GDC

March 21-25, 2022
San Francisco, CA

Basics of Marketing Your Games with Streamers

#GDC22

📝Agenda

1. Introduction 🙋
2. Who is a Streamer? 📺
3. Misconceptions about Streamers 😑
4. How to work with Streamers 🚀
5. When to be cautious 💸

Introduction 🤦‍♀️

Who am I?

Anna Buenafe
Head of Brand Marketing @ Voicemod

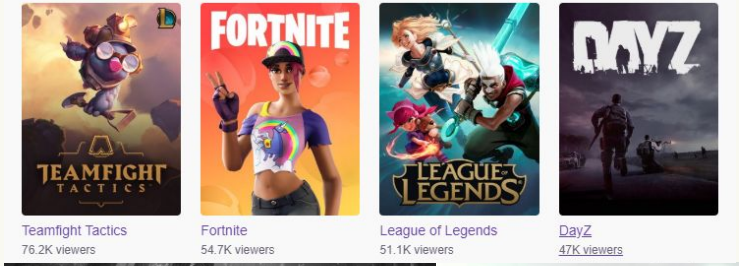
- 30+ years playing
- 10+ years in marketing
- 5+ years marketing video games

Worked with influencers:

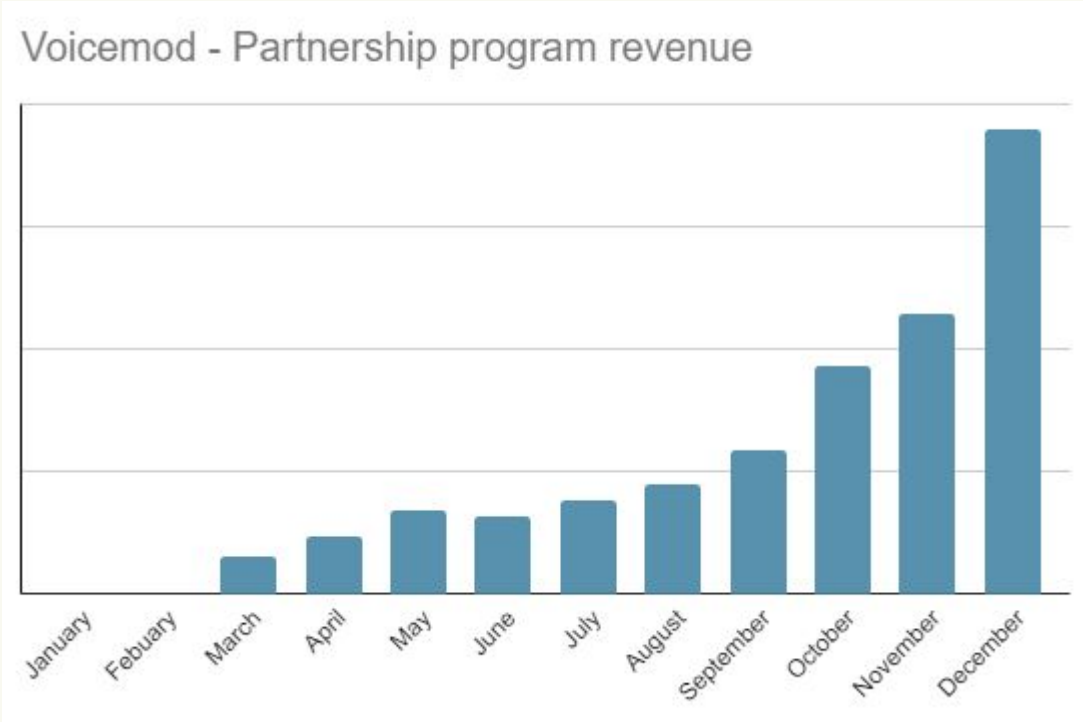
- on games for major platforms – mobile, PC, consoles
- with f2p and premium games
- who create for – YT, Twitch, FB, (and perished Mixer, mobcrush)

I love streaming channels

Credentials - I did this:



Credentials - more:

