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# Opg 1.: Mission, Vision, og Målsætninger.

Disse er lavet på engelsk da den primære målgruppe for Beyond the Horizon er engelsk-talende.

## ***Vision***

Through passion, expertise, and an unending dedication to excellence, we will become a premier 3rd Party Publisher of games.

## ***Mission Statement***

We are dedicated to creating epic roleplaying products for all types of gamers.

## ***Company Values***

**Fun.** We are here to entertain people. Not only must our products be fun, but we must have fun making them.

**Inclusivity.** Everyone is to be granted equal opportunity. Only skill and talent shall weigh in for those who work with us. Our worlds are filled with strange species, races, and genders. All shall have a place in our worlds.

**Excellence.** Every day we strive to do better than the day before. Perfection is an ambition, not an end goal.

**Passion.** We create and work on projects and products that we believe in and which matter to us.

**Leadership.** As leaders, role models, and gamers, we aim to provide clear communication and guidelines wherever possible.

## 4 P'er

Som før er disse udarbejdet på engelsk da kunder og freelancere som Beyond the Horizon arbejder sammen med er engelsk-talende.

### ***Product***

Beyond the Horizon creates, or wants to create, roleplaying game products of all kinds, for physical or online gaming, but using the traditional mediums. This means book releases, maps, gaming tokens, and the like — we do not wish to, at this time, create digital games (computer or mobile games), nor are we interested in the printing of 3D models or creation of dice, though we will gladly work with those who create these.

This means that PDFs, physical books, and other printed products like maps and artwork are the ones where we will place our focus.

### ***Price***

We believe that the current price level for tabletop roleplaying games is unsustainable. The prices have not changed since the early 1980s, in spite of inflation. In that time the production quality has gone up greatly, so that in the modern age, a small company like Beyond the Horizon has greater access to assets and a higher production value than even the biggest companies of the past.

Currently most developers and companies at the same level as Beyond the Horizon price their books at \$0.10 per page, so that for each 10 pages, it'll cost \$1. While we aim to deliver premium products we are not yet in a place where we can command much more than that, but we also want to show people that they get more, so our prices will generally be 20% above what the competitors charge, i.e. \$1.2 per 10 pages.

### ***Placement***

Placement of sales will be online, with the option to move to physical stores once Beyond the Horizon reaches a size where print runs become possible as opposed to only doing Print-on-Demand.

At this time, DriveThruRPG.com sits heavily on the market, and a presence must be established there. But this particular online marketplace charged between 30-35% of a product's final sales price as their profit margin, and most of the other big sites either charge the same or more (up to 50%). DriveThruRPG is the biggest and oldest site on the market and features a library function, which seems to be the main driver for the customers.

There is a site that charges less, itch.io — and which also has a library function. It is mainly established for computer games, but which has the same (and better) tools for managing reach - for DriveThruRPG, it is not possible to see how many people engage with a product without buying it, but that can be done via itch.io. Furthermore, this site's standard charge is 10%, but it can be from 0 to 100%, depending on where Beyond the Horizon would like to place it. The standard 10% seems fine and would enable a higher profit margin than any of the competing sites — as a result, this is where we will be asking people to buy products, though we will provide links to the other sites that we work with (DriveThruRPG, and OpenGamingStore)

A website will need to be established for Beyond the Horizon, as a "central hub" for engaging with the company, but there will be no direct sales here, at least until a solution can be found that is competitive with itch.io's prices.

To start with, Beyond the Horizon should focus on a single channel approach, via their website and online in general. The website should function as a hub for these activities. With growth, a multi-channel approach becomes needed as partnerships with distributors and physical stores will be needed to further growth. There are no plans for Beyond the Horizon to open their own stores, so an Omni-Channel approach is not possible.

