



Making Your Game Influencer Ready

A Marketing Wishlist For Developers

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GAME DEVELOPERS CONFERENCE

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About me

- ❖ Computer Engineer.
- ❖ 15 years in the games industry (journalism, inhouse, agency).
- ❖ Love data, automation and coding little tools.
- ❖ Managed hundreds of content creators to date.



Structure



What this talk is about

Connecting marketing and development together to better work with content creators.

State of Play



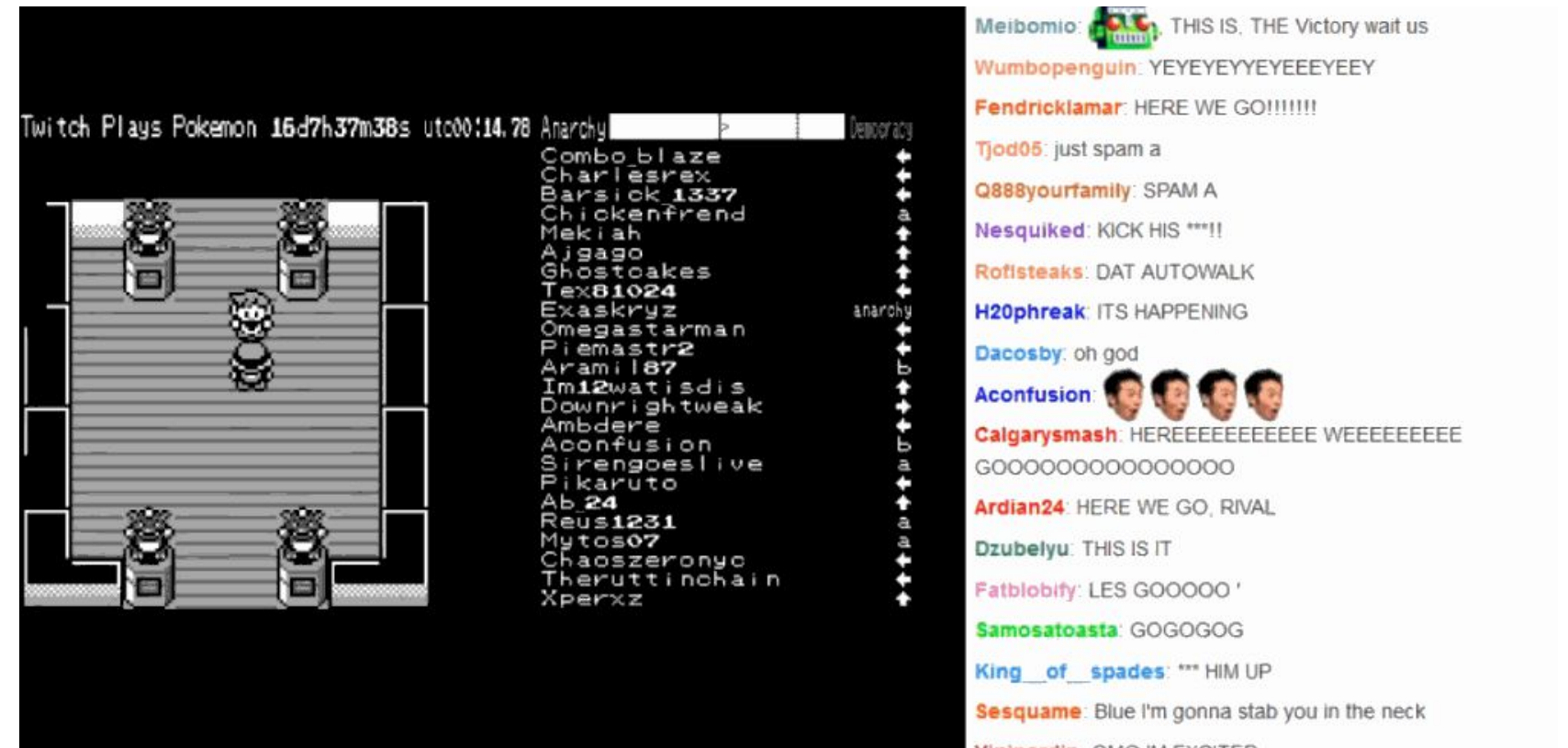
Games launch with creators at the forefront



- **New game design:** Streamer Mode, Twitch integrations...
- **New ways of monetizing:** Twitch bits, referrals, sponsored content.
- **New problems:** Stream sniping, chat harassment, DDOSing...

Twitch bait-ing

A set of features that makes a game great for livestreams.