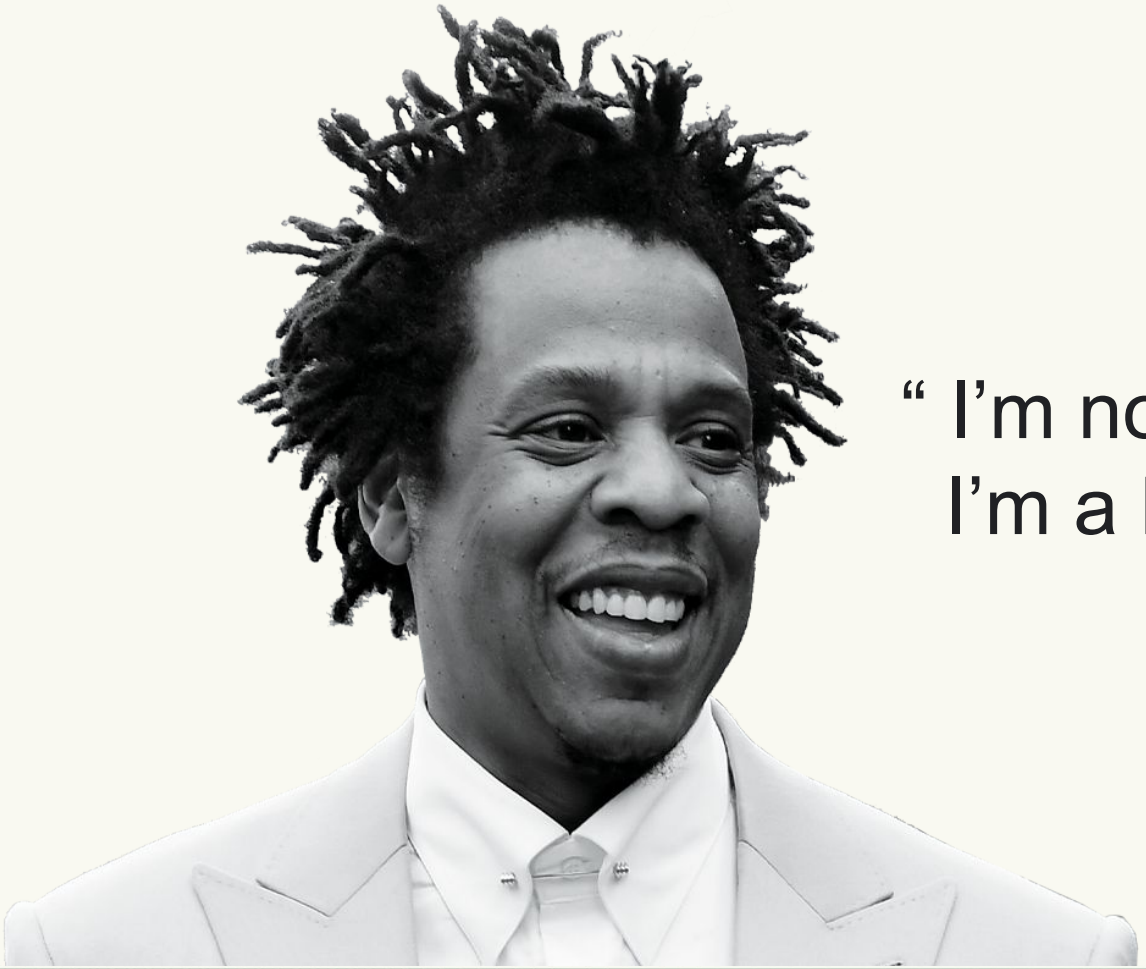


1092 content creators
in the program

Who is a Streamer?

Wikipedia's definition:

An online streamer or live streamer is a person who broadcasts themselves online through a live stream ~~or prerecorded video~~. Genres include playing video games, tutorials, or solo chats.