## **Promotion**

Promotional efforts seem to work best on Facebook, as compared with Instagram (lack of clickable links) and Twitter (lack of interaction). But, this requires a lot of effort, and ads are not particularly effective in this matter. Engaging with the fan-base for the various games that Beyond the Horizon supports seems to be the best way to generate sales, at least currently. A newsletter would be a good idea as well, with a reward given for signing up to the newsletter, as they have a proven track record within the RPG business of increasing sales to those customers that sign up. A reward or incentive for signing up seems to be the best driver to get people to engage, though they mostly do so if it is aligned with the hobby, i.e. a book or a set of dice to drive them towards more games.

## **Primære Marketing Aktiviteter**

Dette er dækket under promotion ovenfor, men engagement via Facebook og via et nyhedsbrev er den bedste vej frem.

## **SoMe Budget**

If ads are run on Facebook then they will have to be very cheap, as they do not have a great outreach and little engagement with the customers. As such, there should only be a limited at best to a budget of \$20 for this.

Once the newsletter is established, promotional events will start, with a budget of \$50-100 per event. This should be simple "Sign up to our newsletter for a chance to win X" - these are to be held once per month until such a time where 100 people have signed up for the newsletter, after which it transitions to every other month. If possible, the rewards should be existing products to keep costs down, preferably ones that have a high rating for customer satisfaction.

## **Opg. 2.: Hjemmeside**

Se <https://www.beyond-the-horizon-games.com/>

## Opg. 4: Digital Modenhed Vurdering

The digital maturity level for Beyond the Horizon would be considered to be at level 3, potentially to advance to level 4 within the next few years. Technology is important to the way that the company works, as the people it works with are spread across the globe, and they work together across the borders to write, edit, and layout their products. Once created, they're distributed through various online storefronts via their delivery systems — primarily PDFs, but they're also available for eBooks readers via Amazon (though this venture has been suspended due to lack of interest from the customers within the business). Finally, most of their products are also available as print-on-demand books where the books are printed and shipped from centralized printing companies and then sent directly to the customer upon completion of the order. In this manner, they avoid having to purchase large amounts of stock (and paying for the storage thereof) and minimize the risk of unnecessary expenditure. This does limit the chances of being distributed through normal store outlets and may need to be revisited in the future, once the business size reaches a level where this becomes viable.

### ***Teknologisk Påvirkning***

Currently, the technology used to create and distribute the products that Beyond the Horizon makes are as follows:

Google Docs and Drive (for creation of books and distribution)

Adobe InDesign (for layout of the products, for both PDF and print distribution)

Social Media (for marketing purposes)

Delivery Technology (currently this consists of the various digital libraries at the storefronts, where the customers purchase the products).

Changes in the first two are unlikely as these are long-lived technologies — for these books and products it's always necessary to write and layout the books. While the programs may vary (for example, InDesign is currently under consideration for being changed to Affinity as a cost reduction measure, and to speed up production as it is more intuitive), the technology behind is likely to be similar.

For Social Media, it is important to be where the customers get their media inputs. The survey<sup>1</sup> ran for 2021 (between August and October, the largest of its kind with 509 responses) showed that most of the customers are regular users of Facebook:

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<sup>1</sup> <https://www.dropbox.com/s/3nsjl6ur6pfyu8g/RPGSurvey2021.rar?dl=0>

Social Media	Number of People	Percentag
Facebook	456	89.59%
Twitter	128	25.15%
Instagram	49	9.63%
Reddit	36	7.07%
No Social Media	33	6.48%
YouTube	23	4.52%
Discord	17	3.34%
IMGUR	11	2.16%
Podcast	5	0.98%
Twitch	3	0.59%
Discord	3	0.59%

Figure 1: Social Media Usage

YouTube has a much smaller following for this sort of thing, however, observations have shown that the people with YouTube channels and Podcasts tend to have a much greater uptake and number of customers when they launch new products, such as through Kickstarter. In essence, their reach is higher.

