

Build Reach

Drive Traffic

Convert Sales

KEYWORDS

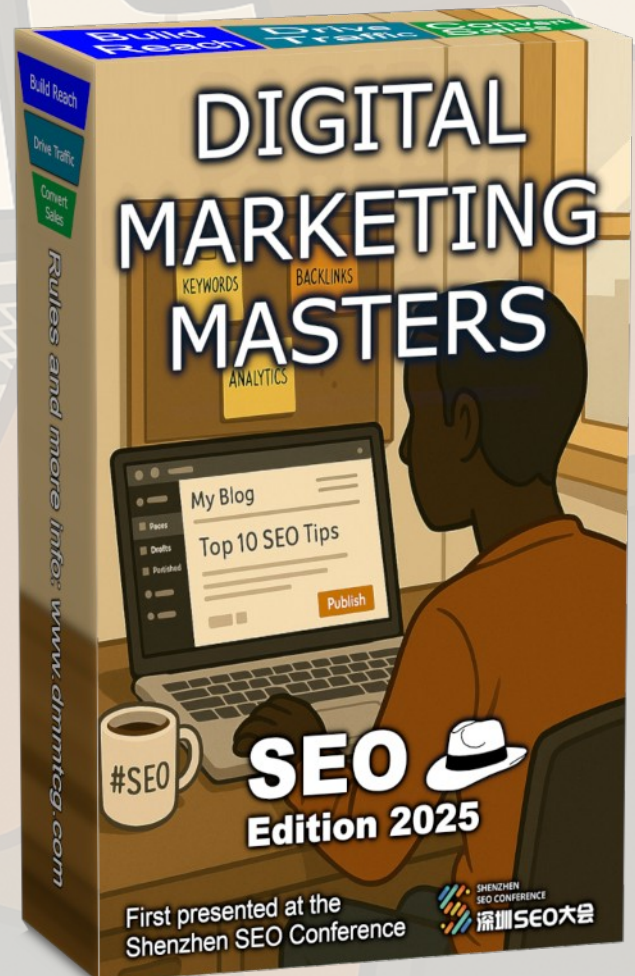
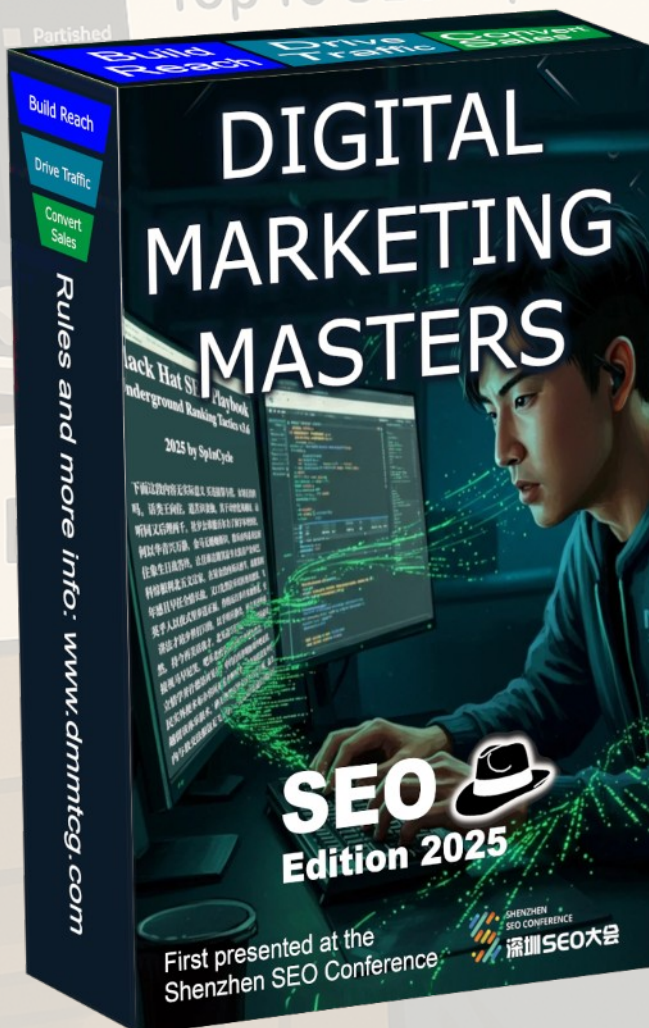
DIGITAL MARKETING MASTERS

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In Digital Marketing Masters, you gain experience over time — both general and SEO-specific — to launch and enhance websites. By improving Reach, Click-Through Rate, and Conversion Rate, you'll work toward generating valuable Conversions. But beware: powerful Event cards like Search Engine Algorithm Updates or the actions of SEO Experts can disrupt your plans at any moment. The first to hit the conversion goal earns the title of true Digital Marketing Master.



