facebook ads

Facebook makes it easy to find the right people and get results.

Promoting a New Game on Facebook

One of the top three Chinese video platforms and a major gaming company in China wanted **to promote its new simulation game in the Traditional Chinese-speaking markets** of Taiwan, Malaysia, Hong Kong, and Macau.

The goal was to **build product awareness and increase the number of people playing** the new game in these markets.

TransPerfect Gaming was able to **provide community management services to promote the game on Facebook**, with help from our native Traditional Chinese-speaking marketing specialists.

We began by conducting **market research to identify the most appropriate platforms** to reach the target audience. Based on this, we developed a content strategy and **created localized content to attract new followers on Facebook**.

We generated discussion topics and launched engagement activities, as well as **collected feedback from users to help with product development**.

We conducted ongoing data reviews and analyses to improve the client's social strategy, expanding content formats and diversifying community activities on Facebook as needed.

450%

INCREASE IN FACEBOOK FOLLOWERS EVERY MONTH

3x

MORE SIGN-UPS FOR THE GAME WITHIN 2 MONTHS

275%

INCREASE IN FACEBOOK IMPRESSIONS EVERY MONTH