Launching via creators ONLY

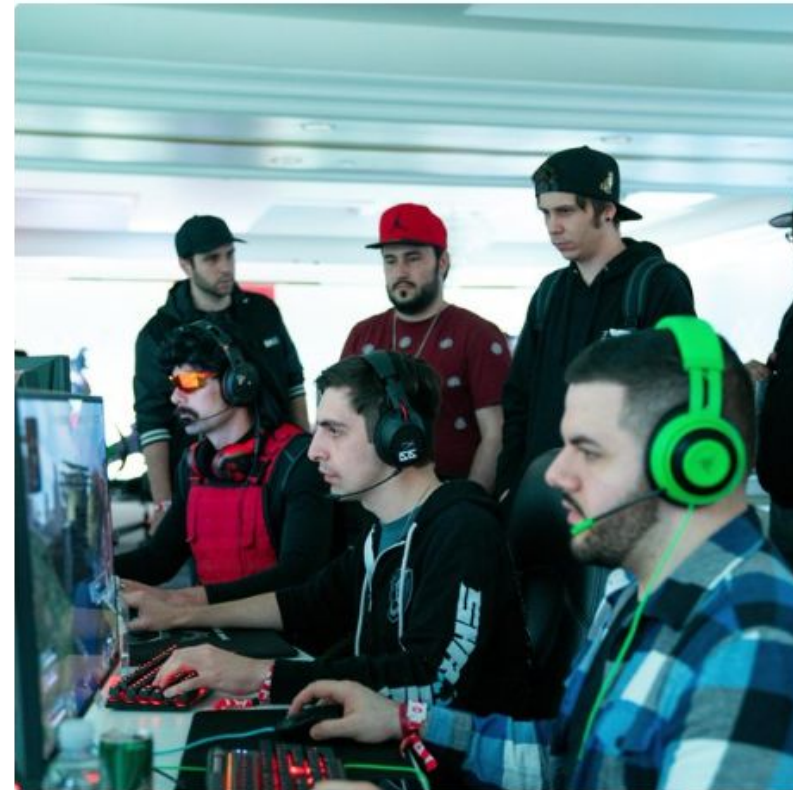
Electronic Arts took a huge gamble by paying the world's most popular gamer \$1 million to play its new game for a day. Here's why it was worth every penny

Kevin Webb Mar. 16, 2019, 8:00 AM



Michael Grzesiek
@shroud

Aright broys the corp is allowing me to reveal some of the super secret stuff from Thursday's super secret LA trip. This Monday we'll be stomping in an all new Battle Royale by @Respawn. Maybe these guys will be there too. That is all. #ApexPartner



♡ 12.5K 1:44 AM - Feb 4, 2019

💬 1,443 people are talking about this

Apex Legends

- 2.5M players in 24h.
- 25M in 7 days.
- 70M+ players to date.
- More gameplay hours than any other game on Twitch on 1st week.
- Use of #ApexPartner + referral links

Analysis time



Marketing vs development (dramatization)



The 8 Marketing - Dev principles

- ❖ Creation of **narratives**.
- ❖ Sense of **ownership**.
- ❖ **Supporting** creators.
- ❖ Playing with **fans**.
- ❖ Real time, shared **experiences**.
- ❖ In the **moment**.
- ❖ **Emotional** connections.
- ❖ **Fun**, quick.