Build your own deck with 40–60 cards, keeping in mind that each card may only appear once per deck. The cards you select define your overall strategy.

Or just use one of the pre-constructed decks:



For a quick and easy start:

- Search your deck for one Channel card, show it to the other players, and place it into your hand.
- Shuffle your deck.
- Draw two additional cards to complete your starting hand.

Number of Players

You can play solo to practice strategies, but the game is most fun with two or more players.

Who Goes First

- Roll a die — the highest result starts the game.
- Play then continues clockwise around the table.

Gaining Experience

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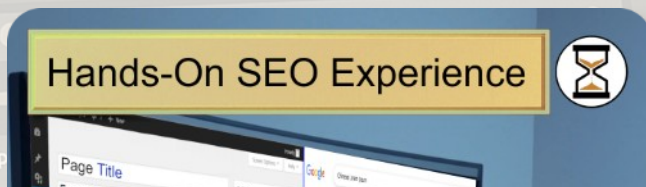
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Each turn, a player gains 1 Time Experience point.

- Track this with a 6-sided die that counts upward each turn.
- Time Experience can be spent to play cards or activate effects.
- If all points are used, set the die aside. At the start of your next turn, it returns with +1 point.

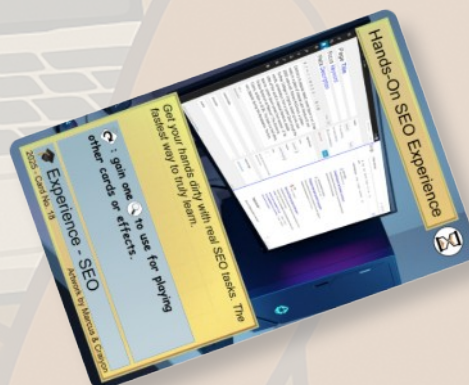
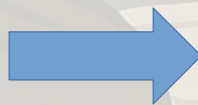
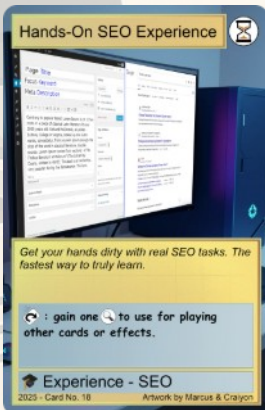
SEO Experience is gained by playing Experience cards.

- The cost to play an Experience card is shown in the upper-right corner (symbols/numbers).



This card costs 1 time experience to play it to the table.

- Once on the table, these cards can be tapped (turned sideways) to release SEO Experience points for immediate use.



- At the beginning of your next turn, all tapped Experience cards are untapped, making them available again (unless stated otherwise in the card text).

Channel Cards

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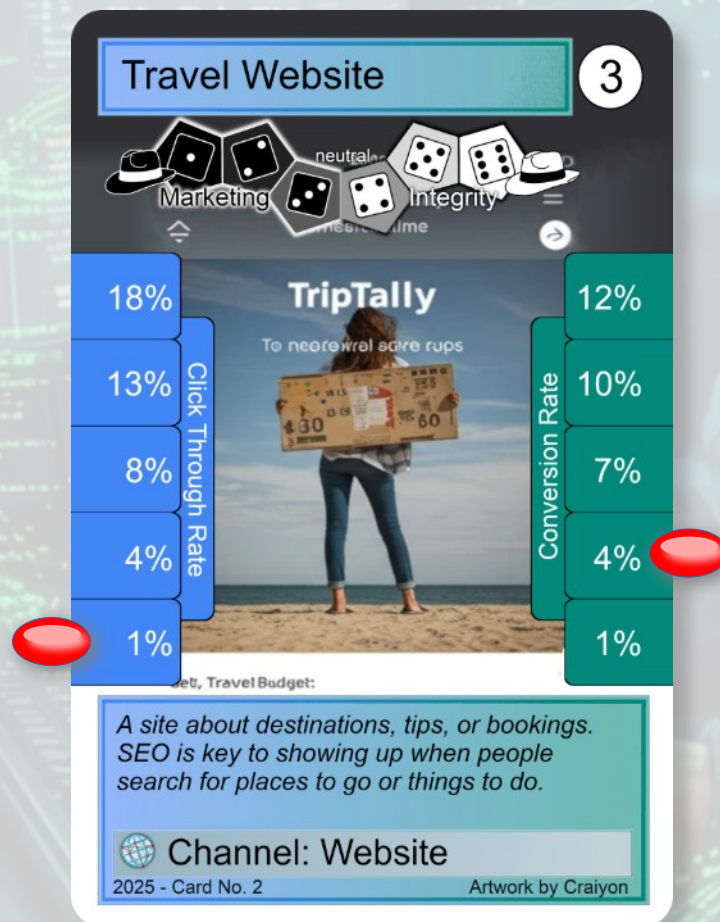
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The main focus of the game is to have a Website Channel card in play and grow it into a successful website.

