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**H e a p s   A g e n c y**

**OFFER**

**Video games marketing**

**Prime IRL co-op**

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# LIST OF SERVICES AND OTHER CONTENTS

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Marketing strategy and consulting

Social media marketing

Community management

PR

Employer branding, networking and scouting

Pricing and tips

About Heaps Agency

Contact







# MARKETING STRATEGY AND CONSULTING



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# MARKETING AND MANAGEMENT TAKES PRECIOUS TIME AND RESOURCES



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**WHY NOT FOCUS ON  
THE STUFF THAT  
YOU'RE IN FOR?**





# WHAT YOU MAY NEED

## GUIDANCE

You can be whoever you want to be. Some things require time, though. If you need an opinion or advice from someone who's experienced multiple facets of the business side of the gaming industry now - look no further.

## BUSINESS STRATEGY

It's good to know what to do when unexpected happens. Or when you want to take the next step. Or when you want to go out in a classy way. We're able to provide you with either a specific or a general set of guidelines adapted to your studio's needs.

## COMMS STRATEGY

The gaming industry has a lot of practices that you will become aware of over time. However, nobody will wait until you learn about them. Have a strategy for your communications and marketing efforts ready.





# WHAT YOU MAY NEED

## AUDIT

An audit is always a good way of assessing where to start and what to do next. Allow us to take a look at your activities, say what works, what doesn't and provide adequate advice on how to enhance your activities.

## RESEARCH

Are you not sure if making a game in a particular engine, selecting a certain monetisation model or choosing that one genre you like but nobody plays are good decisions? Let us find out.

## MNGMNT ADVICE

If you'd like to make your studio more efficient, be it by the introduction of tools or by having a great advisor who has seen a lot in the industry, look no further.

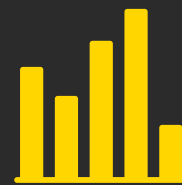




# TO ACHIEVE ALL (OR SOME) OF THAT, WE CAN



Analyse your business model and marketing activities



Deliver sound and data-backed advice on how to run your studio and titles



Conduct audits, hand you the results and suggest further activities



Research the market to help with gauging if your ideas are viable



Find, introduce, and adapt helpful tools for the business side of the studio







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# SOCIAL MEDIA MARKETING





# WHAT YOU MAY NEED

## FEEDBACK

It's always better to have more info about how people perceive your game and studio. Because of this, we're able to **gather, compile, interpret and deliver valuable feedback** from the people who matter the most to you - the players.

## COMMUNITY

Gathering and nurturing a **healthy fanbase** around you and your titles is key to having a long-lasting studio. Let us handle that. Make sure that you will remain a mainstay, while you'll be able to focus on your key activities like game design or project management.

## SALES

While your work may be a fruit of love and passion, it's important to get it delivered to others. **Paid ad campaigns** will certainly help with getting it across and with keeping you afloat.





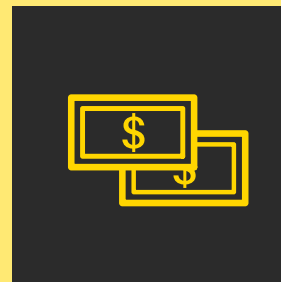
# TO ACHIEVE ALL (OR SOME) OF THAT, WE CAN



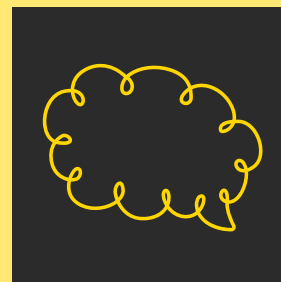
Create and execute a proper social media strategy



Create, schedule and post content - all adjusted to your business goals



Conduct PPC (paid social) campaigns in order to get new players



Talk to, nurture, service and grow the community around your games



Gather, compile and deliver feedback. Sentiment analysis on demand.



# PLATFORMS WE DEAL WITH



Meta (Facebook and Instagram)



TikTok



Reddit



Twitter



Discord, YouTube, Twitch, forums and  
other platforms (tell us what you need)







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# COMMUNITY MANAGEMENT





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**EVEN IF YOU'RE A  
SOLO DEV MAKING A  
SINGLE PLAYER  
GAME**



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**YOU WILL ALWAYS  
BE A PART OF A TEAM  
OF SORTS IN THE  
INDUSTRY**





# WHAT YOU MAY NEED

## MONITORING

Gaming communities often have a peculiar way of voicing their concerns. Be the first to find out about the problems your community encounters with our help.