Applying the principles

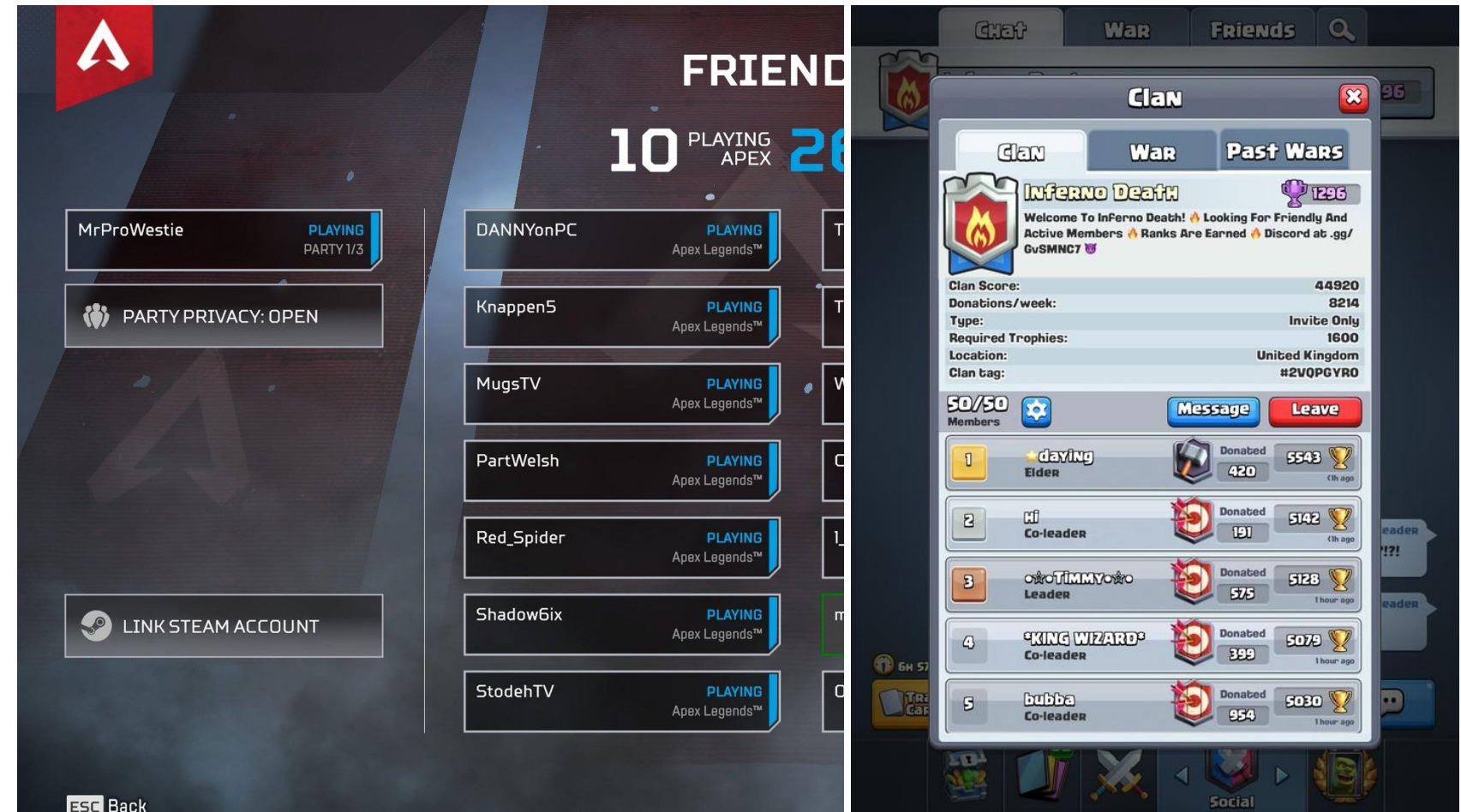
Tactics for different stages of game development

Social Features

What: Add friend lists, guilds / clans, etc. Leverage social tools (Steam) where possible.

Benefits: Let creators play with their audience quickly.

When: Game is still in development.