A Channel measures three key values:

- **Reach** – how often the site is seen in search results (like “Impressions” in Google Search Console).
- **Click-Through Rate (CTR)** – starts at 1%. Place a counter on the first CTR stage and move it upward as you optimize.
- **Conversion Rate (CVR)** – also starts at 1%. Place a counter on the first CVR stage and move it upward as you optimize.



Together, these values form the path to Conversions:

$$\text{Reach} \times \text{CTR} = \text{Visitors} \rightarrow \text{Visitors} \times \text{CVR} = \text{Conversions}$$

When your total Conversions meet the agreed goal (1, 2, 3, or more), you win the game.

Marketing Integrity

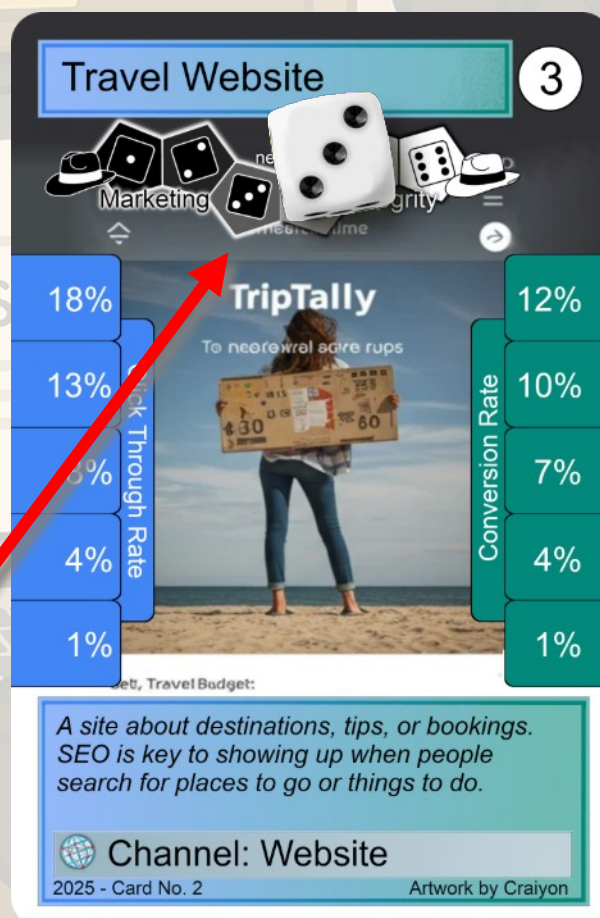
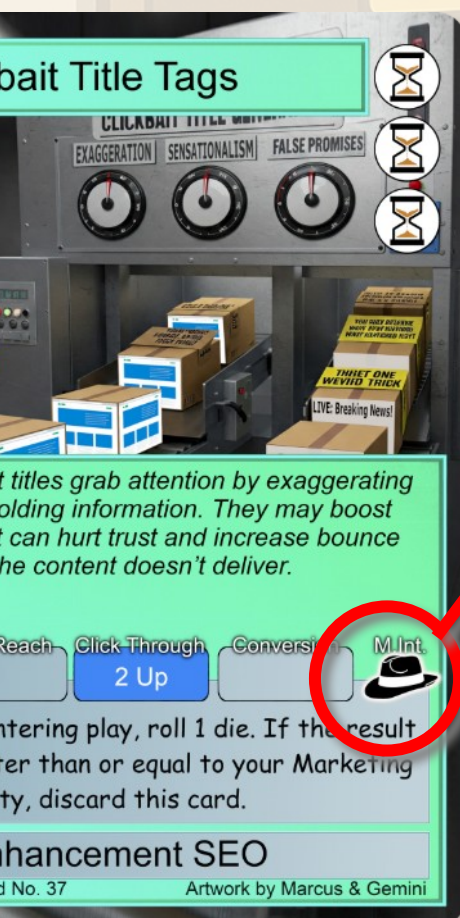
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Each Channel also has a Marketing Integrity value, shown at the top of the card.

