

Revving PC Game — Social Media Marketing Strategy & Crisis Management

Developed as part of graduate coursework in Digital Marketing, Western Governors University, 2025. A comprehensive social media marketing strategy for Revving, a PC racing game targeting female gamers aged 20–49. Includes platform selection and justification, brand tone of voice, content calendar, influencer guidelines, KPI analysis, ROI calculation, and crisis management strategy.

Social Media Marketing Strategy

1. Social Media Marketing Goal:

Increase brand awareness of the PC game “Revving” among female racing game enthusiasts aged 20–49.

2. Measurable Social Media Marketing Objectives:

1. Grow the official @Revving social media following by 25% over the next three months.
2. Increase engagement (likes, shares, comments) on @Revving branded posts by 40% within 60 days using gamer-generated content and branded hashtags.

3. Measurable Social Media Metrics:

1. Follower Growth Rate – Tracks the percentage increase in followers on selected platforms (e.g., Instagram, YouTube).

2. Engagement Rate per Post – Measures interactions (likes, comments, shares) divided by total impressions or reach, showing how effectively content resonates with the audience.

Social Media Platform Alignment

Two Platforms That Align with the Target Market:

1. Instagram
2. YouTube

1.

- Instagram is used by 44% of women and is highly popular among the 20–49 age range (48% for ages 30–49, 71% for 18–29). It supports visual storytelling, influencer content, and hashtag use, all of which resonate with the fashion and lifestyle themes of *Revvig*.
- YouTube reaches 80% of women and has the highest usage across the 18–29 (95%) and 30–49 (91%) age groups. It's ideal for sharing gameplay trailers, tutorials, and influencer reviews, influencing gamers' purchase decisions.

2. Supporting the Marketing Goal:

- **Instagram** enhances brand awareness by leveraging visually rich content, such as reels, stories, and carousel posts, that spotlight key features of *Revvig* by incorporating fashion sponsorships, racing action, and character customization.

Strategic use of branded hashtags like #Revving and #GamingGirls, along with influencer partnerships, increases the game's visibility and drives audience engagement.

- YouTube supports the marketing goal by providing a platform for in-depth, high-quality video content. Zeylea can build trust, foster community, and boost brand recognition through gameplay showcases, behind-the-scenes features, and user-generated content. The platform's sharing and subscription features help sustain long-term visibility and expand audience reach.

3. Brand Tone of Voice:

Zeylea's tone will remain approachable, playful, and genuine. Posts will:

- Use playful and empowering language (e.g., "Fuel your fashion, rule the race.")
- Feature real gamer testimonials and behind-the-scenes clips with developers.
- Respond to comments with humor and sincerity, reinforcing community belonging and trust.

A. Social Media Policies and Guidelines

Zeylea Game Studios has built its brand around authenticity, fun, and a focus on female gaming enthusiasts. As the company launches Revving 2, its partnership with a social media influencer necessitates clear etiquette rules and confidentiality standards to maintain brand identity and avoid reputational risks.

A1. Social Media Etiquette Rules for Influencers

Rule 1: Influencers must avoid discussing or previewing unreleased or unapproved content unless expressly cleared by Zeylea's public relations (PR) team.

Explanation: This rule safeguards Zeylea's brand by ensuring that promotional content matches the final product. It avoids the type of consumer confusion and backlash that occurred when discrepancies appeared between the preview shared by Monitrice and the final release of Revving 2.

Rule 2: Influencers should not engage in online arguments or respond directly to critical or negative commentary about the game or the company.

Explanation: Direct engagement in disputes can escalate issues and damage Zeylea's brand voice, which is designed to be fun, friendly, and genuine. Referring all complaints to Zeylea's PR team allows for consistent, brand-aligned messaging and reinforces customer trust.

A2. Confidential Internal Information

Two types of internal information that should remain confidential and never be shared on social media include:

1. Product Development Timelines and Delays: These details, if shared, may cause customer dissatisfaction or unrealistic expectations and could affect pre-orders and public perception of Zeylea's reliability.

2. Strategic Marketing Budgets and Influencer Contracts: Disclosing financial agreements or campaign budgets could weaken Zeylea's competitive position and violate contractual terms, damaging both internal and external relationships.

