

ORGANIC MARKETING TIPS

INDIE GAME STUFF

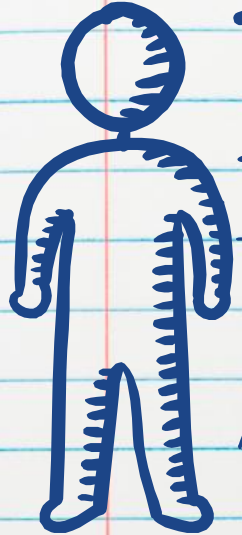
BY JULIAN - HI

LET'S TALK:

- Setting up your game for success
 - Branding, Storytelling, and Keyart
- Organic marketing on
 - Instagram, Twitter, Facebook
 - Discord
 - YouTube and Twitch
- Content and Release schedule
 - Working backwards from deadline

Good marketing is good storytelling and requires communication skills.

This is something we should all continue to practice. Good luck.



I'm Julian

I'm here because video games are cool and I like learning!

You can find me on Twitter: @HungryAndAngry



Background:

- Media Studies Grad, Marketing Agencies, Community Stuff, etc.*

GROUNDWORK FOR MARKETING PROGRESSION



- Game Design talks spin into Marketing Copy
 - Description, Genre, One-sentence Pitch, Account Building

Things you'll need eventually:

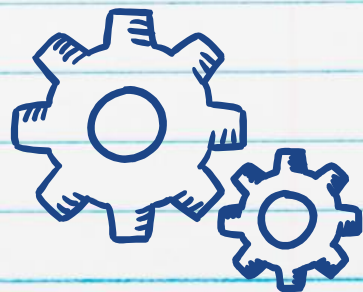
- Landing Page
 - Wordpress, Squarespace, Persona.co, UCraft
- Social Media Pages
 - Facebook, Twitter, Instagram, Pinterest, Tumblr
 - Storytelling in Early Development

Competitor & Community Research



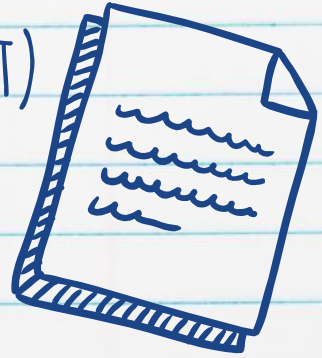
- Discords, Twitch, Reddit

“25% of iOS indie devs make over \$30,000 in their lifetime”



- Marketing should be $\frac{1}{3}$ of Development Conversation
 - Too much effort toward production means no one knows about your party!
- Why don't we invest in marketing? I think its 'cuz \$\$\$
 - Successful marketing does NOT mean a gigantic budget
 - Spend time on list building and community searching

PROMOTIONAL MATERIALS (GAME DESIGN → CONTENT)



- Page Content
 - Logo, Horizontal Key Art, Concept Art
- Internet Content
 - Screenshots, GIFs, Videos, Trailers, Interviews, Devlogs
 - Using OBS to capture tech demos
- Print Content
 - Descriptions, Press Release, Technical Writing
- List Building
 - Press and Twitter Contacts, Influencer Lists



VIDEO IS A M A Z I N G



CALL TO ACTION

All of this supportive content.. But why?

CTA's are what you want your audience to do.

Ex:

- *Follow us on Twitter*
- *Join our Discord*
- *Download our Game*
- *Send me dog pics*



LANDING PAGES

Full brand-appropriate design!

- *Links to socials*
- *Logo and Trailer*
- *Dev logs*
- *Press Kit*



Landing Page Design:

Logo → Video → Links → Supporting Content

Let's Check Out a Good One → themessengergame.com

SOCIAL MEDIA STUFF

Content

- Screenshots
- GIFs to giphy
- Videos
- Memes
- Thought process
- Time Sensitive and Fun


Copy

- Take a few hours to write
- Branded hashtag
- Other large hashtags
- Peek at other competitors

