

A large, golden dragon sculpture is the central focus, perched on a white pillar. The dragon has intricate scales, large wings, and a long, curled tail. The background shows a convention hall with blue structural beams and red awnings over walkways. People are seen walking through the hall, some carrying bags and boxes. The lighting is warm and golden, matching the dragon's color.

U K  
G A M E S  
E X P O

2020 & 2021  
ONLINE MARKETING  
GUIDE

# GET NOTICED

PROMOTING A KICKSTARTER?

ANNOUNCING A NEW GAME RELEASE?

LAUNCHING A NEW BRAND?

## UK GAMES EXPO CAN HELP

We offer promotional opportunities that suit a range of budgets to give you increased visibility and reach an audience of thousands of gamers.

## AVAILABLE ALL YEAR ROUND

Our followers are out there all year round, not just before our show. Engage with them today and get your message heard.

# SOME BASIC STATS

OVER THE YEARS UK GAMES EXPO HAS BUILT UP A SUBSTANCIAL AUDIENCE OF ENTHUSIASTIC, ENGAGED AND ACTIVE FOLLOWERS INCLUDING BOTH GAMERS AND THE TABLETOP GAMES MEDIA.

UK Games Expo has a large social media following:

Twitter:	17,268
Facebook:	15,002
Instagram:	3,822
Opted in emails:	5,308
Website Visitors	10,000 per month
Twitch Channel	1,500

(Figures correct as of September 2020)

These represent an ideal target audience for exhibitors. Let them know about your brand and your products via our marketing packages.



# WHAT WE OFFER

## EMAILS

Our mail list consists of GDPR compliant opted in email addresses.

These emails belong to individuals who have subscribed to receive UKGE newsletters including marketing emails. These often include people who back Kickstarter campaigns and are keen to know about new games.

## SOCIAL MEDIA

Our social media following has built up over the last 10 years and are enthusiastic and engaged. They commonly like, share and retweet posts to their friends.

You can reach this audience and boost your message to thousands of gamers who do not yet know about your games and brand but now will.

## NEWS FEATURE

Your news article posted on our website home and news pages.

## STREAMS AND VIDEOS

We launched our own Twitch and You Tube channels in the build up to Virtually Expo. These are still building an audience but after hearing about your news on our weekly UK Games Expo Twitch channel we then repost these videos to our larger audience on Facebook, giving you access to the reach of this social media platform.

Social video gets shared 1200% more than text and images combined. (Wordstream)

72% of customers would rather learn about a product or service by way of video. (HubSpot)

Viewers retain 95% of a message when they watch it in a video, compared to 10% when reading it in text. (Insivia)

# OUR PACKAGES

## PLATINUM ONLINE MARKETING PACKAGE

Cost: £450 + VAT

This package includes:

- A Live stream on the weekly UKGE Twitch Channel (shared on You Tube/FB/Twitter).
- One dedicated email newsletter sent to all our contacts.
- One news page article.
- Two Facebook posts of 100 words and an image.
- Two Tweets of 200 characters and an image.
- Two Instagram posts of an image and 100 words of text.

## GOLD ONLINE MARKETING PACKAGE

Cost £350 + VAT

This package includes:

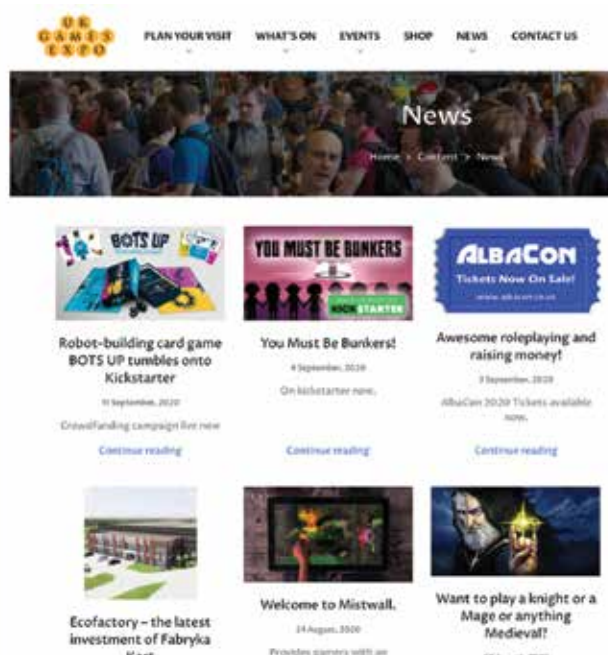
- One dedicated email newsletter sent to all our contacts.
- One news page article.
- Two Facebook posts of 100 words and an image.
- Two Tweets of 200 characters and an image.
- Two Instagram posts of an image and 100 words of text.

