

23 Inexpensive Ways To Market Your New Game Store

1. Google Business Profile

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Fill out your Google Business Profile as completely as you can. Make sure your address and contact info match everywhere else on the internet. Cross post to GBP every week or so.

2. Sponsor local groups

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Provide product at cost and run afterschool programs or camps. Get involved with your local community and lead the charge.

3. Reach out to your local newspaper

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Try to pitch your story and get some coverage. If you're inclined and it fits the media, you could also offer to write articles about tabletop gaming for the publication.

4. Post flyers in other local businesses

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create a few eye catching flyers with your store details on them and include a QR code that people can scan to see your event calendar or claim a promo deal.

5. Chalk the sidewalk in front of your store

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Write a big "Board games inside!" message right out front. Tell people you're open and then tell them to come inside, it works.

6. Create a referral program

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Incentivize your customers to recruit their friends who might be adjacent to the hobby or just outside the circle of your typical customer base

7. Join local Facebook Groups

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Look for game groups and trade groups related to your city or state and join them on Facebook. Post your events and cool new releases in the game groups.

8. Put together a new player bundle

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Create a low ticket bundle option for people new to gaming. Something like a small, light game, store credit, and event entry combo offer.

9. Create a tabletop game "menu" piece

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Create a board game menu. One that people can take for free at the counter or when they walk in that guides them towards the experience that best fits them.

10. Join the local Chamber of Commerce

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Network with fellow business owners, meet new people, sponsor events. Start to build relationships within your local community.

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11. Host new player game nights

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Run events for new players. Call them out as explicitly for people that aren't already in the hobby. These could be board game nights, but these also work for games like Magic, Pokemon, and Warhammer.

12. Ask for customer emails

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Make gathering a customer's email part of the sales process and train your people to do it when a customer is checking out.

13. Write a weekly newsletter

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Write about your events coming up, new releases, new stories, happenings at the shop and send your email list a weekly newsletter.

14. Connect Google Merchant Center

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Get your products to show up on Google Shopping for free. Create a Merchant Center account and sync it to your online catalog.

15. Host a booth at a local farmer's market

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Set up a booth with your wares at the farmer's market. Give people a taste of your in store experience and tell them about how they can join the community.

16. Sponsor a club, youth group, or sports team

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Teachers and community organizers are always looking for ways to engage with kids. Offer to donate some games to a local afterschool program or directly sponsor a sports team.

17. Host free learn to play nights

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Run events for different games and offer a discount to people who attend and purchase the game that night. Choose a new game each week and run a live demo for people.

18. Run a giveaway

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Build your email list by running a monthly giveaway. Customers have to be subscribed that month to win.

19. Run local focused Meta ads

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Create an ad account in your Business Manager and put together an awareness campaign that's centered around a 20ish mile radius around your store's location.

20. Post videos on social media

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Focus on the people in your community and that work for the store. Showcase the community and the experience of shopping at and playing in the shop.

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21. Start a Discord server



Set up a Discord server and then post the invite link on your website, social media, and in store.

22. Leverage murals and custom art



One of the best ways to stand out is to have a truly unique space that wows your customers.

23. Create a photo wall



Post pictures and celebrate your customer's accomplishments. Tell the story of what your store offers to people: competition, friends, family, and fun.

WANT MORE FOOT TRAFFIC, MORE ONLINE SALES, AND A MARKETING PLAN THAT ACTUALLY WORKS?

At Manaverse Marketing, we help passionate game store owners turn their stores into thriving hubs of community and commerce—without burning out or wasting money on marketing that doesn't deliver.

Here's how we help you build the store you've always envisioned:

- ✓ **Attract new customers consistently** with local-targeted ad campaigns—so you're not stressing about slow days or empty tables.
- ✓ **Build a powerful email list** and send newsletters people actually look forward to—because your community wants to hear from you.
- ✓ **Turn your website into a sales machine**—so you can make money while you're running events or enjoying your day off.
- ✓ **Fill your events with engaged players**—bringing energy to your store and giving people a reason to come back every week.
- ✓ **Develop a brand that reflects your passion**—so your store isn't just a shop, but a place where people belong.

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