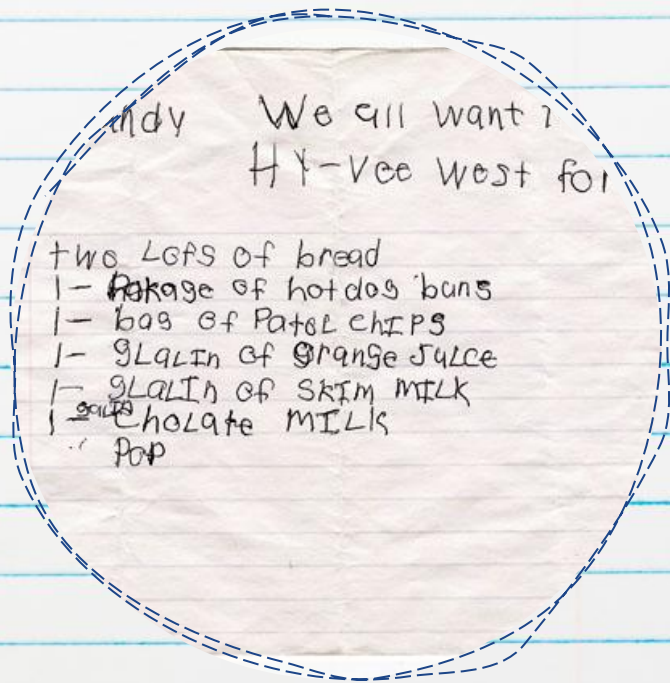
Redundancy

- Share other content
- Inspire creators and fans
- Don't target only game developers w/ #GameDev

LIST BUILDING IS

COOL 

- Send articles to yourself with reviewers covering similar content
- Note which creators play similar games
- Note channels that share game trailers, find emails and build a list
- Joining communities is neat
 - @_wholesomegames



EXAMPLE LIST

	Name	Email	Site
1	Death_Unites_Us	wealldie@gmail.com	twitch.tv/bl ah
2	Janet Garcia	jpgarcia@IGN.com	IGN.com
3	Smelly Boi	doesntshower@gmail.com	YouGotThis. com

WORLD IS BIG Y'ALL - GOOGLE TRANSLATE THAT SHIT



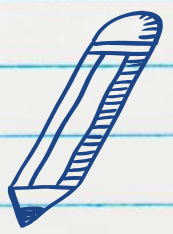
MAKING A TENTATIVE LAUNCH DATE TIMELINE



Pick your day.

Prepare your content

- 2 press releases
- 7 viral posts



First press release

*goes out saying
launch date and why
your game stands out.*

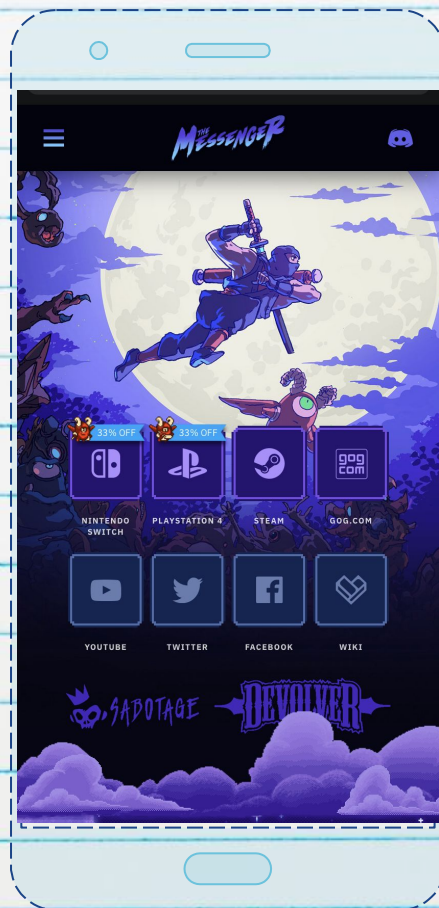
*Influencer outreach
w/ restrictions*

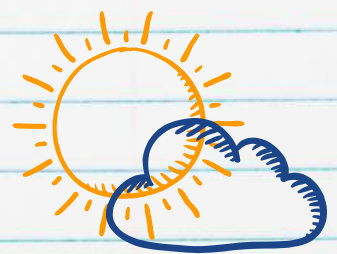
Leading up:

- Daily posts
- Press release day
before saying
game is out, y'all!
- Lift influencer
embargo

MOBILE PLEASE

Don't forget that we work on our computers, but we consume on our mobile devices.





Any questions?

Let's talk more about platform-specific strategies and good writing templates for press/influencer outreach.

Contact me on Twitter DOT COM: @HungryAndAngry