## ENGAGEMENT

One of the reasons to run a gaming community is to have your customers in contact with the brand even when they aren't playing your game. Hire us to talk, make your fanbase have fun and increase your community-oriented KPIs.

## FEEDBACK

Nobody is going to give you better feedback than a huge group of dedicated customers who care for your product. We can extract, compile, interpret, and deliver such information and provide advice that will help with making further decisions regarding your game.



# WHAT YOU MAY NEED

## ADMINISTRATION

Creating and establishing channels for your community is quite a complicated task. Running them also takes time, effort and some degree of experience. With us, you can have it all run as well as it gets, while you can focus on other crucial areas of your business.

## TRAINING

Mods, whether they are an in-house force or volunteers, often need a bit of guidance, help, training and some sort of motivation to be effective. We're able to cover all that, based on our years-long experience in both being a mod and managing mod teams.

## GROWTH

The more players, the merrier. Because of this, we can conduct activities and share advice on how to expand your gaming community servers. Events, traffic redirecting, special messaging... All this can be of use!





# TO ACHIEVE ALL (OR SOME) OF THAT, WE CAN



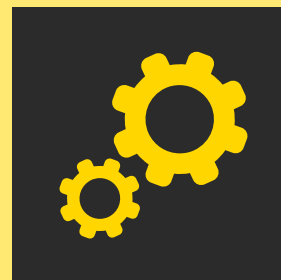
Create and structure outlets for your community



Engage with your community through meaningful and fun talks and activities



Manage, train and educate your moderator staff



Monitor and manage your community



App Store Optimization (ASO).  
Imagine SEO, but for the app store.



...sten), inclusief een  
e, zijn online verkrijgbaar via  
proeck.nl onder de knop  
te koop bij de receptie.  
5 jaar is de entree gratis!  
shows gepland: één op  
d 30 april om 20.00  
zondagmiddag 1 mei

Voor hen, die in de gelegenheid  
en korte herfstvacantie te nemen  
vrens donkere dagen fietstochten, g  
thans enkele fraaie fietstochten, g  
zonden door den A. N. W. B. To  
bond voor Nederland De eerste route  
an Amsterdam langs de kronkelende  
allereerst naar Ouderkerk. In deze  
zijn nog enkele patriciershuizen te be  
getuigenis afleggen van de wel-  
n gouden eeuw. Doo een zeer over-  
Hollandsch water- en polder-  
Abcoude, vervolgens langs  
tenslotte de Vecht en de Berg-  
den Berg. Na het  
jst de bosschen van 's Graveland  
ts verder ligt het bekende land-  
antam (te bezichtigen). Na het  
Bussum Bosch van Laren van  
de Vuurberg (fraai uitzicht naar de  
daarna de prachtige rijwielpaden  
Soesterberg. Aardige binnenwegen en fiets-  
Maarsbergen, naar de Maarsche poort.  
en langs het station Ede door het dorp  
weg over de Maarsche poort.

(17.9)—Nederhorst—Oude  
's Graveland (30.6)—Bl  
(41.4)—Soesterh  
(59.3)—Austerlitz (7  
—Veenendaal (9  
—Wolfheze  
—Arnhem (123.9)

U bent van harte welkom bij de  
van het bord op zaterdag  
om 11.00

PR



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**IT'S KEY TO GROW  
YOUR ORGANIC AND  
PAID AUDIENCES**

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**PRESS AND  
INFLUENCERS CAN  
HELP YOU WITH  
THAT**



# WHAT YOU MAY NEED

## OUTREACH

PR activities grant you an opportunity to quickly expose your brand to tens of thousands of potential fans and players. Why not leverage that?

## PRESS KIT CREATION

You need to have something to mail to the press and influencers. Luckily, we know what they like using and what assets are of the best use.

## PERFECTING

Have you already worked on your press kit, but aren't sure if it's up to the task? Allow us to take a look at it, analyse its content and optimise it for the goal it's meant to achieve.



