

SOLUTIONS BRIEF: COMMUNITY MANAGEMENT SERVICES

VIBRANT ONLINE SPACES FOR YOUR PLAYERS TO CONNECT, SHARE AND GROW

Today's gamers want to be part of well-managed communities where they feel connected to game makers and fellow players.

Publishers and developers need to ensure consistent, immersive experiences for players in a timely and cost-effective manner. However, the proliferation of online platforms has increased this challenge.

At Keywords Player Support, we understand this ever-changing landscape.

That's why our Community Management services are designed around your needs and platforms, drawing on our experience of managing some of the biggest, most demanding industry communities.

Our Community Management services aim to help you build an authentic community among your players through meaningful interaction and engagements.

An extension of your brand

Whichever of our community managers (CMs) is assigned to your project, you gain access to our hive mind of 100+ gaming enthusiasts from around the world.

The skillset of these subject-matter specialists is unique, as close attention to every aspect of customer communication is required. Our CMs are true gamers and are supported by veteran management from some of the biggest names in the industry.

What makes our community managers special?



All of our CMs are **gamers**. It's all that we do.



We're **global**. We cover 50+ languages.



Our CMs cut their teeth in player support and **are fast!**



Our **tools and processes** are cutting-edge.



We design our approaches to meet **your goals**.

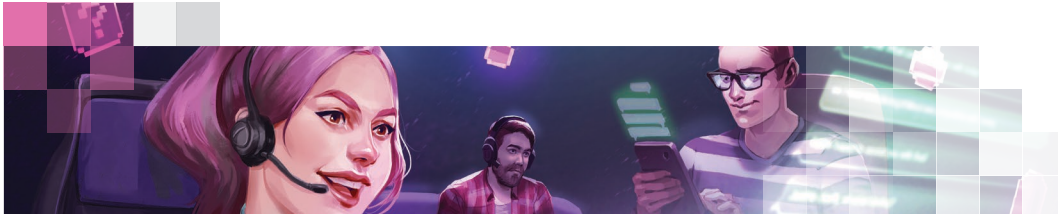
We can create and publish high-quality social media content across all channels, and can collaborate with your marketing and development roadmaps to ensure your community never misses a beat.

Gain structured feedback from your players

We know how important it is to know what your players are saying about your game and your brand, and to have that feedback available in a structured format.

Our CMs read all your incoming comments and messages and tag manually to give you a more accurate report on the sentiment in your community.





Full transparency, in real time

Our Community Management services can create and publish quality social media content across all channels. We give you access to a live content calendar which you can view, edit and approve at all times through our specialized content calendar tool.



Meaningful reporting & actionable insights

We build our reports in Google Data Studio, using API connectors for data gathering and our experienced community managers' expertise for actionable insights.

At the start of a project we'll work with you to identify your social media and community management goals. Regular reports measure performance against agreed KPIs and provide insights for learnings and iteration.

Quality talent working on your assets

Great social media content requires impactful assets. We can work with internal design teams at Keywords or our teams can create simple graphics or GIFs.

If you need more wow-factor, we can connect you with our Art and Marketing studios, who specialise in creating graphics and promotional trailers for the video games industry.

Community Management Services available to you

| Engage | Engage + Promote |
|--|---|
| <ul style="list-style-type: none"> ✓ Real-time replies to comments and direct messages across multiple platforms* ✓ Comment moderation to make sure your channels are clean and friendly ✓ Weekly sentiment report covering what your community is saying and how they feel about your game ✓ We'll work with you to make sure the tone and detail of replies are just as you would craft in-house | <p>All of our Engage services, as well as:</p> <ul style="list-style-type: none"> ✓ Content strategy, planning, creation and publishing across multiple platforms ✓ Access to a live content calendar so you always know what we're working on ✓ We can create simple assets or brief your in-house teams direct ✓ Weekly report to include content performance insights and recommendations |

Are you ready to support and grow your community with us?

Contact us now or enter your details on our website to connect with our specialised team.

ABOUT KEYWORDS STUDIOS

With studios around the world, Keywords Studios is a leading technical and creative services provider for global video games and beyond. With locations in Asia, the Americas and Europe, Keywords Studios has a breadth and depth in multiple industry-leading service lines including Art, Game Development, Audio, Functionality QA, Localization, Localization QA and Player Support. Working across all major platforms, in more than 50 different languages, Keywords Studios delivers exceptional support for its clients across the globe.