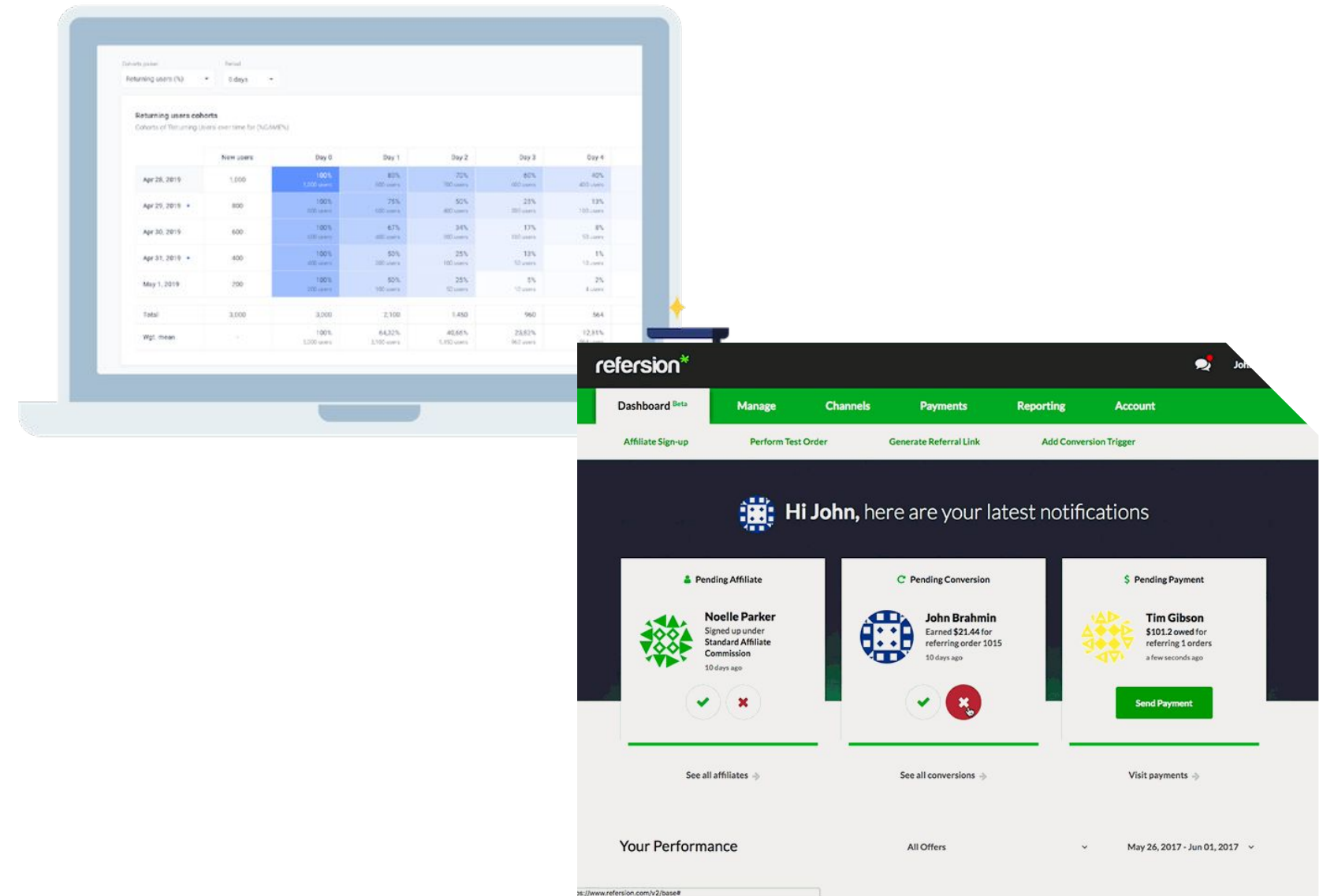


Backend Tracking

What: Create / integrate a metric-tracking system in the game.

Benefits: Monitor key marketing metrics in the future. Supports other features.

When: Game in still in development.

