

# Marketing Services

for a better business strategy



# Why Choose Us?

## Unmatched Lottery Marketing Expertise

At Skilrock Technologies, we understand that effective marketing is crucial to the success of your business in the competitive gaming industry. That's why we offer comprehensive "Marketing as a Service" solutions tailored to meet the unique needs of our clients. Our expert team combines industry knowledge and technologically forward acumen with innovative strategies to deliver impactful results, ensuring your brand stands out and connects with your target audience. From advisory services to digital and performance marketing, and branding, we provide a full spectrum of services designed to drive growth and enhance your market presence.



**Decades of Operational Excellence (50+ years)**



**Global Footprint  
(6 continents, 32+ jurisdictions)**



**Extensive Client-base  
(WLA lottery members & more)**



**Emerging Market Innovators**



**In-House Technological Proficiency**

## Our Services

### Advisory

Expert guidance for informed decision-making. Our advisory services provide lottery operators with strategic recommendations and data-driven insights to optimize market presence and drive business growth.

- Game Design and Product Positioning (Segment-based marketing)
- Market Research and Fitment Analysis
- Product Competitiveness Analysis

### Digital Marketing

Our expertise combines creativity and analytical strategies to drive conversions and revenue growth. Reach, engage, and retain players in the digital landscape.

- UI, UX, CX Design
- SEO & PPC Advertising
- Social Media Management
- Multi-channel Campaign Management
- Content Marketing
- Analytics and Reporting

### Performance Marketing

Our statistically-guided approach optimizes campaign efficiency, tracks key metrics, and provides actionable insights for continuous improvement.

- Business Plan (Digital) and Budgeting
- Campaign Metrics and Reporting
- ROI Analysis and Optimization
- Data-driven Insights and Recommendations
- Regular Performance Reports

### Branding and Promotional Strategy

Our expertise crafts a strong, distinct brand and crafting compelling identities, messaging, and communication strategies that resonate with your audience and enhance your brand's presence and communication.

- Brand Design (Gaming Industry-focused)
- Branding and Communication
- PR and Media
- Messaging and Tone Guidelines
- Identity Development



# Experience Possibilities



LOTTO | KENO | RAFFLE | INSTANT | SLOT | SPORTS



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