

How to get started with marketing your indie game

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Media Indie Exchange



GAME DEVELOPERS CONFERENCE[®] NEXT
FEATURING APP DEVELOPERS CONFERENCE[™]
LOS ANGELES CONVENTION CENTER · LOS ANGELES, CA
NOVEMBER 3-4, 2014



Speaker Backgrounds

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Interabang Entertainment
The MIX

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Indie Marketing book author



Overview

- Marketer Perspective – Larger Studios and Small
- Developer POV
- Converging Experiences



Marketer Perspective

- The Basics
 - Where, When, How to start
- Creating a Marketing Plan
- The Marketing Mix





Getting Started

- The Fundamentals
- Messaging
- Positioning
- Mapping out plan
- Who will drive marketing

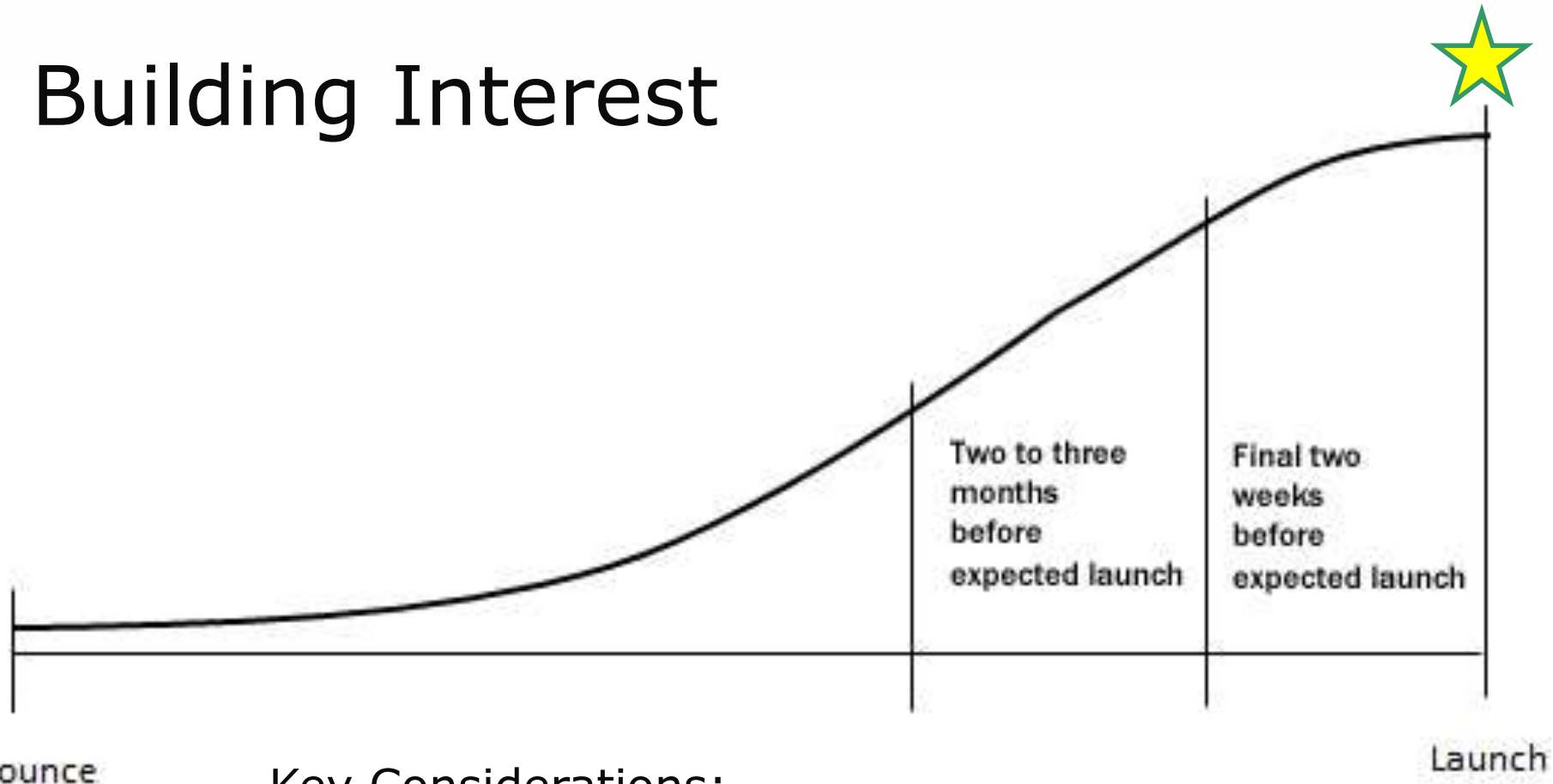


Fundamentals

- Release Plan – Broad Strokes
 - “Four Ps”: Price, Product, Place, Promotion
 - Platform(s), Channel(s), Timing
- Who’s my game for
- Your game pitch
- Release landscape