B. Social Media Data Analysis

B1. Key Performance Indicators (KPIs)

Two critical KPIs for the Revving 2 campaign are:

- Landing Page Conversion Rate
- Customer Acquisition Cost (CAC)

Explanation: The landing page conversion rate directly measures how many users visited the page and took action to preorder, which aligns with Zeylea's goal of driving conversions. CAC reveals the cost of gaining each new customer, helping Zeylea evaluate the efficiency of its spending during the crucial holiday sales period.

B2. ROI Calculation for Revving 2 Campaign

The ROI (Return on Investment) is calculated as follows:

$$\text{ROI} = ((\text{Profit} - \text{Investment}) / \text{Investment}) \times 100$$

$$\text{ROI} = ((21,836 - 3,700) / 3,700) \times 100 = (18,136 / 3,700) \times 100 \approx 490.7\%$$

Result: The campaign achieved a 490.7% ROI, demonstrating a highly successful return on investment for Zeylea.

C. Crisis Preparation Strategy

C1. Crisis Response Team

The following three roles from Zeylea's organizational chart should be included:

1. Marketing Director
2. PR Manager
3. Social Media Manager

C2. Role Responsibilities in a Crisis

- Marketing Director: Provides strategic leadership to align all crisis communication with brand values and ongoing marketing goals.
- PR Manager: Crafts formal responses, addresses media inquiries, and ensures all statements are factually accurate and brand-compliant.
- Social Media Manager: Monitors social platforms in real time, manages community sentiment, and distributes official responses consistently across channels.

D. Post-Crisis Management

D1. Crisis Magnitude

The Revving 2 crisis emerged after discrepancies between the preview content shared by the influencer and the final game release. This inconsistency led to online confusion, disappointment, and widespread criticism. Comments on social media indicated that fans felt misled and frustrated after long waiting times and perceived a lack of promised improvements. These negative sentiments significantly impacted gameplay engagement and sales for both Revving and Revving 2.

D2. Effective Crisis Response Strategies

To manage the crisis, Zeylea should take the following actions:

1. Issue a Transparent Public Statement: Acknowledge the changes made between preview and final release and explain the reasons behind them.
2. Coordinate with the Influencer: Have Monitrice share the same message of transparency and support Zeylea's focus on quality and user experience.
3. Offer Customer Incentives: Provide bonus in-game content, updates, or perks for affected customers to restore goodwill and show appreciation for their patience.

D3. Sample Cross-Platform Social Media Post

  Hey #GamingGirls and Revving fans — we hear you!

We made last-minute updates to Revving 2 to enhance your gameplay, and that led to some differences from the preview. We value your feedback and are offering bonus content for all pre-orders as a thank you for your support and patience.

Let's keep racing forward together!  

#Revving2 #Zeylea #GamingCommunity #ThankYou

Conclusion

Zeylea Game Studios has demonstrated a proactive and strategic approach to influencer collaboration, data analysis, and crisis management. By establishing clear social media guidelines, leveraging key performance metrics, and responding thoughtfully to unexpected challenges, Zeylea positions itself for long-term success in the competitive gaming industry.

Social Media Calendar

Platform	Day & Date	Post Time	Content Type	Post Topic	Social Media Platform Post	Call-to-Action
Instagram	Monday, May 6, 2025	12:00 PM	Image + Caption	Character Spotlight	Post a high-quality render of Revving's main character in a race-ready outfit sponsored by an in-game brand.	Tag a friend who'd love to race in style!
	Wednesday, May 8, 2025	2:00 PM	Story Poll + Image	Sponsorship Showdown	Feature two in-game sponsor outfits and let followers vote on their favorite in a story poll.	Vote now in our stories and rep your favorite sponsor!
	Friday, May 10, 2025	3:00 PM	Carousel Post	Fan Fashion Friday: In-Game Looks	Share user-submitted screenshots of favorite fashion moments from the game with shoutouts to fans.	Submit your looks using #GamingGirls for a chance to be featured!
Youtube	Tuesday, May 7, 2025	6:00 PM	Behind-the-Scenes Video	Meet the Devs	Short video featuring Zeylea developers discussing Revving's racing physics and inspiration.	Subscribe for exclusive behind-the-scenes content!
	Thursday, May 9, 2025	5:00 PM	Gameplay Tutorial	Beginner Tips for Winning Races	Tutorial video showing how to manage tire wear and brake control to win early races in Revving.	Like and comment your best racing tip!
	Saturday, May 11, 2025	11:00 AM	Player Highlight Reel	Top Community Clips	Compilation of submitted gameplay clips showing epic drifts and photo finishes.	Send us your race clips to be featured in the next highlight reel!