

How to Sell Video Games

Reasons Why People Buy Video Games

People have many different reasons why they buy products. It's your job to figure out what reason(s) will persuade them to buy. The reasons are usually based on emotions they want to experience rather than logical reasons.

Here are some reasons to get you started:

They want complete short term goals that video games offer.

They like the thrill of winning challenging games.

They like to be entertained and escape the reality of real life.

They can relax and give their hands something to do.

They like to play the role of a character they fantasize about being.

Types Of Video Games To Sell

There are many types of products you can sell. You just need to determine who your target market is and what specific item they want. Or you could sell a couple different ones in a package deal.

Here is a good list:

Sports	Boardgames	Building	Card/Casino Games
Roleplaying	Children	Strategy	War
Shooter	Word/Trivia	Learning	Puzzle
Action	Fighting	Simulation	Multi player
Adventure	Carnival	Racing	Arcade/Classic

Words Or Phrases That Sell Video Games

Just one simple word or phrase in your ad copy can be the difference whether a person buys or not. You need to use ones that will persuasively describe your product. You can use them for headlines, benefits, features, p's; etc.

Here are some targeted words and phrases:

excellent graphics	real sound effects	awesome sequel
good storyline	amazing music	very addictive
great gameplay	simple controls	cool levels
easy navigation	smooth movement	fun and entertaining
beautiful visuals	award winning	customizing options

Graphics Or Images That Sell Video Games

As you may know, pictures can sometimes sell better than words alone. People will project themselves in the pictures and persuade themselves to buy the product. Even the colors of your web site and graphics can trigger people to buy.

Here are some imagery ideas:

Popular characters in the game. (cartoons, people, creatures, etc)

Scenes from the game. (levels, intro pictures, etc)

Famous people the game is based on. (athletes, celebrities, professional, etc)

Famous stuff the game is based on. (race cars, tanks, weapons, tools, etc)

Stories That Sell Video Games

In most sales letters, audio ads or video ads there is usually a mini story that advertisers use to attract you to the product. Some people even imagine themselves in the story as they hear it.

Here are some good story lines:

A video trailer of the video game.

A short walk through of the video game.

Music clips from the video game.

A ebook with the storyline of the game.

The story of how the video game was created.

Upsell And Backend Products To Sell With Video Games

Once a person decides to buy or becomes a customer it is a good idea to offer them another product soon after because they are already in a buying mood. It's usually easier to sell to an existing customer than a brand new prospect.

Here are some add on product ideas:

The upcoming sequel of the video game.

A video game storage case.

A music soundtrack of the video game.

Video game accessories for the game or game system.

Bonus Or Content Ideas That Sell Video Games

Mainly businesses or affiliates will give people information product bonuses or use content on their web site to persuade them to buy. They also use them as incentives to get people to subscribe to their opt-in list.

Here are some bonus or content suggestions:

Video game cheats for the game.

A strategy guide ebook for the video game.

Previews of similar upcoming video games.

An online community membership for the game players.

Keywords And Phrases That Sell Video Games

Tons of people like to promote their products in the search engines or with pay per click ads because they are a good, high traffic resources. The main objective is to use or pick the right keywords and phrases that will increase your web site ranking or sell the best.

Here are some keywords and phrases to get you started:

video games	pc video games	video games reviews
new video games	play video games	old video games
(system) video games	classic video games	racing video games
cheap video games	discount video games	arcade video games
buy video games	rpg video games	fighting video games
used video games	video game consoles	video game releases
computer video games	video game rental	online video games

Special Offers That Sell Video Games

A lot of people decide to buy products because of a special offer or deal. People are always looking of a good bargain or a extra incentive. People use logical reasons to buy to backup their emotional wants and needs.

Here are some special offers examples:

Offer specialty items with the game. (t-shirts, bumper stickers, patches, etc)

They can advertise their old video games for sale at your site for free.

You give them a free 30 minute consultation of playing tips for the video game.

You'll give them one of your used games for free.