HERO TIME

A Quickstart Guide to

MARKETING
A BOARD GAME

A step-by-step checklist to help you focus on what matters most: **selling your game.** Marketing a board game isn't about doing everything it's about doing the (right) things, in the (right) order.

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Marketing & Selling Your
Board Game

Introduction to Marketing Channels

There are two main types of marketing channels you can use:

A **Discovery Channels**
Word of mouth, press releases, reviewers, influencers, and community management.

B **Advertising Channels**
Google Ads, Amazon Ads, Facebook & Instagram Ads, banner placements, and more.

While these channels work differently, they all rely on the same core foundations.

Do These First
Marketing Fundamentals

Define your audience
Who are you targeting, and (why) will they love your game? 🔗 Learn more

Engage and listen
Interact with your audience. Learn their preferences, habits, and expectations.
(Anonymous surveys work great.)

Build a strong website
Your website should present your game clearly, build trust, and match your target audience. 🔗 Learn more

Optimize for conversion
Your site should either: Generate sales, or Capture leads (emails, contacts)

Need advice on website conversion? ✉ Contact Hero Time

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Discovery Marketing

Create a Followable Home Base — and move leads into a nurture path
 Facebook works well—Instagram, X (Twitter), and TikTok can also fit, depending on your audience.

Prepare 5–10 marketing emails
Tools like Mailchimp work well, but manual campaigns are fine too.

Make sure your personal social profiles support brand
People check who you are before trusting your game.

Join relevant community groups
Only join groups where your (actual audience) hangs out.

Identify reviewers and community leaders
Identify reviewers and community leaders

Reach out to YouTube reviewers
Video reviews are one of the strongest trust builders for board games. 🔗 Learn more

Run giveaways
(use cautiously — they can become expensive with low ROI)

Find active blogs willing to feature your game

Donate copies to increase awareness

Offer referral benefits to existing customers

Start talking about your game with your target audience early in development, not after production. Click to learn more about 🔗 Awareness Steps and 🔗 Marketing Fundamentals

Advertising Your Game

Text-based ads
Search-driven platforms like Google, Amazon, and SEO.

Visual-based ads
Platforms where you can show images or videos (Facebook, Instagram, TikTok, YouTube). From our experience, visual ads convert better than text-based ads for board games.

Advertising Checklist

Choose at least two platforms
(e.g. Facebook + YouTube)

Research what content works
 Check existing ads and analyze engagement (likes, shares vs reach) — by segment.

Create multiple ad variations

Best practice is 10 ads total, including:
- 3 short video ads (Facebook / YouTube)
- 3 static image ads (Amazon, Etsy, Walmart)
- 3 banner ads (if applicable)

Each ad should highlight a different angle:
- Gameplay
- Table presence
- What's in the box

Capture User Generated Content (UGC)
Whenever people play your game, record it. UGC consistently converts better than branded content.

Run ads for at least 10 days — for each audience segment

Perform A/B testing

Optimize based on results

Repeat until you find the best-performing combination

Encourage referrals from existing customers

All of these practices also apply when promoting a Kickstarter page.

Crowdfunding
is not free money! Only if you must.

Successful crowdfunding campaigns usually require:
- Significant advertising spend
- Infrastructure setup
- No guaranteed return

On average, campaigns raising up to $30,000 spend around $6,000 on marketing alone
and even then, success is not guaranteed.
If your game is affordable to produce and you believe in it,
you may be better off launching directly and following this checklist to build sustainable income....

The Ultimate Guide to Board Game Crowdfunding Sites 🔗 Learn more

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If You Choose Crowdfunding Anyway

- ✓ Learn Kickstarter fundamentals and terminology
- ✓ Create a 1:30–3:00 minute campaign video
- ✓ Define pledge levels clearly
- ✓ Set a realistic funding goal (based on calculations)

- ✓ Decide on Early Birds
- ✓ Decide on Stretch Goals
- ✓ Find collaborators

> ✎ Once the steps above are complete, it's time to focus on the content of your campaign page itself. Below is a comprehensive list of all possible content elements. Review each item carefully and check only the pieces that are essential for your project.

Kickstarter Page Content Checklist

Part	Section of the campaign (not in any particular order)	yes	might	don't need
Campaign video			
Engaging intro section			
High-quality images			
Cohesive visual theme and banners			
GIFs highlighting key elements			
How-to-Play section			
"What's in the box" / pledge descriptions			
Stretch goals (if used)			
Shipping, tax, and duties explanation			
Reviews, previews, or walkthroughs			
Player quotes			
Gameplay video (live or Tabletop Simulator)			
"Why back now?" section			
Rulebook access			
Highlighted features (mechanics, components, miniatures)			
Add-ons to increase pledge value			
Disclaimers (if applicable)			
End-of-campaign policies (returns, cancellations, risks)			

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