

Game Development

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Marketing

Free To Play Marketing Tricks

Premium Currency Packs

Premium Currency Packs that are not enough to buy most items and packs that always have leftovers when buying most items that incentivize you to buy another pack so you can do something with the leftover.

Comparative packs

Nonsensical comparative packs that make more expensive packs seem better.

For example, 1 pack costs \$4.99 and gives you 1000 coins, another pack costs \$9.99 and gives you 1500 coins, but another costs just \$12.99 and gives you 4000 coins.

Timed Discounts

Discounts on virtual packs that have a limited time that uses FOMO.

Multiple currencies

Multiple currency types that are not interchangeable, confuse the player and incentivize them to buy the premium currency that is convertible between all types.

Timed boosters

Boosters that have an expiration date even though they are not physical goods that degrade incentivize the player to buy more of them on regular basis.

Slow idle progression

Slower idle progression on skill or on points that unlock rewards. That incentivizes the player to speed it up with premium currency.

Licensing Characters

Framing the owning of characters or items as licensing them instead of owning them, suggesting that the license might be revoked or run out.

Loot Boxes

Loot boxes with random rewards, that inhibit gambling behavior.

Season Passes

Locking content with a timely release and offering pre-orders of future promised content.

Free** Bonuses

Free bonuses to paid content, making paid content look more appealing and more of a deal.

Constant Notifications

Notifications that show at the bare minimum of information trying to make you check the game, like "You got a reward, check it out".

Showing Friends Activity

Showing what your friends are doing makes you feel like you are missing out.

Tailored Discounts

If you are not a big spender and rarely buy stuff from the game, it is possible to give more appealing discounts on an individual level so you are more likely to buy an item. And once you buy an item they got you.

Intentional Confusion

Making the game be confusing and overwhelming at parts is beneficial to make you more likely to buy an item to skip the confusing parts.

Payed Items That Help Teammates

Having payed items that help not just you but your teammates or group introduces a social pressure aspect. For you and the others. You want to help your team/friends nudging you to buy the items. Teams kicking players of the team that don't have items that buff the team.

Pitty System (Loot Boxes In Disguise)

Have a currency or something obfuscated to buy (loot boxes/chances to gamble) and guarantee a win after a certain number of rolls. Preferably also allows duplicates. This leads to greater spending, or more time spent in-game.