- An empty Channel starts between 3 and 4 Integrity.
 - If your first Enhancement is White Hat, the Channel begins at 4.
 - If your first Enhancement is Black Hat, it begins at 3.
- Every White Hat Enhancement increases Integrity by +1.
- Every Black Hat Enhancement decreases Integrity by -1.



- Minimum Integrity is 1, maximum is 6 (unless a card says otherwise).

Track the current Marketing Integrity using a 6-sided die.

Enhancement Cards

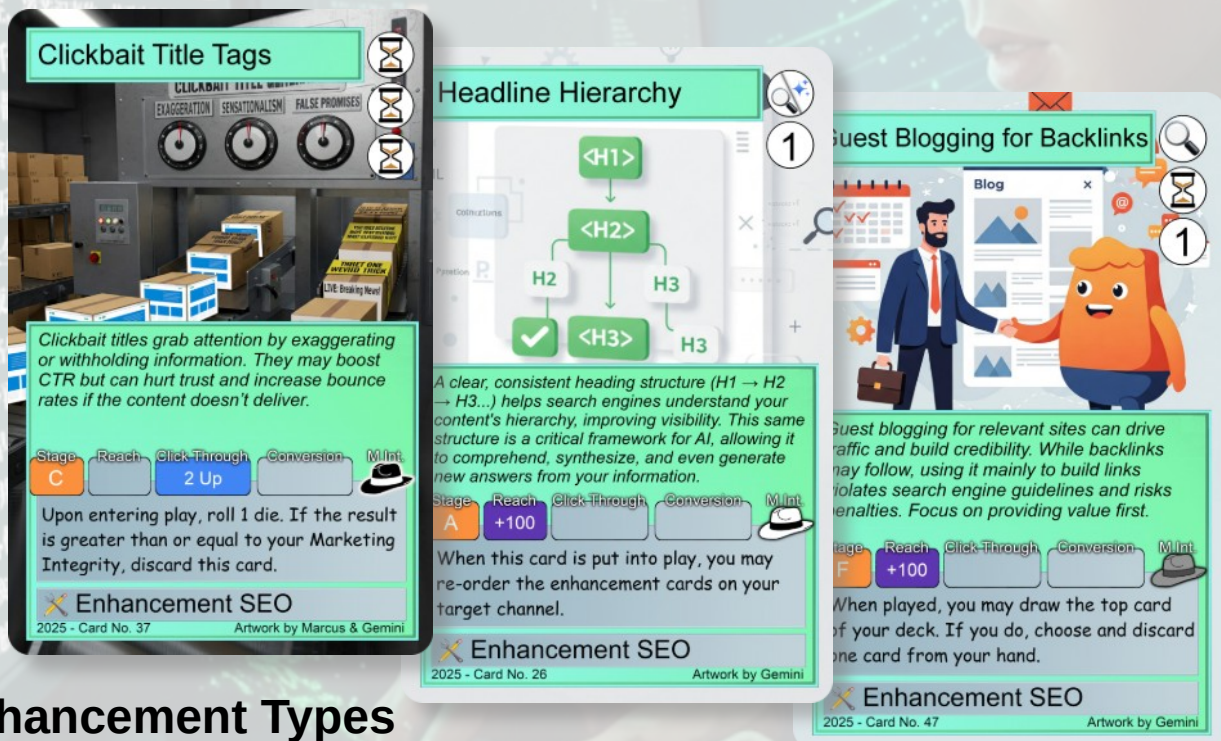
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Developing or improving a website (Channel) is done by playing Enhancement cards onto it.

- **Cost:** To play an Enhancement card, pay the Experience shown in the upper-right corner (icons and/or numbers).
- **Target:** Enhancements are always attached to one specific Channel.
- **Permanence:** Once played, they stay in play. Keep the cards in the order they were added to the Channel (some effects might affect the 2nd, 3rd, 4th, ... Enhancement on a channel).



