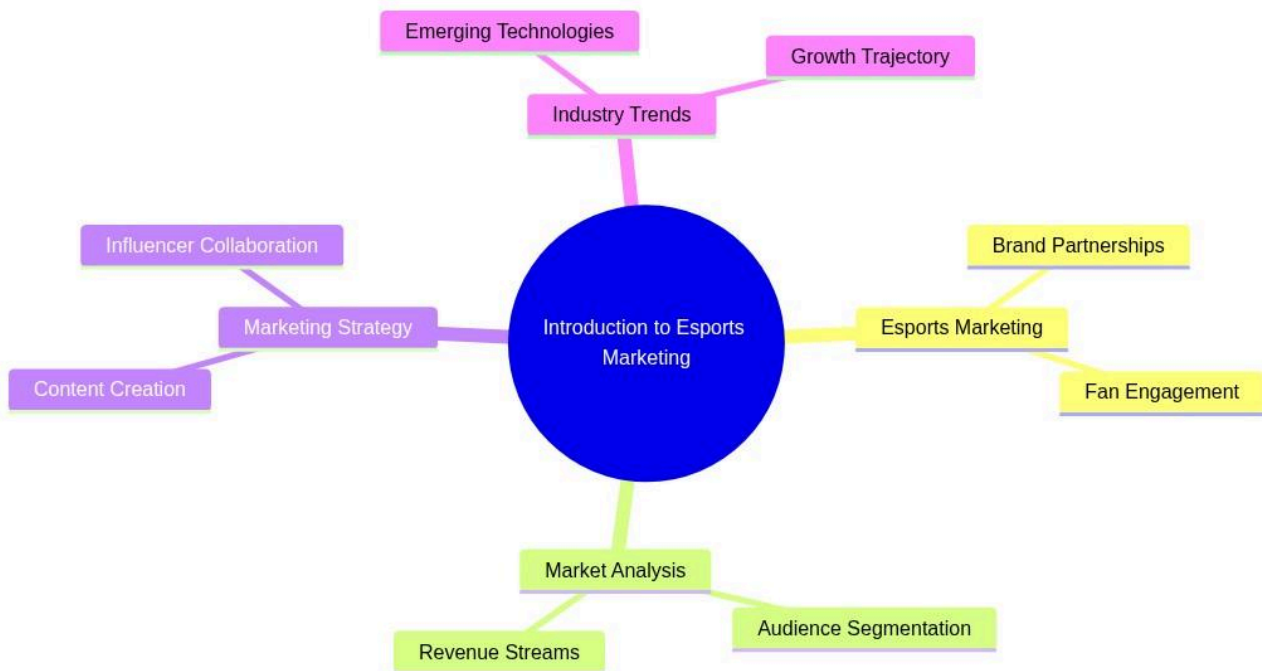


Global Certificate in Esports Marketing and Monetization

# Introduction to Esports Marketing



mindmap

```
root((Introduction to Esports Marketing))
  Esports Marketing
    Brand Partnerships
    Fan Engagement
  Market Analysis
    Audience Segmentation
    Revenue Streams
  Marketing Strategy
    Content Creation
    Influencer Collaboration
  Industry Trends
    Emerging Technologies
    Growth Trajectory
```