

WELCOME TO THE NEXT LEVEL OF GDC

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GAME DEVELOPERS CONFERENCE[®] NEXT

FEATURING APP DEVELOPERS CONFERENCE[™]

LOS ANGELES CONVENTION CENTER · LOS ANGELES, CA

NOVEMBER 3-4, 2014



Who am I?



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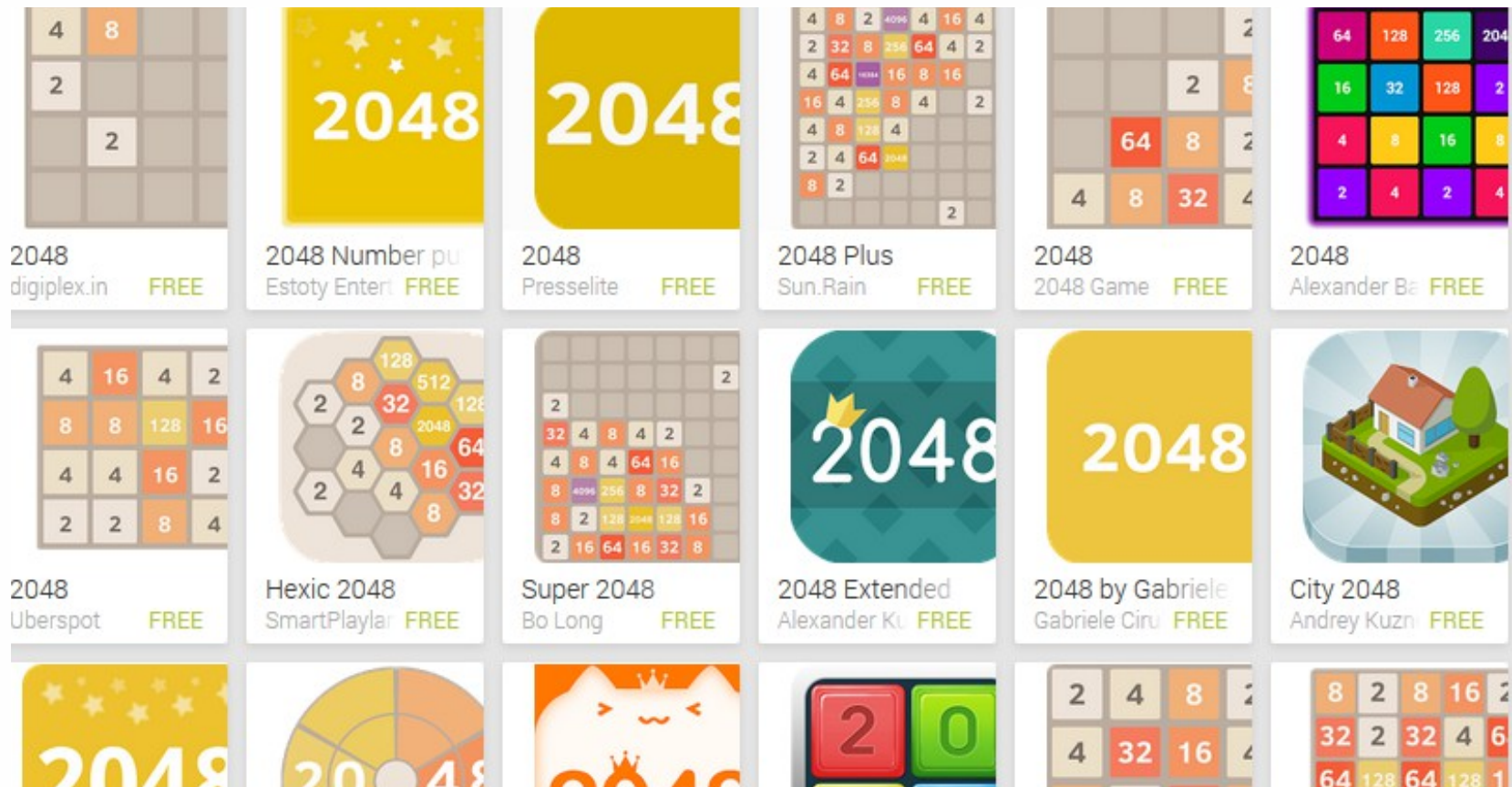


Podcast: "Be Indie Now"

www.BeIndieNow.com



Can't clone to succeed





App Store Optimization

Minecraft – Pocket Edition

Mojang

essentials

on iTunes to buy and download apps.



Description

Play the biggest update to Minecraft: Pocket Edition so far! It's the biggest update yet, see for yourself!

[Minecraft – Pocket Edition Support](#)

What's New in Version 0.9.5

0.9 – biggest update EVER!

Infinite worlds!

Available on the iTunes Store

This app is designed for iPhone and iPad.

19

Category: Games

Updated: Jul 27, 2014

Version: 0.9.5

Size: 10.0 MB

Language: English

Developer: Mojang AB

Age Rating: 4+

Compatibility: Requires iOS 5.0 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5.

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Customer Ratings

Current Version:

★ ★ ★ 27851 Ratings

Previous Versions:

★ ★ ★ 314247 Ratings

Screenshots



[View More by This Developer](#)

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Games > Strategy Games > Age of Empires II HD

Age of Empires II HD

Community Hub

Age of Empires II has been re-imagined in high definition with new features, trading cards, improved AI, workshop support, multiplayer, Steamworks integration and more!

User reviews: **Very Positive** (10,200 reviews)

Release Date: Apr 9, 2013

Popular user-defined tags for this product:

Strategy RTS Classic Multiplayer Medieval +

Sign in to add this game to your wishlist or mark as not interested

Buy Age of Empires II

\$19.99 Add to Cart

Share Embed

Single-player Multi-player

Buy Age of Empires II HD - 4-Pack

Includes four copies of Age of Empires II HD. Send the extra copies to your friends!



Presence

- How do they get there?
 - Rank
 - Recommendations
 - Search
- Don't focus on one, optimize all three



Hack intelligently

- What factors may determine rank?
 - Downloads
 - Active Installs
 - Velocity
 - Ratings (both quantity and quality)
 - Usage
- Maximize for each vector



Encourage beneficial behavior

- Reduce file size
- Have an outlet for feedback
- Only ask the right users to rate.



Stand out from the rest

- Be on every platform
 - Monetize appropriately
- Show, don't tell.





What *is* worth your money?

- Your time
- Effective Marketing
 - Know your lingo
 - CLV, ROI, CPI, etc.
 - Cross Promote



What's *not* worth your money?

- Going blind
 - Get analytics first
- Paying for banner ads
 - ROI is terrible for indies
- Begging or paying for reviews
 - Make reviewers want you
 - Provide value, tell a story



Instant success myth

- Most businesses are not profitable within 3 years
- Building an audience takes time
 - Rovio made 51 games
 - Flappy Bird took 8+ months
 - Antichamber took 7+ year
 - Blast Monkeys took 6+ months



Apps are a service

- Don't give up too early
- Post release content
 - Build a community



Everything is a skill





Thank you!

- Twitter: @TobiahMarks
- Blog: www.TobiahMarks.com
- Podcast: www.BeIndieNow.com
- Email: Tobiah.Marks@Microsoft.com

Remember to fill out your survey!

Meet you in room 505!