Building Interest



Key Considerations:

1. When to begin communication plans
2. Timing for building to peak
3. Launch timing



Creating the Plan

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		

Plot out key tasks, milestones and activities, just as you do for game development

- Developing the plan
- Announcements
- Asset releases
- Trailer
- Shows
- Game previews outreach
- Game reviews outreach
- Game release date / activities / support
- Post Launch

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*Factor in seasonality,
holidays, category events,
release plans for other
notable games, etc*



The Marketing Mix

(emphasis on vehicles for indies)

- PR
- Audience Development
- Events
- Promotions
- Playable Code
- Channel
- Videos
- Awards
- Paid

Integrate multiple vehicles into plans

*Plans vary depending on key factors –
type of game, audience, platforms, etc.*



The Marketing Mix (continued)

Different kinds of vehicles and variations develop

- YouTubers/Twitch streams
- Game Jams
- Social Media
- Screenshot Saturdays
- Reddit
- Early Access
- Promos
- Animated GIF assets

Stay vigilant, nimble, active – and creative



Developer Paradigm

“There is only so much you can control. It takes time to establish the emotional and mental facilities needed to make your marketing reflexes automatic.”



Chapters

- The Plan
- The Journey
- The Training
- The Hustle
- Launch Status



STRUGGLES!



The Plan

- Development Plan structure day 0
- Marketing working around development strategy
- Platform marketing opportunities and visibility
- Funding or The Janky Way, Publishers etc.



The Plan

- Determining the audience on each platform
- Visibility mechanisms
- Market research
- Personal story



