

Referral & Virality Design

Gaming, Esports & Digital Entertainment

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Produces a referral and virality plan for a game — referral mechanics and rewards, social/invite loops, shareable moments and viral coefficient improvement. Use it to lower blended UA cost through organic growth. For paid UA use the User Acquisition Strategy.

Purpose of this tool & output

Grow through referrals and social loops

How the output is used

Use it to grow through referrals and social loops — a referral and virality design that turns players into a growth channel.

Important cautions

Referral and social virality lower blended CAC when built into the core loop and rewarded fairly (with anti-abuse controls). India sharing is WhatsApp-centric — design for it. Measure k-factor. Virality supplements, rarely replaces, UA. Guidance only.

Companion documents

- Game User Acquisition Strategy
- App Store Optimization (Gaming)
- Gaming Performance Marketing Plan
- Gaming Influencer Marketing Plan
- Player Retention Strategy
- Game Community Management Plan

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.