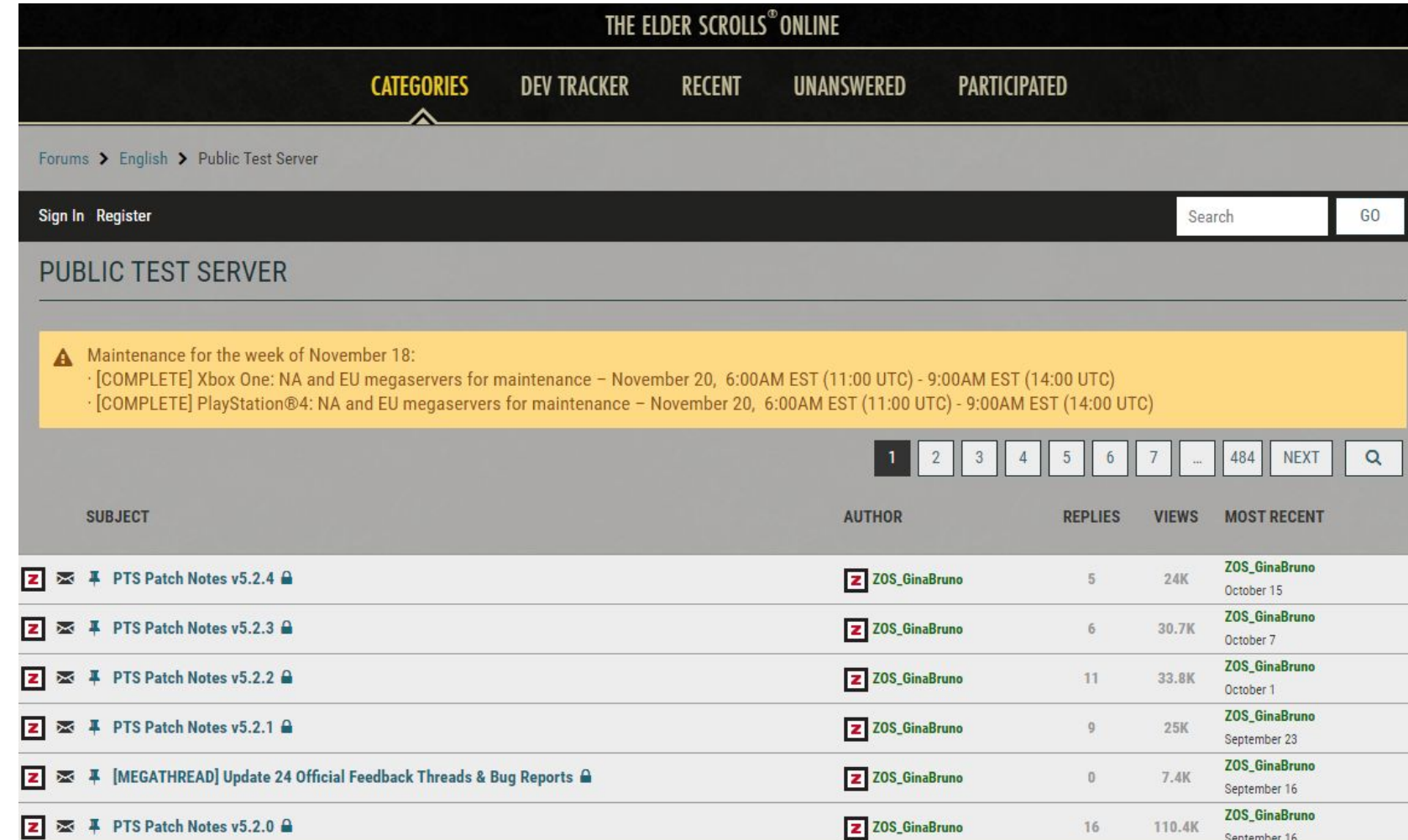


Early Access To Content

What: Implement a beta / private branch of your game.

Benefits: Day 1 content, guides and creators become experts.

When: Pre Launch.

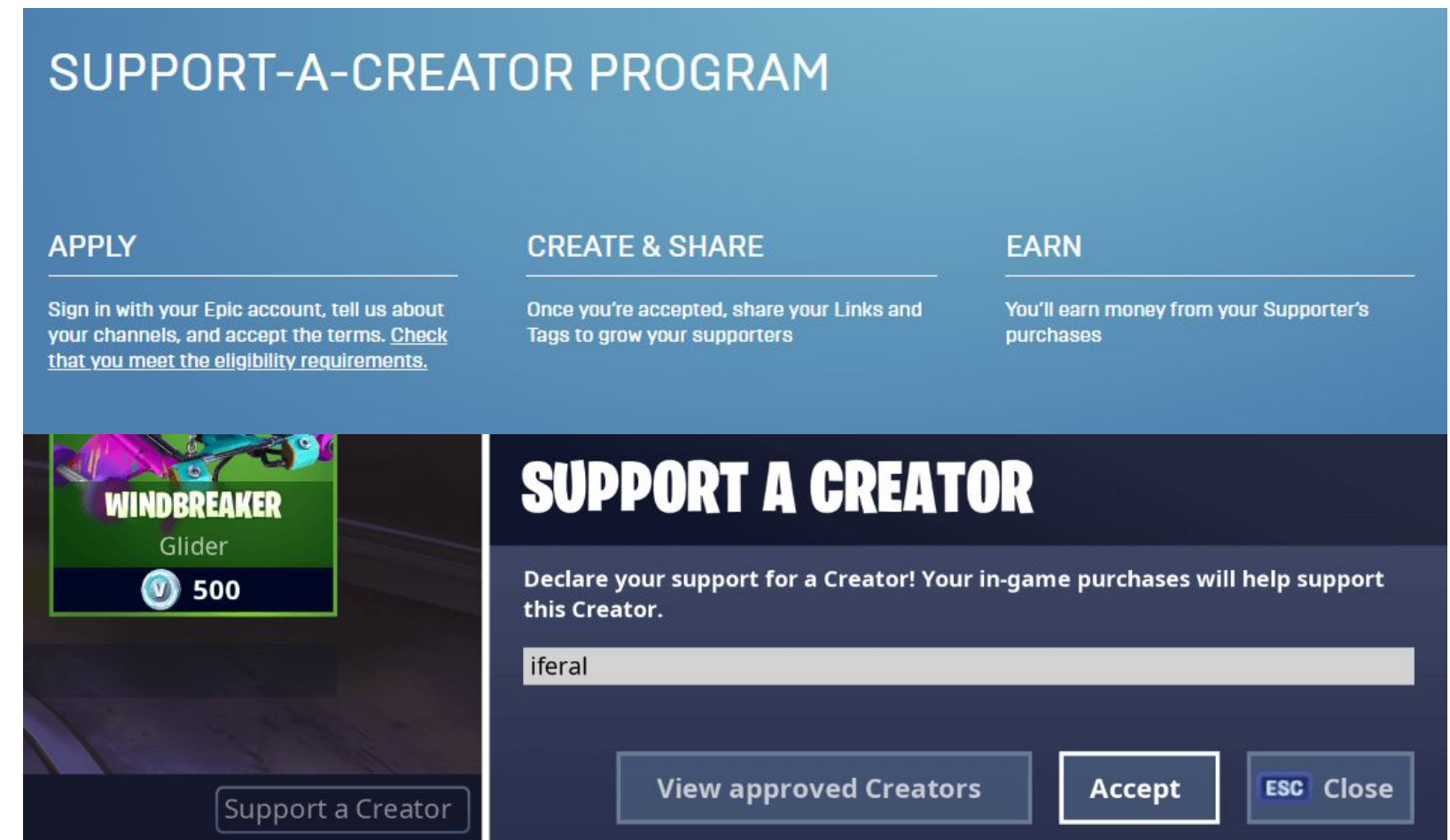


Referral links / creator codes

What: External or internal referral mechanisms. Game purchases or MTX.