22

backers

\$1,045

pledged of \$15,000 goal

0

seconds to go



Project by
Super Comboman
Team
San Francisco, CA

2 created · 19 backed

Justin Woodward 693 friends

interabangent.com

See full bio

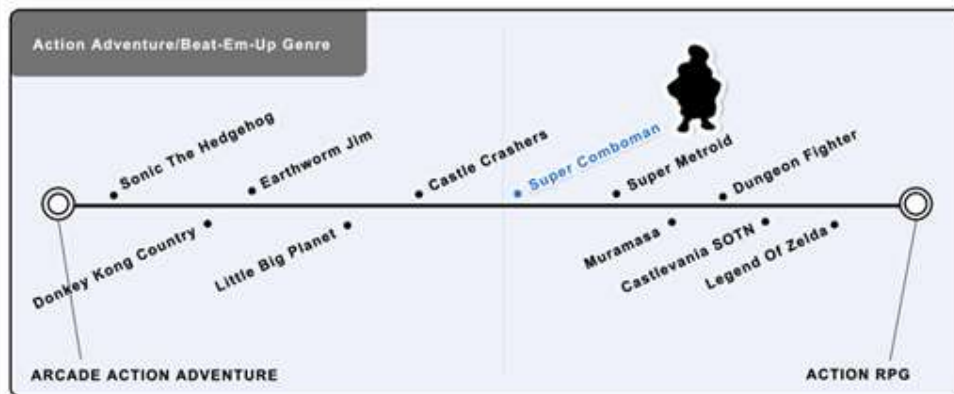
Contact me

part of the development of an original game that

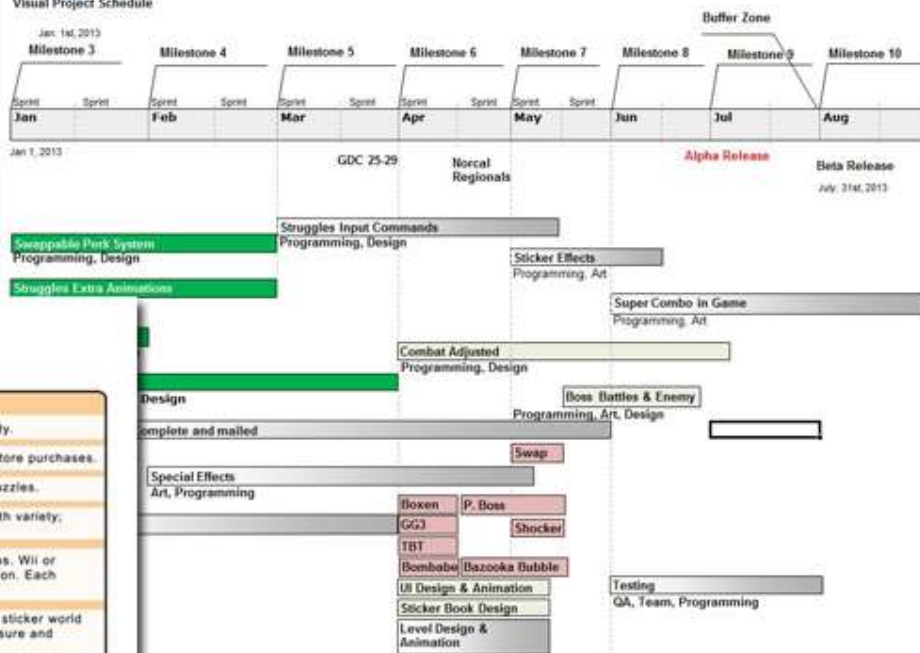


Super Comboman Product Positioning Map

This map is used to show the complexity of Super Comboman and what niche it will fill compared to other games in the same genre.



Interbang Entertainment Super Comboman Visual Project Schedule



Super Comboman Elevator Statement

This statement will be used in order to explain the core vision of the game in less than 2 minutes.

- For: (Customer)** The Core Gamer ranging from 12 - 25 who wants to play a beautiful, engrossing game with personality.
- Who: (Opportunity)** Created for digital distribution on the PC, with DLC and Microtransaction capabilities along with in store purchases.
- The: (Product Name)** Super Comboman is an action platformer emphasizing cooperative gameplay and environmental puzzles.
- That: (key benefit, compelling reason to buy)** Gamers will enjoy Super Comboman because of compelling gameplay with variety, Environmental manipulation, NPC interaction and puzzles with multiple solutions.
- Unlike: (Primary Competitor)** Unlike most action adventure platformers on the market such as The New Super Mario Bros. Wii or classic beat em ups such as Double Dragon emphasis is placed on cooperative puzzles, physics based combat and exploration. Each level has a different theme with new accessories and combos that players can unlock.
- Our Product: (Statement of Primary Differentiation)** Our game will provide puzzling quests that take place in a vibrant sticker world where the player takes control of their customizable avatar in various themed locals in order to finish quests, collect treasure and ultimately find the all powerful SUPER COMBOMAN!



STEAM™



Available on the
App Store

PlayStation®

WiiWare

XBOX LIVE
arcade



Google play



The Journey

- Team Story – Moving to SF for IOH
- Partnering with folks
- Strengthening Mentor and Advisor relationships
- Creating your games story that captures attention emotionally
- Use your personality to articulate your story





The Training

- Interview Struggles
- Losing team members
- Finding our target market
- Pitching to your mother
- Networking is key
- Adding value is super key



CAPCOM

ATLUS

SEGA®

[adult swim]
games™



UBISOFT®

Microsoft
game studios™



PlayStation®





The Hustle

- Second fund raising campaign
- Showing at multiple events (Free)
- Pitching, Pitching, Pitching
- Building rapport
- Editor outreach
- Building a thick skin to rejection
- Failing early and often

GDC





SUPER STRUGGLES!




[adult swim] games™



Home Updates 41 Backers 460 Comments 58

San Francisco, CA Video Games

Funded! This project was successfully funded on November 14, 2012.