Delivery Technology has been static for a number of years with people buying products in PDF or eBook format, but two new developments have started and which will need to potentially be integrated into the way that Beyond the Horizon sells and distributes their products. The older of the two is Virtual Tabletops where most of the work is done for the consumers in integrating the adventures that they purchase to their gaming table, rather than the traditional manner. This became especially important during the Covid lockdowns, but while some consumers have returned to the traditional gaming table, many have found more people to game with while online. Currently Beyond the Horizon does not have any presence directly on these storefronts, but is looking to expand its competencies to include this. The second is a new storefront called RPGKitchen. Unlike traditional storefronts, where the products are purchased once, on RPGKitchen they're instead rented in a Netflix-like manner, where the products are streamed to the customers for a month at a time for a fee. If the customer, later on, buys the product via RPGKitchen, they get a discount equal to the rental fee. While this is in its infancy, Beyond the Horizon is planning to expand there in 2022, and to try to be a first-mover on this platform in case this becomes popular.

## ***Ledelsesmæssige Udfordringer***

Keeping up with the changes in the publishing business is currently relatively difficult as the executive team of Beyond the Horizon is just one person. With more people in the team, this would become easier, but it gives a level of flexibility that might otherwise not be possible. It is important for the executive team to keep up with the current developments, especially around Virtual Tabletop, and which systems are available for the team to use without having to pay for a direct license. Plans are in motion to expand the team and add in more competencies in these fields so that each can specialize more on their fields of interest and expertise — perhaps a merger with a different company or a takeover, alternatively by bringing a second person on-board as part of the executive team through specific job market searches. This would enable the company to expand some of its activities faster, but any new team members brought on board must be compatible with the current owner and the people that the company regularly

works with, as these are essential to the steady output of product, and some have had less-than-happy encounters with other publishers elsewhere.

Educating new employees and freelancers in the uses of the various programs and technologies is an ongoing process that must be done thoroughly when they first start with the company, and then renewed with each project thereafter to reiterate the process and update it as necessary with any new developments.

Current status for the company can be seen in the Digital Competency Wheel below.

# Report

Report for *Kim Frandsen* on The Digital Competence Wheel.

The survey was completed on 20. Nov 2021.

Each bar represents a competence with a possible score between 0% and 100%. The higher the score, the stronger the competence.

About:

👤 62%

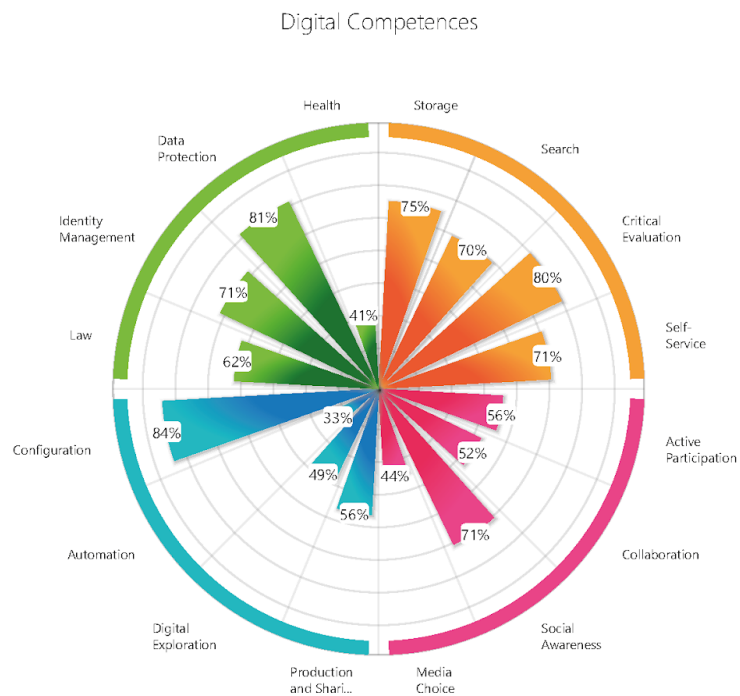
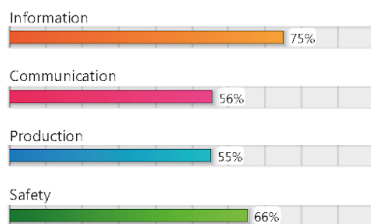
📅 20. Nov 2021

🕒 8 min.