Benefits: Creators can monetize their content creation.

When: Pre Launch.



Customization

What: Add items or features inspired by content creators.

Benefits: Strong for marketing, creators can benefit from it monetarily.

When: Post launch.

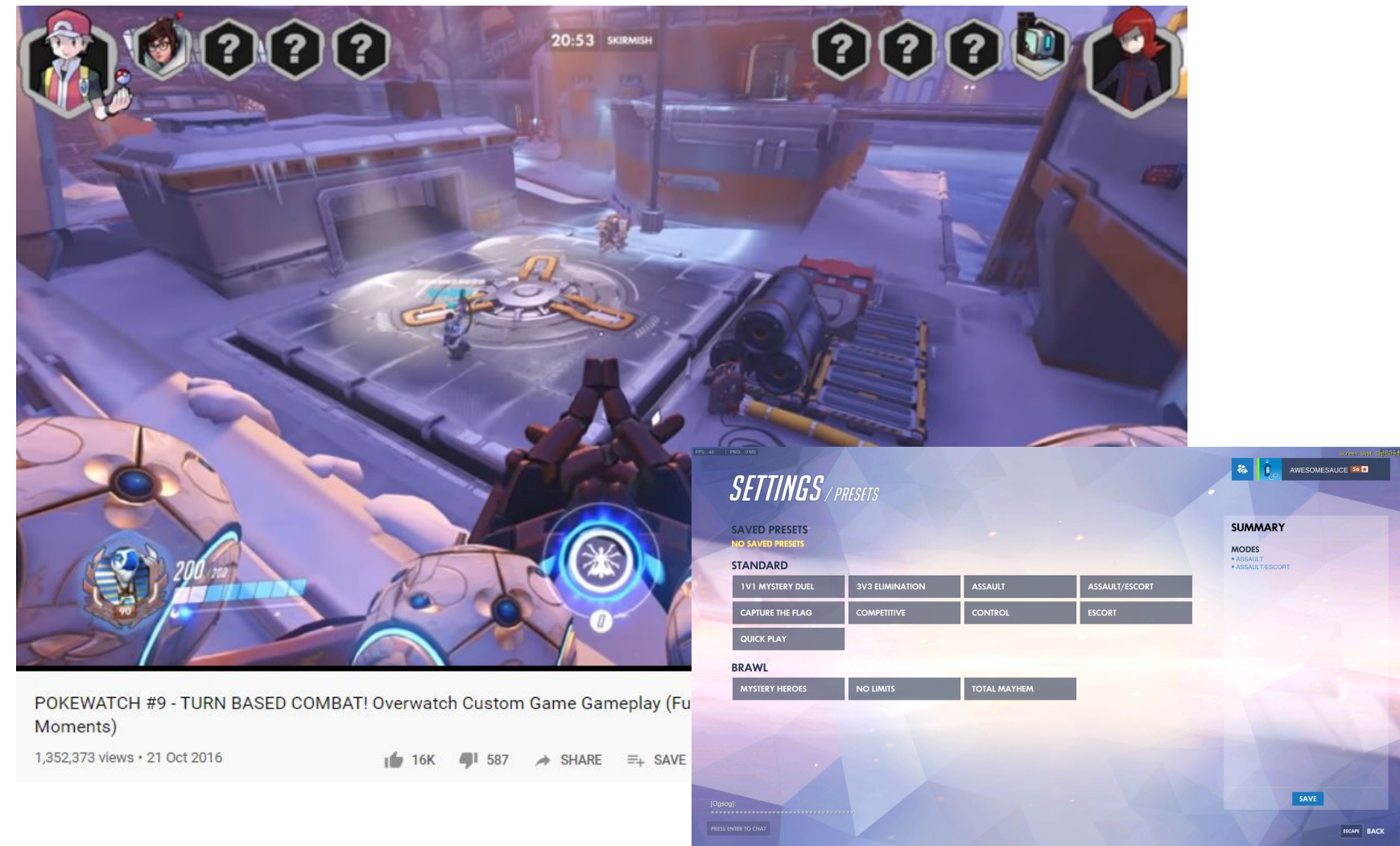


Custom game modes

What: Let creators modify the game rules with an in-game editor.

Benefits: Empowers narratives, inspiration and fun.