## SILVER ONLINE MARKETING PACKAGE

Cost £225 + VAT

- One news page article on a day of





your choice subject to availability.

- One Facebook post of 100 words each and an image.
- Two Tweets of 200 characters and an image.
- Two Instagram posts of an image and 100 words of text.

## BRONZE ONLINE MARKETING PACKAGE

Cost £200 + VAT

We have 5300+ opted in contacts as of September 2020. You can send out one dedicated email newsletter to the entire mailing list as well as to focused groups interested in your game genre.

## UK GAMES EXPO TWITCH STREAM

Cost: £100

Guest on our weekly Twitch channel to tell us about your games. Afterwards the video will be uploaded to our You Tube Channel and shared on our Facebook channel. Includes same day News Feature.

## UK GAMES EXPO NEWS FEATURE

Cost: £50

Tell us about your new games, kickstarter campaigns and other news in a maximum of 250 words. This will feature on the UK Games Expo home page and on our news page.

# MAKE IT WORK

## Good social media practice checklist

- A correctly sized image related to your post
- A catchy title to grab attention.
- Short and punchy info
- Links to more info
- CTA: Call to action
- Question: used to engage the audience
- Hashtags to your main product or company and specific hashtag to this product

### Example:

*Want to take over the world?*

*UKGE invites you to join them for a world domination games rally in June 2021. We want you to help us take over the world with games...bring a friend!*

*Get your megalomaniac pack and find out more here: [UKGE.takeover.co.uk](http://UKGE.takeover.co.uk)*

*Are you up for world domination?*

*#UKGEWorldDomination #UKGamesExpo*

# BOOK TODAY

There are a limited number of slots for emails and for social media posts, particularly during the period before UK Games Expo. So book early and reserve your slot. Email [marketing@ukgamesexpo.co.uk](mailto:marketing@ukgamesexpo.co.uk) or see back page for details.



# HOW TO PROCEED

## BOOKING YOUR PACKAGE

- Decide on the packages you are interested in
- If you wish to discuss details please contact Kate Evans.
- Make your enquiries by email to [marketing@ukgamesexpo.co.uk](mailto:marketing@ukgamesexpo.co.uk) or by phone on 01562 69391.
- You will be issued with an invoice.
- Pay the marketing by the due date to secure your package.

## ASSETS WE WILL NEED

### Social Media posts require:

- Facebook post of 100 words and an image of 1200x1200 pixels
- Tweet of 180 characters and an image of 1200x675 pixels
- Instagram post of an image and 100 words of text (we can post from Instagram to Facebook so one image of 1200x1200 is fine, max 2 Mb size)
- Please include any hashtags and handles you are using.
- Please include links to any sites you want included.

### Email newsletters require:

- Approx. 200 words and up to 3 landscape images (can be square images).
- Images can be any format except for PDF (max 2 Mb size)
- Please include links to any sites you want included.

### News page article require:

- Approx. 250 words.
- Up to 4 landscape images.
- Images can be any format except for PDF (max 9 Mb size).
- Please include links to any sites you want included.

### This is what the posts look like:

News Page: <https://www.ukgamesexpo.co.uk/content/news/hasa-sponsor-childrens-zone/>

Front page news links: <https://www.ukgamesexpo.co.uk/>

FB: <https://www.facebook.com/pg/UKGamesExpo/posts>

Twitter: <https://twitter.com/UKGamesExpo>

Instagram: [https://www.instagram.com/p/Bv0\\_H7ljRcb/](https://www.instagram.com/p/Bv0_H7ljRcb/)

Email: <https://madmimi.com/s/996d211>

## CONTACT DETAILS

**Marketing enquiries to**  
Kate Evans  
Marketing Manager  
Email: [marketing@ukgamesexpo.co.uk](mailto:marketing@ukgamesexpo.co.uk)

**General Exhibitor Enquiries**  
Richard Denning  
Director UKGE  
Email: [richard@ukgamesexpo.co.uk](mailto:richard@ukgamesexpo.co.uk)

You can also reach us by phone and post.

**Post:** UK Games Expo Ltd  
Third Floor, Suite 9 Elgar House,  
Green Street Business Centre,  
Green Street,  
Kidderminster.  
DY10 1JF

**Phone:** 01562 69391

We do not sell our email lists to any third party. For more details on how we collect emails and how we use them please visit our [Privacy Policy](#)

## PLANS FOR UK GAMES EXPO 2021

The planned dates for UK Games Expo 2021 is 2nd to 4th June. These plans are for a physical show at the NEC and an exhibitor pack will be available from November 2020. Exhibitor enquiries can be directed to Richard Denning (see above). In the light of the current Covid Pandemic we reserve the right to modify or cancel the physical show. If this occurs an online alternative may be considered. A final decision on UK Games Expo 2021 is expected early in 2021.