Enhancement Types

- **White Hat Enhancements**
 - Increase the Channel's Marketing Integrity by +1 (max 6).
- **Black Hat Enhancements**
 - Decrease Marketing Integrity by -1 (min 1).
- **Gray Hat Enhancements**
 - Roll a die:
 - 1-3: Integrity decreases by -1.
 - 4-6: Integrity increases by +1.

Track Marketing Integrity with a six-sided die placed on the Channel.

Effects

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In addition to affecting Integrity, Enhancement cards also:

- Add or remove Reach.
- Increase or decrease CTR (Click-Through Rate).
- Increase or decrease CVR (Conversion Rate).

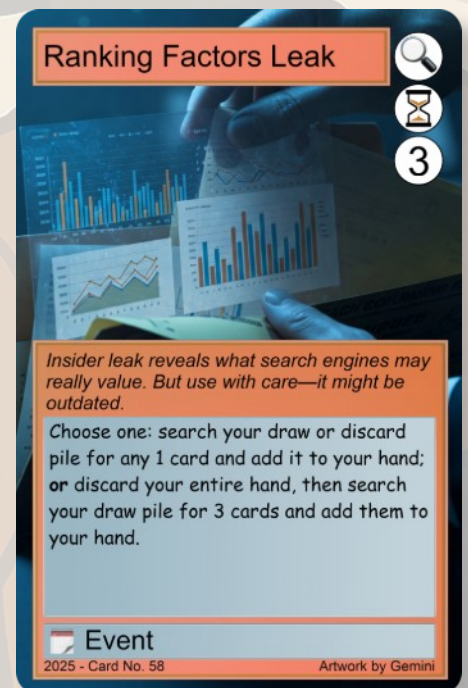
The exact effects are written in the rule text on each card.

Event Cards

Event cards are powerful effects that can disrupt gameplay at any moment.

- **Timing:** Unlike Channel or Enhancement cards (which may only be played on your own turn), Event cards can be played at any time — even during your opponent's turn — as long as you can pay their cost.
- **Effect:** The rule text on the card explains what happens. Events may:
 - Target a specific Channel.
 - Affect multiple Channels at once.
 - Modify or remove Enhancements.
 - Impact a player directly.
- **Duration:** Most Event cards are instant — they are played, resolved, and then discarded. (Some exceptions may stay in play if their rule text says so.)

Events are the unpredictable twists of the game: algorithm updates, hacks, or sudden advantages that can completely change the flow of play.



Consulting an Expert

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Expert Cards represent consulting a specialist whose guidance can reshape your entire strategy.

- **Cost:** You decide how much Experience to pay (any type) — up to 6.
- **Duration:** Place a six-sided die on the Expert card showing the amount paid. At the start of each of your turns, reduce the die by -1 .
 - When the die reaches 0, remove it and discard the Expert card.

- **Effect:** Each Expert provides a unique ongoing advantage.

Examples include:

- Reordering cards in your draw deck.
- Drawing additional cards.
- Reducing the cost of specific card types.
- ...
- **Limit:** You may only have one Expert card in play on your side at any time.
- If you play a new Expert while one is already active, the old Expert is discarded immediately.

Think of Experts as personal mentors: powerful, but temporary. Choose wisely when to bring them into the game.



General Rules

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Starting Hand Options

- **Recommended:** Search your deck for one Channel card, add it to your hand, then draw 2 more cards (starting hand = 3).
- **Alternative:** Draw 5 cards at random. This option gives you more choices early but carries the risk of starting without a Channel.

Hand Limit

- At the end of your turn, you may hold a maximum of 7 cards.
- If you exceed this limit, before ending your turn discard until you have 7 cards left.

Alternative Way to Gain Experience

- In addition to Time Experience (die) and SEO Experience (tapped cards), you may also discard cards from your hand.
- Each discarded card provides 1 Experience point of the type(s) shown in its cost.



Example: This card requires SEO Experience or Time Experience to play, so it may be discarded to provide 1 SEO Experience or 1 Time Experience point.

Drawing a Card Each Turn

At the beginning of your turn, after increasing your Time die and untapping Experience cards, draw 1 card.

Winning the Game

You win if your Channel(s) generate the required number of Conversions (default: 1, or any number agreed on at the start).

Losing the Game

If you cannot draw a card when required, you lose the game.

If both players run out of cards, the winner is the player with the highest number of Visitors ($\text{Reach} \times \text{CTR}$).

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