

The Best Ways to Advertise

There are many different ways to advertise. The best ways are listed below.

Use emotions

Emotions drive 50% of our decisions. If an advertisement touches your emotions, it will probably be successful! There is a big advantage in creating an emotional advert.

Have good music

Music is very important, if there isn't good music in the advert it won't be good. You can use the same music in the game, or you can change it completely.

Show the gameplay

It's very important to use in-game scenes when you advertise your game. People need to know what the gameplay looks like.

Do something unique

There aren't many adverts that are unforgettable. But if you can create a unique advert, you might stay in people's memories for a long time!

Vocabulary

advertise - *faire de la publicité*
drive - *animer*
successful - *réussi*
unforgettable - *inoubliable*
stay - *rester*

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