🌐 digital-competence.eu

## Digital Competence Areas

The key components of digital competence is 4 areas which can be summarised as below



Figur 2.: Digital Kompetence Hjul<sup>2</sup>

<sup>2</sup> <https://digital-competence.eu/dc/report/?uri=db96a50fa091128092b6e12960f802c9>

## Opg. 5.1: SoMe Kanal Valg

### **AFSÆT**

The purpose of this campaign is to increase the number of followers that Beyond the Horizon has on Facebook, so as to establish a greater reach when launching new products. As of this writing, the company has 81 followers, and would very much like to increase this to at least double, but preferably more.

From the previously mentioned survey, a group of people has been determined, and the typical persona of this group is as follows: Male, between the ages of 30 and 50, bachelor degree or higher, employed and living in the US, UK, or Denmark. Since nearly 90% of all the respondents to the survey used Facebook, this will be the platform where the campaign launches. As the target groups are a specific type of gamer, their interests **MUST** include either Dungeons & Dragons (largest market) or Pathfinder 2 (where the company has the greatest impact).

The campaign is to be done as a one-person venture as Beyond the Horizon currently has limited resources, but the tech competencies aren't deemed to be high at this venture, so this should be possible to do. Current budget is 500 kr per week.

This specific campaign is limited to 1 week. After this, the page will see at least one new post per week, intended to drive organic growth. (Such as a competition, mentioned in **Redaktion**).

### **REDAKTION**

The content will be made by the same person that runs the campaign. It is to drive interaction and followers on the page, either through recommending that they sign up and through the regular posting of valuable and interesting content that is relevant — which should also help increase retention rates. Currently, this could include things like the unionization of the second-largest company in the business since this is the first one, as well as various freebies and promotional activities that “tell a story” for the product. A competition for gaming peripherals will be done at a later date.

### **INDHOLD**

The content must include images or videos, but for the moment images will have to do, as there are yet to be videos of the company's products in use. Jokes, memes, and entertaining posts generally are well received within the community as are “How would your character do X?”, though these might be difficult to integrate into a marketing campaign. These would likely serve better as regular content through the Facebook (and other SoMe) channels.

### **KONTROL**

The success criteria for this campaign are as follows:

Reach must be at least 1000 people per day.

Showings should be at least 500 per day.

Each day must include at least 20 likes.

There are no set number of comments. We are hoping to drive customers to follow the company on a regular basis.

Clickrate and conversion rate. Each day we want to add another 20 followers to the page over the week that the campaign will run with a total of 100 new followers being the goal.



## Opg. 5.2: SoMe Kanal

The screenshot displays the Facebook Boost Post configuration interface. It is divided into several sections:

- Oplysninger om målgruppe:** Location (Bor i Danmark, Storbritannien, USA), Age (30-50), Gender (Mand). Targeting criteria include interests like Dungeons & Dragons and Pathfinder.
- Estimerede daglige resultater:** A warning box states that reported conversions can be affected by iOS 14.5 and Facebook data settings. Below, it shows estimated reach of 1,100 to 3,100 people and 153 to 443 interactions.
- Betalingsoversigt:** Shows a total budget of 500,00 DKK and that the ad will run for 7 days.
- Varighed:** Duration set to 7 days, ending on 26. nov. 2021.
- Samlet budget:** Estimated reach of 1,100-3,100 people per day for a total cost of **kr. 500.00**.

At the bottom, there is a 'Boost opslag nu' button and a link to Facebook's terms and conditions.

Figur 3: Facebook Boost Post

## Kompromisser og Vurdering

The only part of the target group that we were not able to set was the currently employed. This is viewed as a reasonable compromise as many keep this particular information secret anyway (either by hiding it on Facebook or not listing it at all) to avoid scaring away any potential employers. If the target group was restricted to ONLY the US, then this would be possible, but while including the UK and Denmark this is not possible to do.

Beyond that the reach is considered to be higher than expected when compared to the success criteria listed above under **KONTROL** and it should be possible to reach this level of engagement and for the campaign to be a success.