“ I’m not a businessman.
I’m a business, man. ”

* I stole this slide from Rex Woodbury

JayZ's net worth:

- $425M in cash (largely from Tidal sale, music streaming)
- $320M remaining stake in Armand de Brignacc (champagne company)
- $140M in Roc Nation (entertainment agency)
- $120M in D'Usse (cognac)
- $95M in music catalog
- $70M in art collection
- $50M in real estate

* I stole this slide from Rex Woodbury

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Facebook Gaming

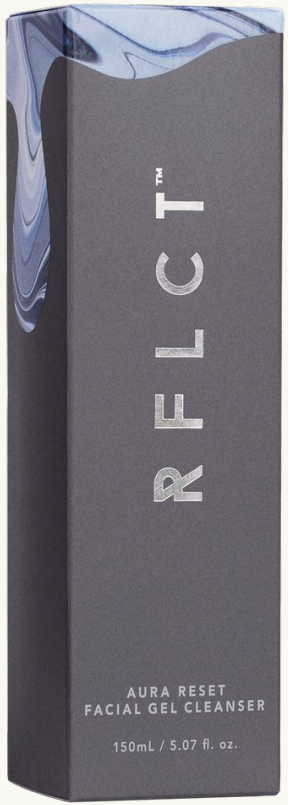
twitch

YouTube

This is Valkyrae

twitch prime

Donate


RFLCT™
AURA RESET
FACIAL GEL CLEANSER
150mL / 5.07 fl. oz.

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AURA RESET
FACIAL GEL CLEANSER
150mL / 5.07 fl. oz

100 THIEVES

📺 Streamers are a media business

Sources of revenue for streamers:

- Media rights
- Donations and subscriptions
- Advertising runned over their content
- Sponsorship deals
- Co-ownership of companies
- Own merchandising lines
- Licensing their own brand

📺 2,35 M prime time viewers in 2021

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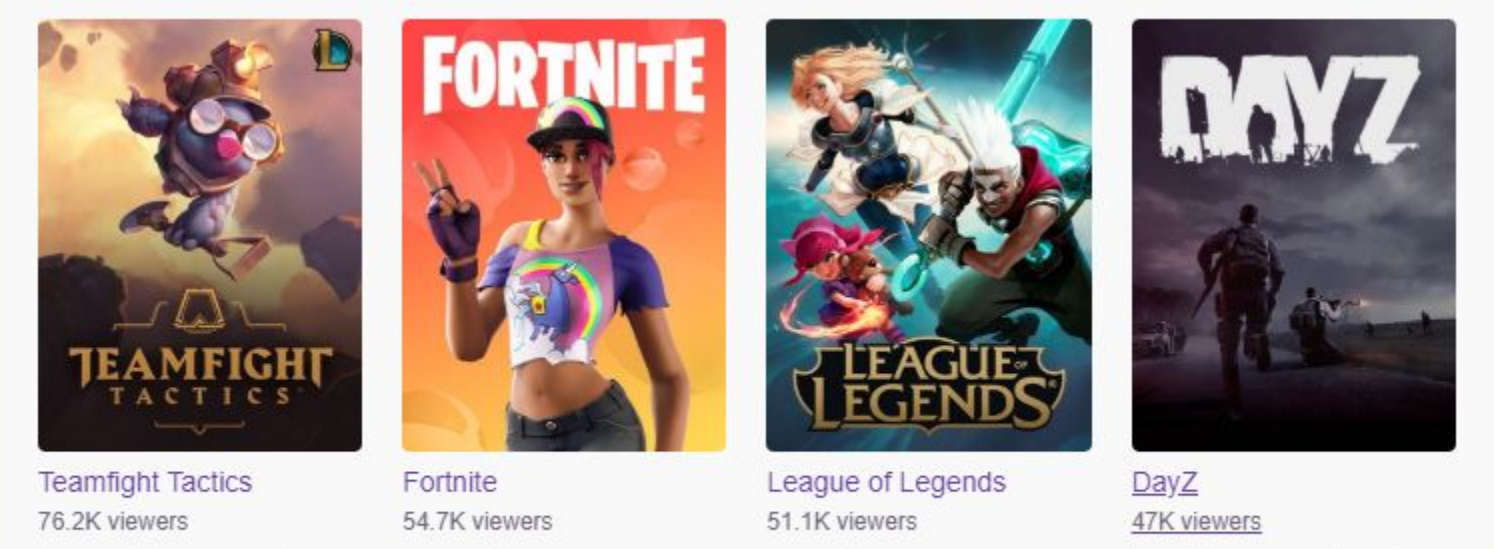
FOX NEWS