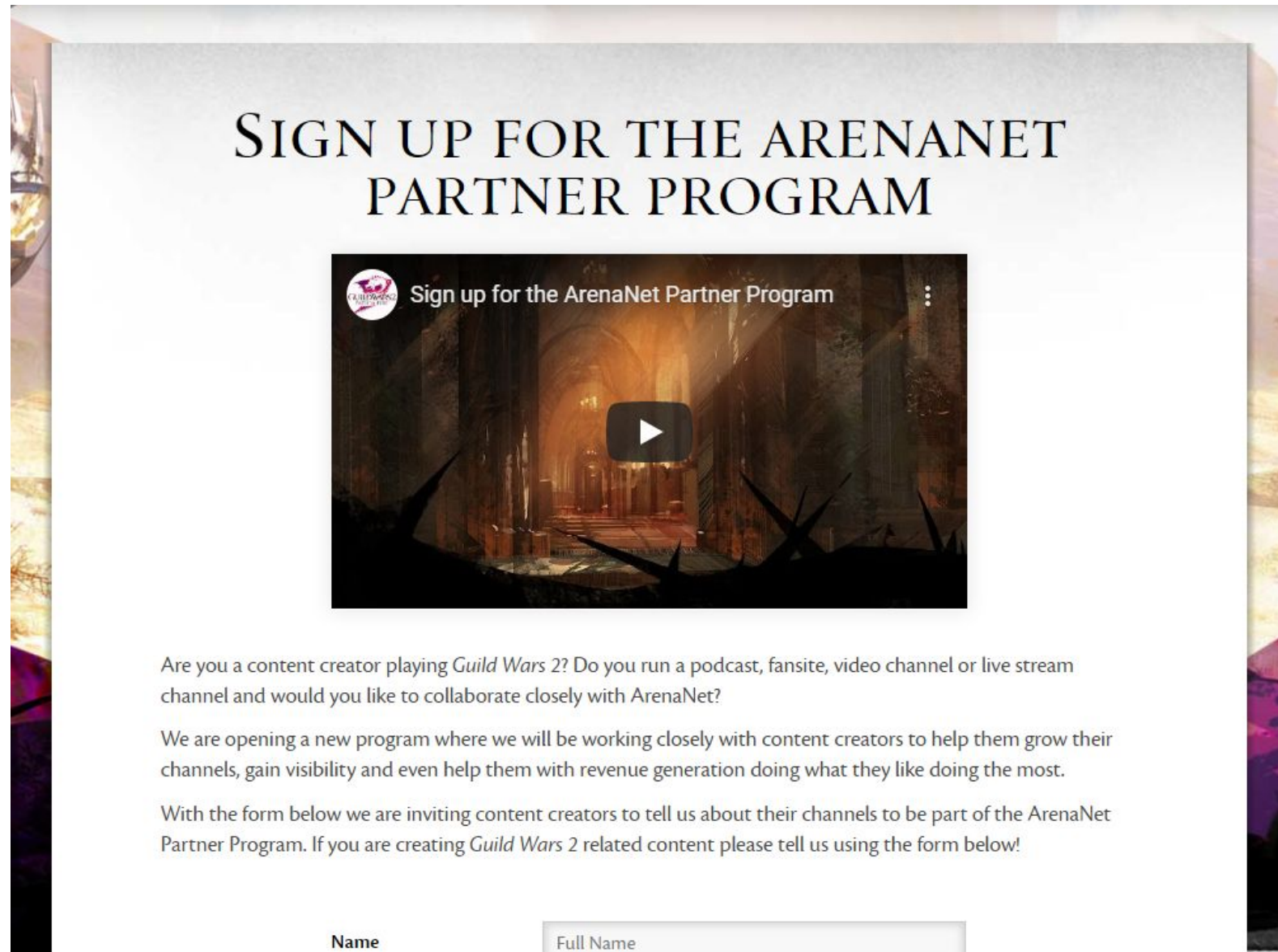
When: Post launch.