# TO ACHIEVE ALL (OR SOME) OF THAT, WE CAN



Write, capture stills and video clips for your press kit



Audit and edit your already existing press pack



Send out your press kit to the press and proper influencers



Create additional press kit assets like a review guide (for Steam and Switch)



Talk to the press and other such parties on your behalf







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# EMPLOYER BRANDING, NETWORKING AND SCOUTING





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# NEVER NEGLECT THE BUSINESS PART



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# OF RUNNING A GAME STUDIO



# WHAT YOU MAY NEED

## EB

The industry is full of people who'd love to work on astonishing games in a lovely environment. You can convey them to become a part of your studio with a little bit of our help.

## BD AND BRANDING

Making your studio presentable to other subjects is great. Why not combine that part of communications with searching for ones you may be interested in maintaining contact with?

## SCOUTING

All publishers have the same headache - how to find games that they can contract? No worries. We work weekly on cataloguing the most interesting titles that are (most often) up for grabs.





# TO ACHIEVE ALL (OR SOME) OF THAT, WE CAN



Create, enforce and fortify your studio's image and branding



Help with expanding your EB operations and recruitment efforts



Contacting people and companies that you'd like to become partners with



Advise you which business-oriented events you should attend



Grant access to our list of prospective games without a publisher/for porting





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# PRICING AND TIPS



# HOURLY RATE POLAND

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FROM 60 PLN NET (+VAT)

# HOURLY RATE REST OF THE WORLD

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FROM 20 €/ \$ 22/33 AUD/30 CAD





# TRAVEL RATES

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NEGOTIABLE PER CASE  
TRAVEL, ACCOMMODATION,  
COMMUTE, SUSTENANCE,  
TAXES AND LABOUR COSTS ARE  
TO BE CONSIDERED

# THE SCOUTING CATALOGUE ACCESS

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20 €/ \$ 22/33 AUD/30 CAD/90  
PLN GROSS WEEKLY



# PR AND INFLUENCER MARKETING

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120 €/ \$ 130 / 200 AUD / 175 AUD /  
900 PLN GROSS + HOURLY  
RATE

# CUSTOM SERVICES

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WRITE A MESSAGE AND LET'S  
TALK ABOUT IT.



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**PRICES DEPEND ON MANY FACTORS,  
SUCH AS THE SCOPE OF YOUR PROJECT,  
CONTRACT DURATION AND SOME  
OTHERS.**

**THE LONGER AND SIMPLER THE  
CONTRACT, THE LESSER THE PRICE. LET'S  
TALK ABOUT AN OPTIMAL OPTION FOR  
YOU AND YOUR STUDIO.**

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**A LOT OF SUCCESS IN THE INDUSTRY  
DEPENDS ON THE PRESENTATION,  
QUALITY AND STYLE OF YOUR GAME.  
YOU NEED TO TAKE CARE OF THESE  
PARTS.**

**THIS MEANS THAT SOME GAMES SELL  
BETTER THAN OTHERS BASED ON MERIT.  
WE WON'T HESITATE TO BE BLUNTLY  
HONEST.**





**THIS ALSO APPLIES TO OTHER FACETS OF  
POSSIBLE COOPERATION AND PROVIDED  
ADVICE.**

**EVEN THOUGH THIS IS AN  
AGENCY/FREELANCE GIG, I WISH TO BE  
MORE LIKE A VALUABLE PARTNER  
RATHER THAN JUST A CONTRACTOR TO  
YOU.**

**CURRENTLY, THE AGENCY IS UNABLE TO  
WORK WITH PSD FILES AND CAN'T POSE,  
RENDER AND EXTRACT FOOTAGE AND  
ASSETS FROM DEV PROJECTS  
THEMSELVES.**

**WE EXPECT TO HAVE SUCH CAPABILITIES  
LATER THIS YEAR.**

**BTW, WE DON'T SERVICE WEB3 DEVS.**





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# ABOUT HEAPS AGENCY



# BASIC INFO

## BASIC INFO

Founded in late 2022, Heaps Agency is the new undertaking turned into a full-time effort by Jakub Mamulski, an experienced video games marketer.

## EXPERIENCE

Some of the brands we've worked with as the agency are Robo Revenge Squad, Tomczak Stanisławski Marketing. Before the agency was started, we had an opportunity to work with Fishing Clash, Brawl Stars, Green Hell VR and many others.

## MISSION

Heaps Agency is all about providing value to you while doing what we love. After all, it really takes passion to deal with marketing and spreading enjoyment in today's bleak world.





# REACH OUT TO HEAPS AGENCY



Responses are usually sent  
on the next workday.  
Working hours:  
9-19 CET/CEST



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