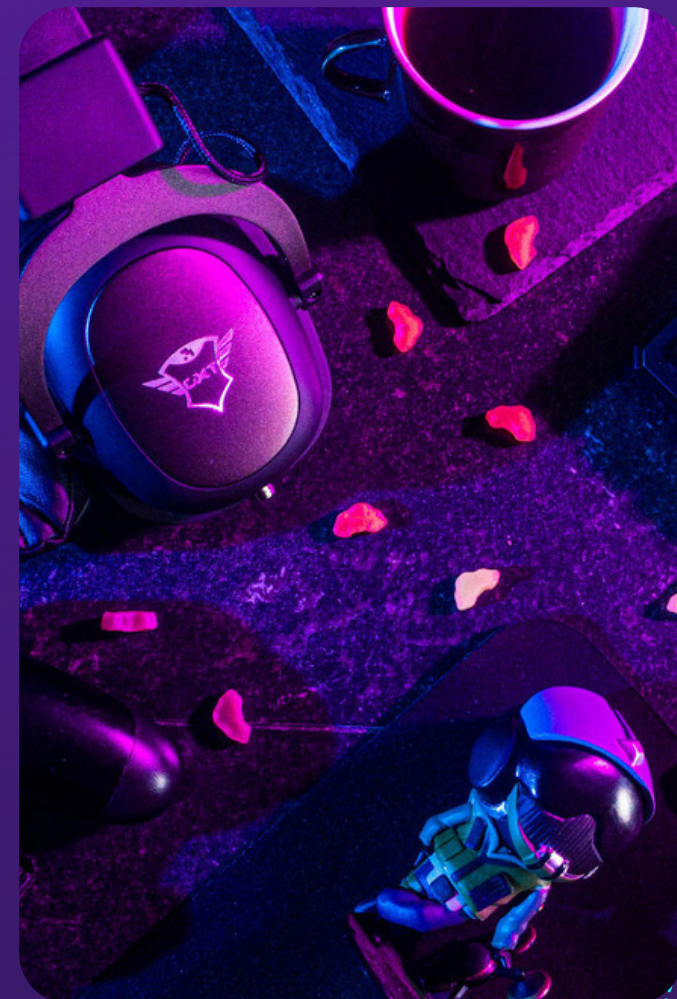
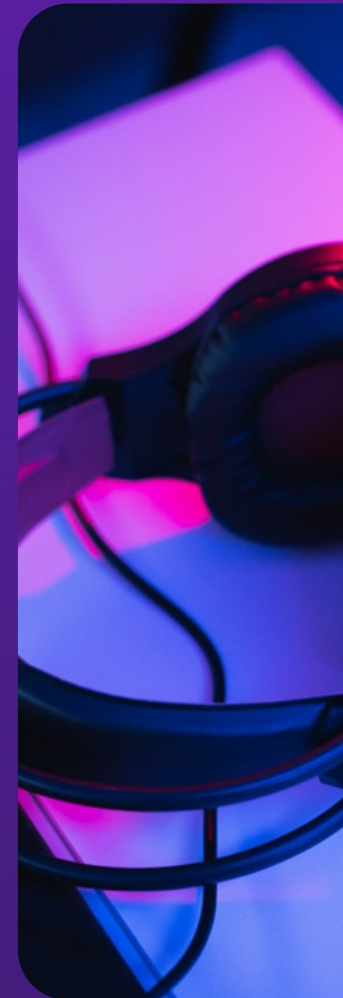




TWITCH

Marketing Plan





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OVERVIEW

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What is Twitch?

- "Twitch is an interactive live-streaming service for content spanning gaming, entertainment, sports, music, and more."
- Struggling to maintain positive relationships with streamers
- Declining viewership

The Opportunity

- Lean into ad-based business model
 - Rather than present 'freemium' model.
- Cross-industry opportunities
 - Connecting creators with corporate brand partners
- Fresh, innovative marketing campaign



INTRO

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Brief History

- Twitch was founded in 2011.
- Initially was named Justin.tv, and changed its name to Twitch Interactive in 2014.
- Soon after, Amazon bought Twitch Interactive.

Their Impact

- As of 2022, Twitch had over 9.2 million unique broadcasters per month and more than 30 million daily active users on average.

The Struggle

- In the past three years, Twitch has seen 11 of its biggest streamers leave for YouTube as the competitor looks to grow its streaming scene.



