



G.A.M.E

Gaming Advancement in
Marketing Excellence

The only marketing leadership
programme built for the realities
of B2B betting and gaming.

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Why marketing underperforms in betting and gaming

In gaming, marketing leadership is inconsistent; not because the people aren't capable, but because the system hasn't prepared them properly for the role.

- Senior marketers are promoted without structured leadership development
- The industry is insular, with limited exposure to best practice
- Marketing is often reduced to execution, not strategy
- Company leadership teams don't always know what "good" marketing looks like, so they don't know what standard to expect from marketing.

The result is unsurprising – a marketing function that works hard but doesn't drive enough commercial impact.

*"This isn't a talent problem;
it's a structural and training
one"*



G.A.M.E

Gaming Advancement in Marketing Excellence

G.A.M.E is a structured leadership programme built for senior marketers in B2B gaming, who are ready to move from execution to commercial influence.

Built on real operating experience, it equips marketing leaders with the frameworks, decision models and leadership behaviours required to drive measurable growth.

The outcome:

Stronger marketing leadership that shapes direction, influences decisions, and delivers real commercial impact – which can be applied immediately inside your organisation.

Built for senior marketers who are ready to lead differently.

G.A.M.E is designed for marketing leaders in B2B gaming who want to elevate the function from executional activity to strategic leadership.

You're the right fit if:

- You're a CMO, Head of Marketing, Marketing Director in a B2B gaming business
- You've been promoted into a senior role or are looking to take that next step in your career.
- You want to connect marketing more directly to revenue, pipeline and commercial outcomes
- You want to increase your influence at the leadership level



A complete leadership curriculum for next-level marketing

01: Strategic Marketing Leadership in B2B Gaming

Repositions marketing from a delivery function into a strategic growth discipline. Covers strategic focus, prioritisation, commercial decision-making, and how marketing leaders increase influence inside the business.

03: Product Marketing & Commercial Storytelling

Focuses on turning product capability into commercial meaning. Covers operator decision-making, product narratives, launch framing, roadmap influence, and how marketing reduces perceived risk during complex buying decisions.

05: Content Strategy, Influence & Commercial Communication

Shows how content should drive commercial influence rather than simply generate activity. Covers content strategy, buyer influence, thought leadership, editorial planning, and how content supports sales progression.

02: Value Proposition & Competitive Positioning

Explores how to build clear, defensible positioning in crowded gaming markets. Covers operator buying behaviour, value proposition development, differentiation, and positioning that holds up under commercial scrutiny.

04: Brand Strategy & Trust Building in Regulated Markets

Examines how brand shapes credibility, trust and commercial confidence in regulated environments. Covers brand strategy, narrative development, messaging architecture and how strong brands reduce perceived risk.

06: Commercial Marketing Planning & Go-to-Market Execution

Covers how to turn strategy into focused commercial execution. Explores planning, resource prioritisation, campaign alignment, GTM coordination, stakeholder alignment, and connecting marketing to growth objectives.

07: Sales & Marketing Alignment in Complex B2B Environments

Explores how sales and marketing can operate as a shared commercial system. Covers qualification frameworks, enablement, pipeline alignment, shared accountability, and reducing friction in the buying journey.

08: Digital Demand, Performance & Marketing Measurement

Reframes digital marketing around credibility, account engagement, and commercial contribution rather than vanity metrics. Covers websites, digital channels, CRM systems, automation, attribution and measurement.

09: Events, Partnerships & Ecosystem Growth

Repositions events as strategic GTM accelerators rather than standalone marketing activities. Covers event strategy, account preparation, live orchestration, partnerships, post-event conversion, and measurement.

10: Marketing Leadership, Influence & Organisational Impact

Focuses on the leadership behaviours required to elevate marketing's influence inside organisations. Covers executive communication, stakeholder management, organisational alignment and influence.

Programme format



10 modules



~ 60 minutes each



Online & on-demand



Lectures & practical tasks



Frameworks & templates



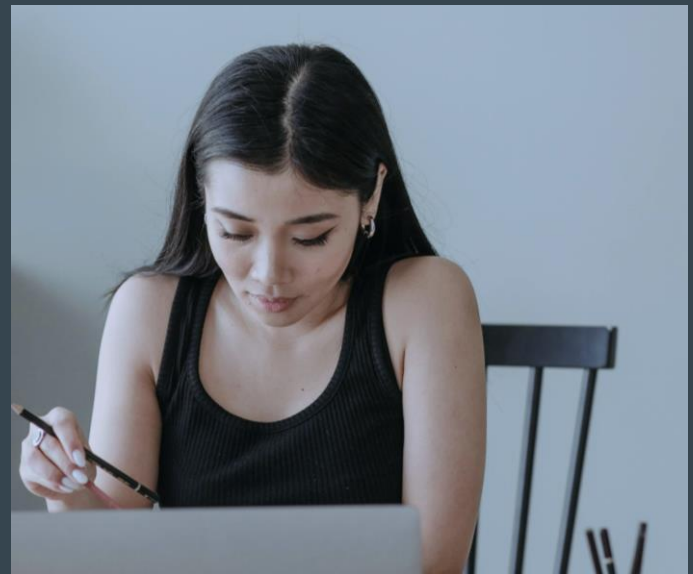
B2B gaming focused



Senior level programme



Applicable immediately



Built by practitioners with global experience in gaming and beyond

The Edge Marketing Institute is a specialist training provider focused on marketing leadership in the betting and gaming industry. Our programmes are structured, experience-led, industry-specific and commercially focused.

"Strong individuals, weak systems. We built the Institute to change that."



Gerhard Sagat - Founder

A fractional CMO, global brand and marketing leader with experience across gaming, fintech and FMCG. Gerhard has led brand transformation and marketing capability at scale - focused on strengthening the strategic role of marketing as a driver of growth and competitive advantage.



Paul Rees - Founder

A fractional marketing director with deep experience in B2B gaming and a broad background across B2B and B2C sectors. Paul has built and led marketing functions, partnering with leadership teams to bring structure, clarity and stronger commercial alignment to marketing in complex environments.

G.A.M.E is open for enrolment

Your next step as a marketing leader begins here, now.

Investment

£1,199 for full programme access

What's included:

- 10 leadership masterclasses
- Strategic frameworks & decision models
- 45 downloadable templates & guides
- Practical tasks applied to your business
- Lifetime access to the course material
- Immediate application to your business

Register now

Visit:

www.edgemarketinginstitute.com

Or speak to us directly:

info@edgemarketinginstitute.com

World Gaming customers are eligible for an exclusive discount on the programme. Speak to your World Gaming representative to find out more.

"Marketing is one of the biggest levers for growth in gaming. In most organisations, it's not being used that way.

We exist to change that."



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