* treat streamers as your business partner

Misconceptions about Streamers 😑

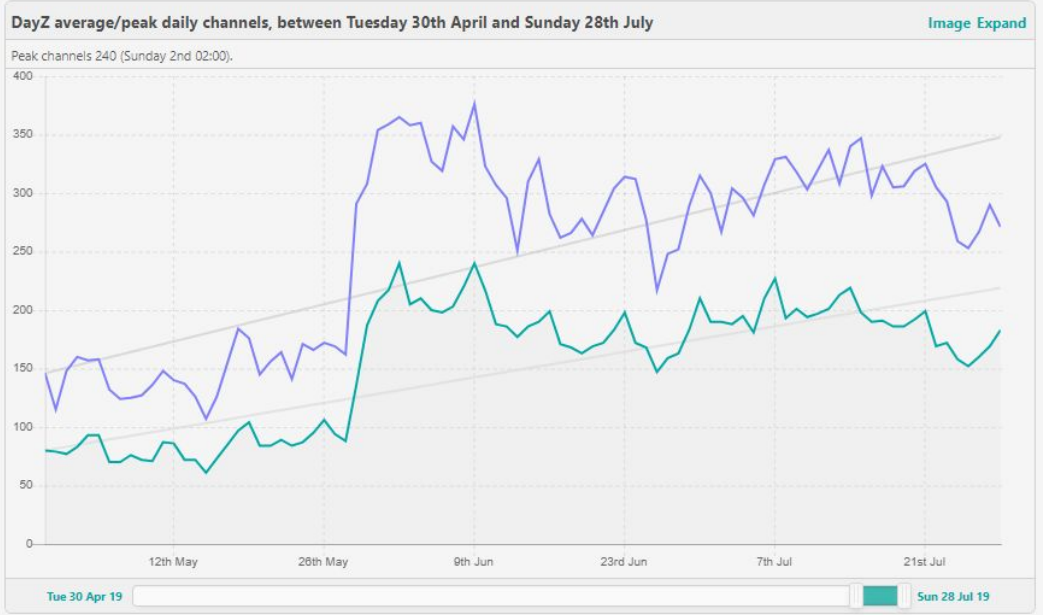
Misconception #1: Marketing with Streamers is hard and very expensive

Reality: You can do it with $0 budget. Hard part is to inspire streamers



Misconception #2: If I pay once - I always have to pay

Reality: You can pay once and create Snowball Effect



Misconception #3: I need a team to do it

Reality: You can do without dedicated influencer manager or agency help. But it will take up your time

How to work with Streamers 🚀

How to start working with streamers

Define what's so fun about watching your game

Find a game that is streamed and feels similar to yours

Understand what languages your audience speaks

Pick platform based on previous points

Choose streamers you want to work with:

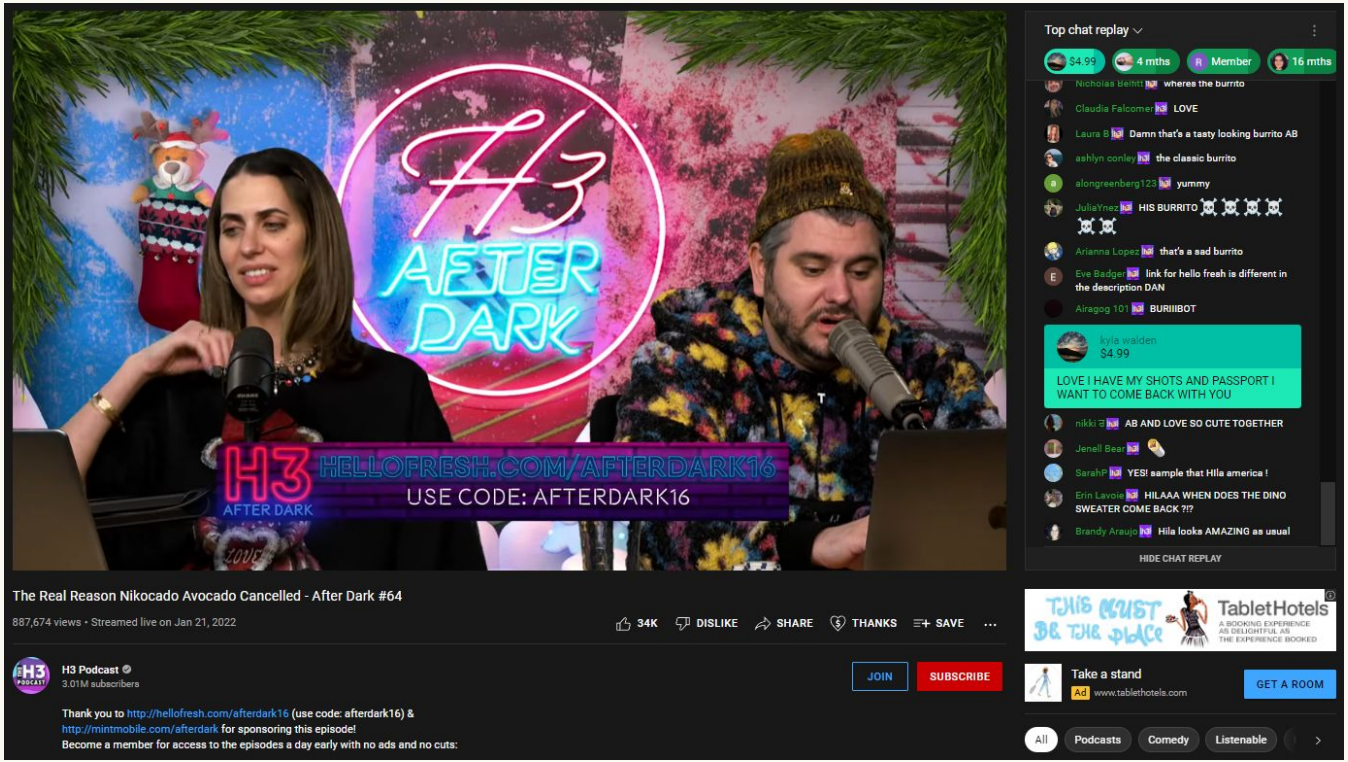
- Good av.CCV in past 30-90 days (use SullyGnome for Twitch or similar tool for other platform)
- Streams various games and has a stable viewership
- Isn't toxic

Contact them (Twitter or an agency are good for opening conversation)

Core strategies

- User Acquisition
- Content
- Community

User Acquisition



User Acquisition

Step 1: define payment model for creators

Step 2: define analytical backup

Step 3: select creators and negotiate*

Step 4: iterate

*easier through the agency

User Acquisition

Pros:

- comfortable financial model
- can be “always on” campaign

Cons:

- tracking issues
- temporary content
- lack of sincere reaction
- hard to negotiate
- not sustainable

User Acquisition

Personal recommendation: don’t do it

Content

twitch RIVALS

🎭 Content

Step 1: come up with creative concept

Step 2: select creators who could fit it

Step 3: refine concept with streamers

Step 4: go into production

🎭 Content

Pros:

- a lot of good content to reuse
- quality streamer reactions
- potential media coverage
- potential long-term relationships

Cons:

- you need to be creative
- content moderation balance required
- usually expensive

🎭 Content

Personal advice: do it. But don’t define content for the creator.

