

Using **Paid Social Media** to Promote **Two New Games**



A Switzerland-based gaming company need our help to give users the opportunity to immerse themselves in a multi-layered world while playing its games. The client needed our help promoting **two of its newly developed games in seven of its key markets**: the US, the UK, Germany, France, Spain, Italy and Brazil.

The most effective way to promote the new games was through **paid social campaigns on Facebook, Instagram, and Twitter**.

Our native-speaking social specialists created ad copy in the local languages that included important information relating to the games that would appeal to target audiences. We also created social assets, including static banners and carousels.

TransPerfect Gaming managed the campaigns, monitoring performance and optimizing regularly to maximize results.

We also provided community management, ensuring quick responses to the audience, increasing engagement, and encouraging conversations.

450%

INCREASE IN FACEBOOK
FOLLOWERS EVERY MONTH

3x

MORE SIGN-UPS FOR THE
GAME WITHIN 2 MONTHS

275%

INCREASE IN FACEBOOK
IMPRESSIONS EVERY MONTH