SWOT

STRENGTHS

- Biggest name in the internet streaming industry
- Operates under Amazon
- Large base of content creators

OPPORTUNITIES

- Establishing mutually beneficial partnerships
- Innovate new features
- Exclusive creator contracts

WEAKNESSES

- Extremely dependent on it's content creators
- Commission strategy
- Free service

THREATS

- Competitor creator contracts
- Adblocking softwares
- Digital security breaches

PEST

POLITICAL

- Local, state, and federal taxes
- Censorship

SOCIAL

- Gaming & Streaming industry
- Side hustles
- Influencers

ENVIRONMENTAL/ECONOMY

- Consumer purchasing trends
- Rising unemployment
- Advertising income
- Subscription revenue

TECHNOLOGY

- Internet speed
- Computer hardware
- Video gaming



MARKETING PLAN

Partnerships

Exclusive Deals

Maintain Streamers

ESports



MARKETING STRATEGY

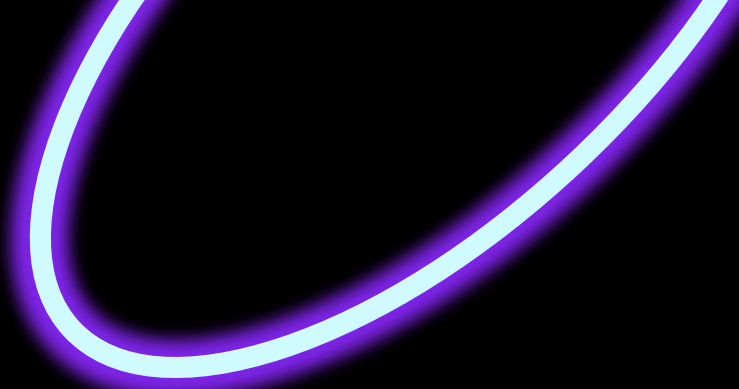
- Cross-industry social media influencer sponsorships
- Realism-oriented social media campaign
- Partnering popular creators with brands
- Billboards
 - FOMO – "Fear of Missing Out".



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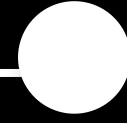
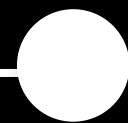
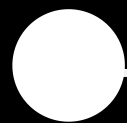
IMPLEMENTATION TIMELINE



***STAFFING, DESIGN,
AND BETA TESTING***

***BETA TESTING ROUND 2 AND
PARTNERSHIPS FINALIZED***

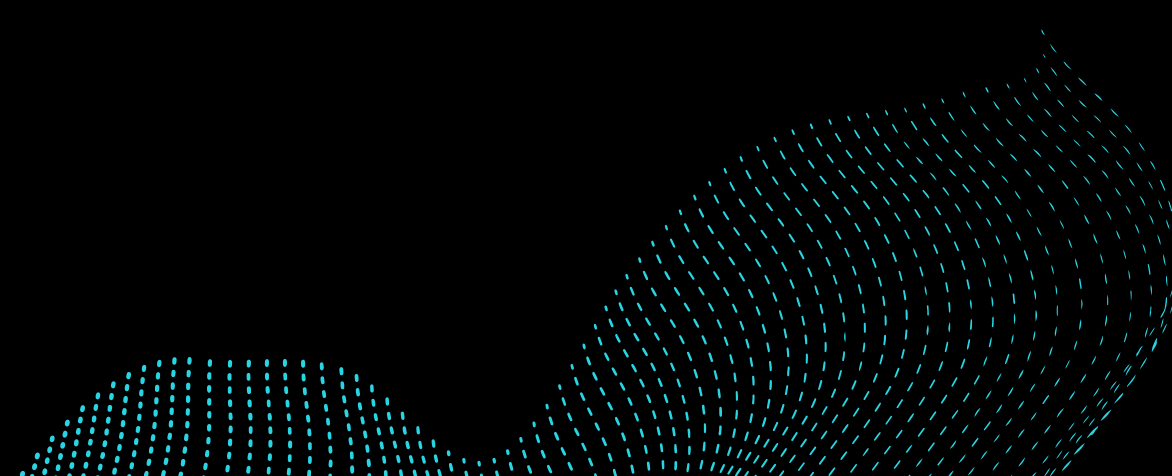
***REBRANDING LAUNCH
AND CAMPAIGN ROLLOUT***



DECEMBER

JANUARY

FEBRUARY



EXECUTIVE SUMMARY

By refocusing its mission on creators, its model on ads, and its marketing on realism, Twitch will regain its identity and reposition itself as a valuable streaming platform.