🤼 Community

HayaTikaze #VRChat !!!
@HayaTikaze
🎉🎙️ I'm now a VOICEMOD PARTNER 🎙️🎉
I am grateful to my friend @bamolfy for teaching me this great app and @voicemod for making this great app, and I am proud to be a partner this time!!
If you want to buy a professional license, use the " HAYATIKAZE " code to get a discount!!
ボイスチェンジャーアプリ
Voice changer application
VOICEMOD
×
HAYATIKAZE

🤼 Community

Step 1: Define how you partner
Step 2: Approach streamers in your community (if it exists)
Step 3: Approach streamers for whom your game will be relevant
Step 4: Grow this community

🤼 Community

Pros:

- even more content to reuse
- quality streamer reactions
- strong and long-term relationships
- high virality - both, for the game and for the partnership
- can be done with $0

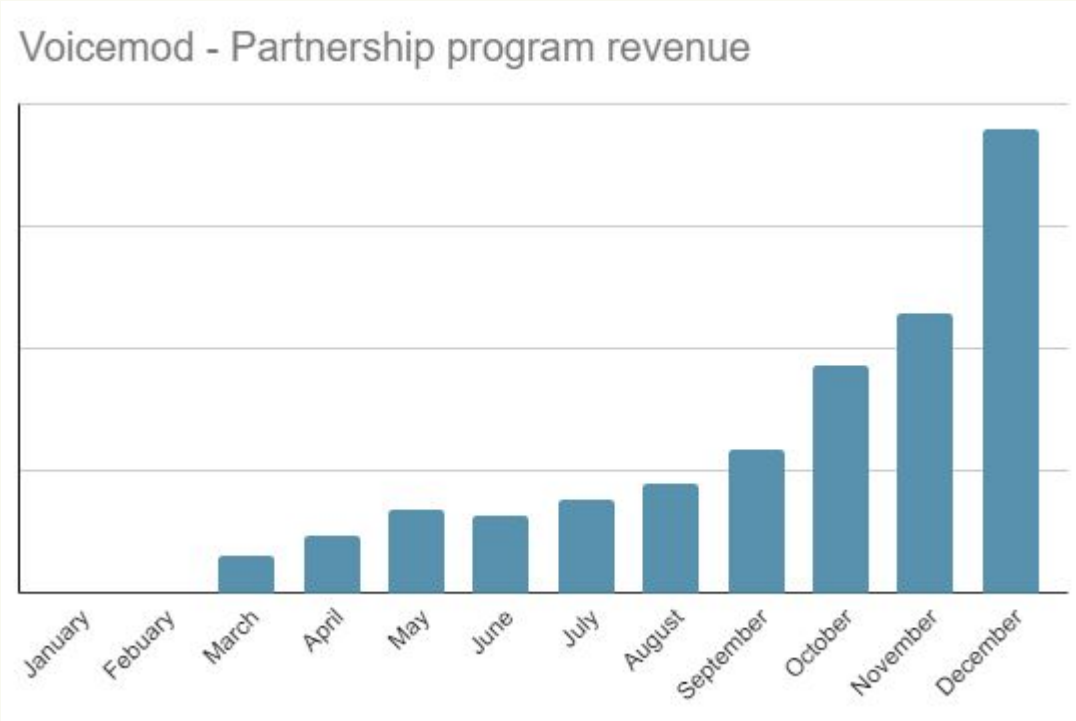
Cons:

- a lot of manual work
- high investment in the beginning
- requires dedicated team member

🤼 Community

Personal opinion:

it’s the best thing you can do



* execution of any strategy should be beneficial for streamer

🤗Proactively build relationships

- **Reach out:** through socials, join their community, watch streams, donate
- **Meet in person:** invite to your office, co-stream your game, play together, dine at event
- **Show appreciation:** listen to the feedback, find the way to do paid promotion together, reward the community, trust streamer’s creativity

Find your agencies

When to be cautious

How to waste your budget

- Invest all in one big streamer
- Don’t coordinate streams between each other
- Give a detailed “scripted” brief to the streamer
- Stretch the time of the campaign
- Use streamer-dev connecting platforms

Be cautious when

You are mobile-only (also be careful if console-only)

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You count every cent and you expect certain ROI - it’s not a performance channel

* get to know streamers to learn what works on stream

Thank you! ✨

*if you like random tweets follow me: @annabuenafe