460 backers
\$16,170 pledged of \$14,900 goal
0 seconds to go

Brad Thomas McBrearty is a backer

Project by
Super Comboman Team
San Francisco, CA

2 created · 19 backed

Justin Woodward 833 friends

interabangent.com

Share Tweet Embed





Launch Status

- Timing, Timing, Timing
- Publisher support
- Changes with publisher
- Shipping a game
- Reviews and reviewers
- Launch Struggles
- Establishing influencers



Relationships

- Importance of socializing
- Add value to people's lives
- Cultivate mentors
- Be persistent and tenacious – pursue visibility and traction

media indie exchange

THE

MIX

GDC
NEXT

showcase

devs.games.fun.gdc.next.mix



GDC¹⁴
INDIE
CADE
International Festival of Independent Games





media indie exchange

THE MIX



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Examples

PR



Promotions



Events

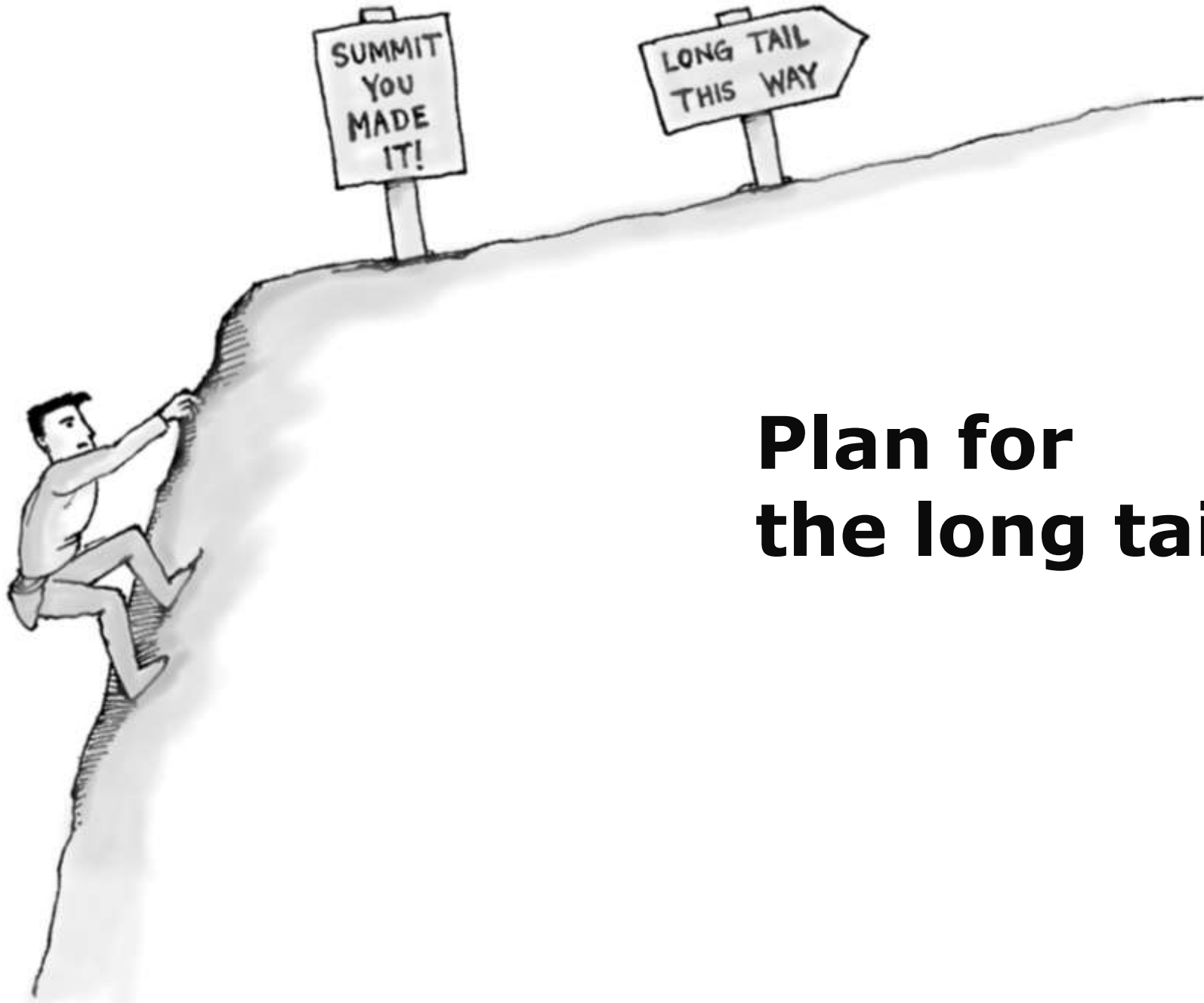


Playable Code



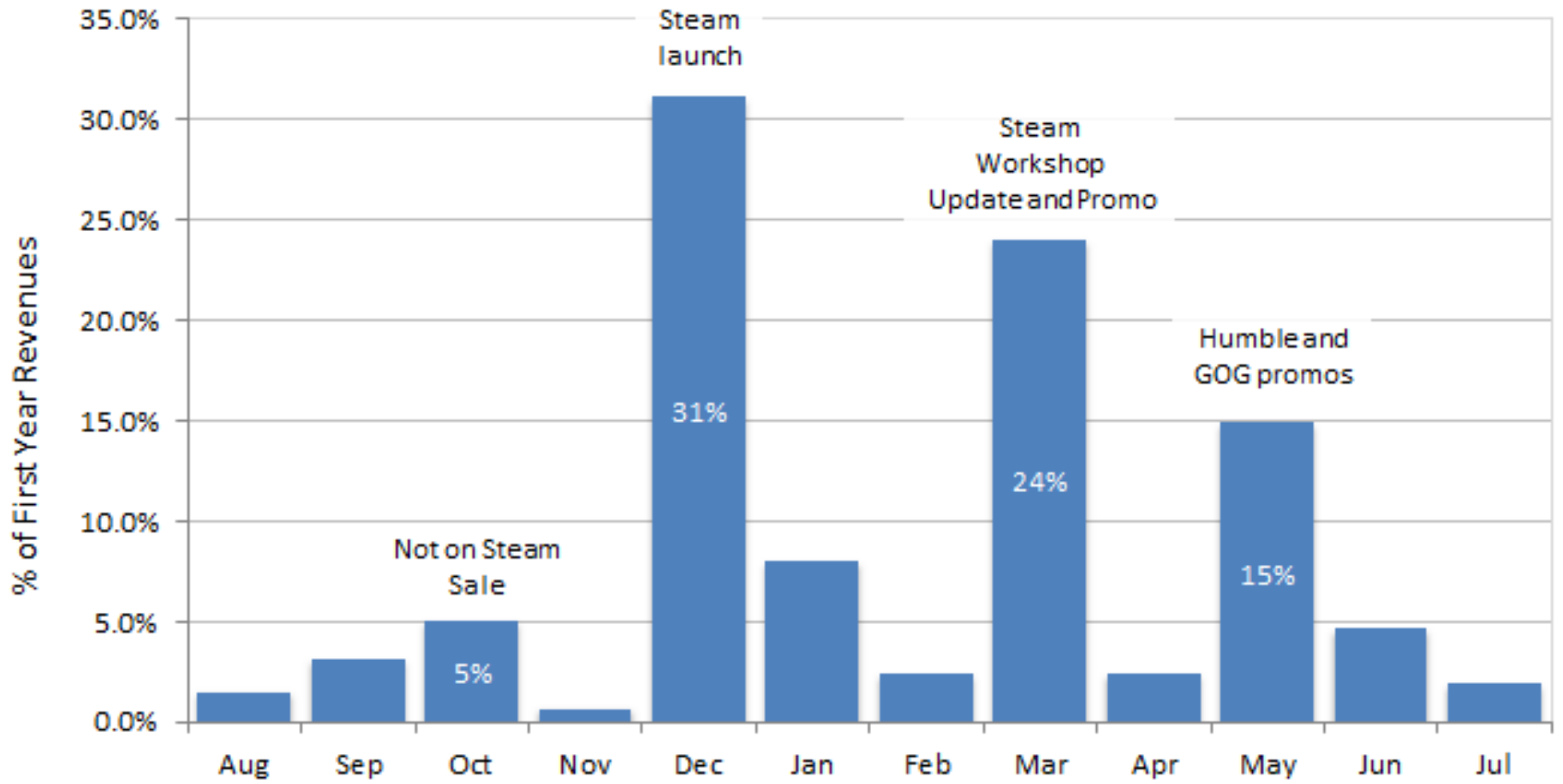
Advertising





**Plan for
the long tail**

90% of revenues in months 4 - 12



Flippfly

PC, Mac, Linux

Aug 2013 Launch

Now on Steam, GOG, Humble

Coming to PlayStation and more



Additional details, information, links and resources

blog.mediaindieexchange.com

theindiemarketer.com

interabangent.com



Your Questions!



Thank You!