



Latinx Games Festival

By: Venisia Gonzalez

Mission

To build a community of Latinx game professionals and its publics. From publishers to developers, gamers to press, the Latinx Games Festival aims to encourage and create opportunities for the future of Latinx game development aims to encourage and create opportunities for the future of Latinx game development.

Goals

- Brand Awareness
- Online Presence
- Recruit Panelists
- Build Reputation

Objectives

- Increase Mentions & Tags
- Increase Website Traffic
- Increase Followers

Strategies

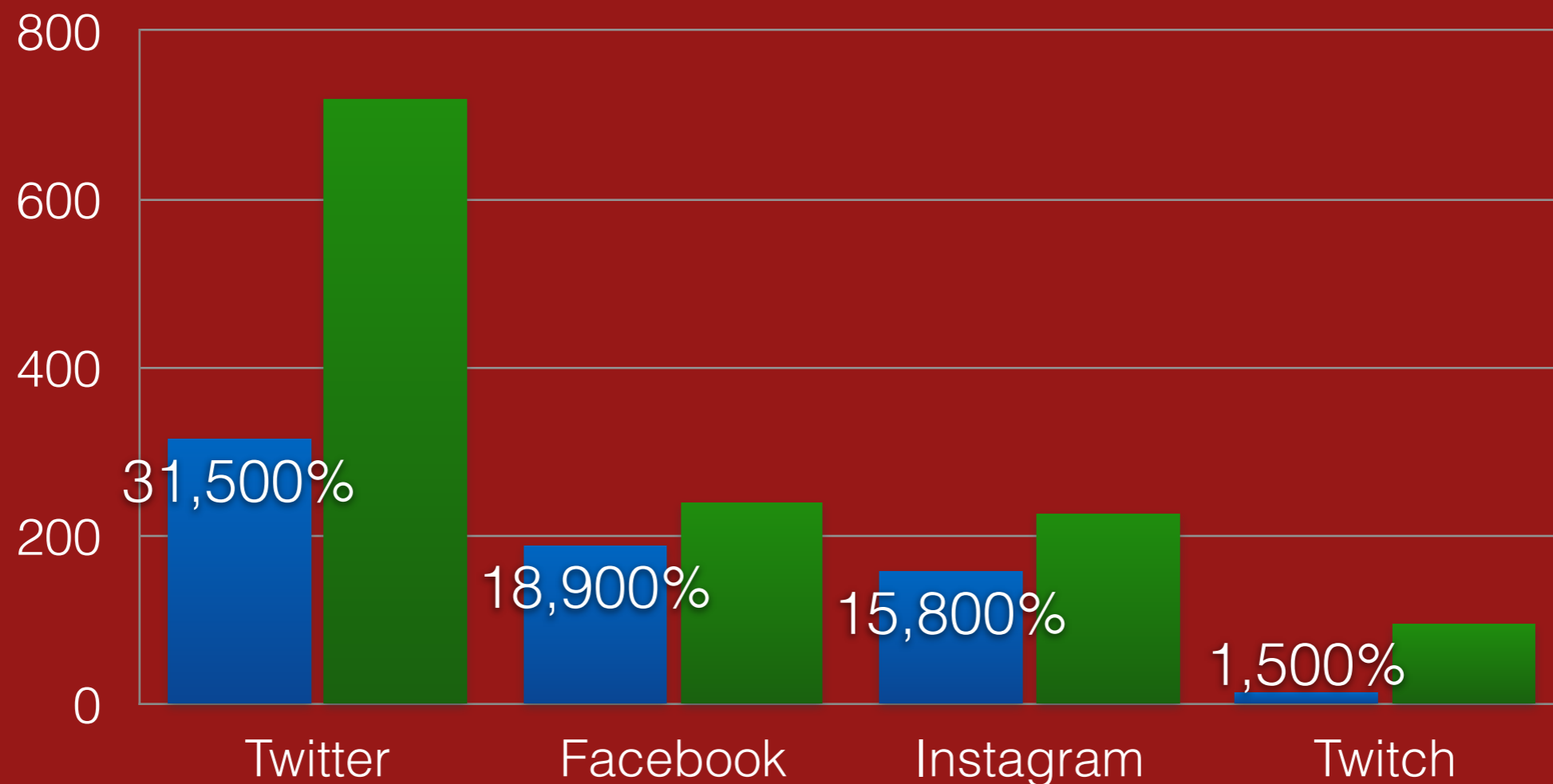
- Virtual Events
- Online Contest
- Research Topics for Discussion

Tactics

- Social Media Posts
- Promote Twitter Contest
- Calendar for Virtual Events

Benchmarks

Social Media Followers



Sources

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