ArenaNet Partner Program Mini Dive

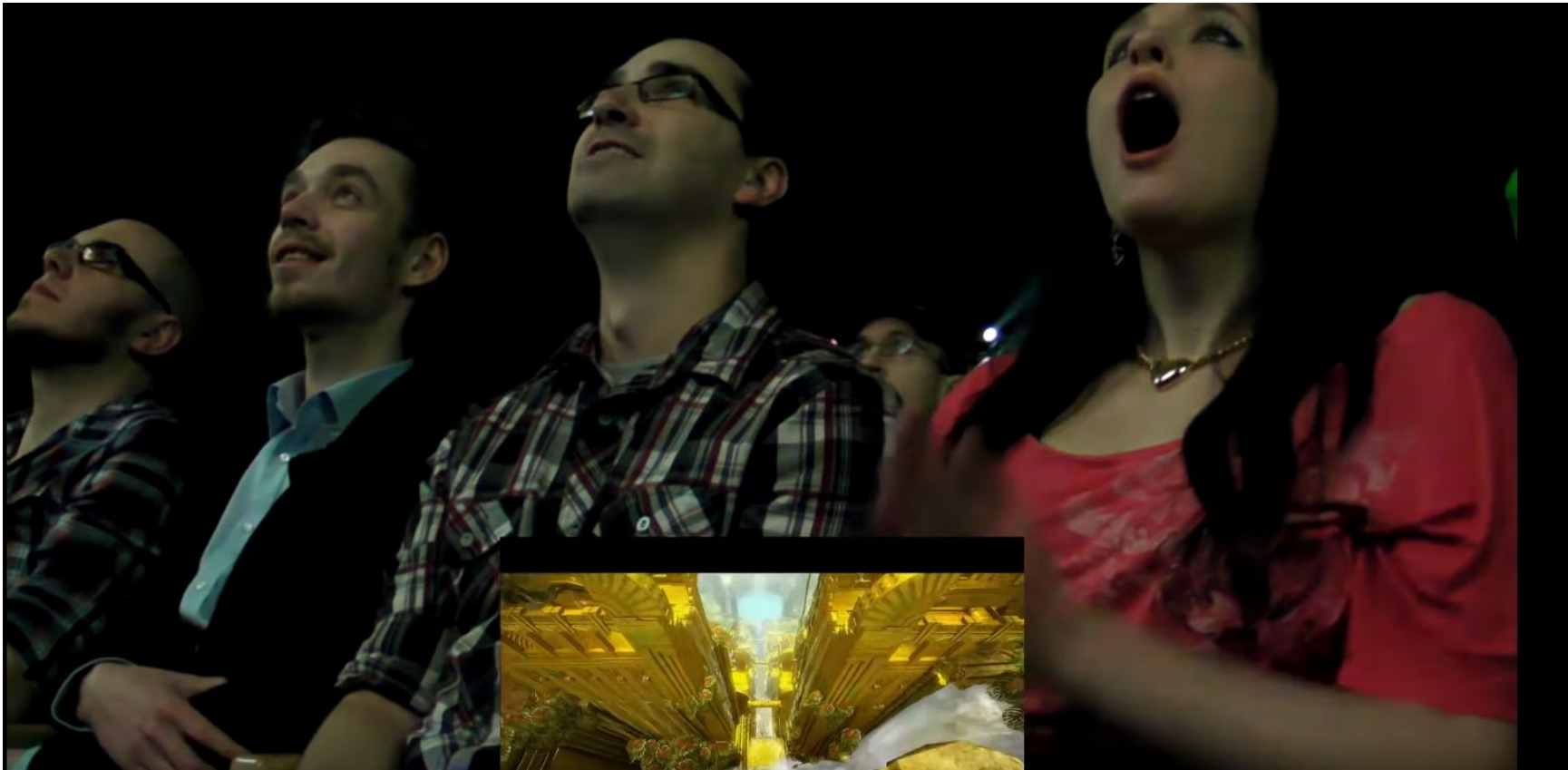


Overview



- ❖ Organic grassroots program.
- ❖ In-house.
- ❖ 1 year beta, >100 creators signed.
- ❖ Launched Sept 2015.
- ❖ Creators very well supported.
- ❖ Still going strong.

Challenges



- ❖ **Developed late, 2 years after release.**
- ❖ **Hard to make changes to the game.**
- ❖ **Not proven model at the time.**
- ❖ **Not proven ROI at the time.**
- ❖ **No reference framework to inform decision-making.**

Keys to success



- ❖ **Strong IP.**
- ❖ **Great community managers.**
- ❖ **Clever use of technology for scaling.**
- ❖ **Superb content creators.**
- ❖ **Regular content coming to the game.**
- ❖ **Leveraged existing featureset.**

Things to look out for



Be wary of...

- ❖ **Building your game solely around content creator mechanics.**
- ❖ **Relying solely on content creators for launching a game.**
- ❖ **Player acquisition is important, but player retention is key.**

The future & predictions

State of play

Analysis time

ArenaNet Partner
Program Mini Dive

Things to look out
for

The future &
predictions

Where are we going?

- ❖ Playing and streaming become one.
- ❖ Content creators turn game consultants.
- ❖ Creator-first features become standard.
- ❖ Better marketing teams.
- ❖ Data-driven ecosystem.
- ❖ Game design to consider streamers from day 0.

References

- ❖ [Twitch for Game Developers](#)
- ❖ [List of games with Twitch Integrations](#)
- ❖ [F2P Guild Design - Anthony Pecorella](#)

Examples of Twitch Bait

- ❖ [Twitch Plays Pokemon](#)
- ❖ [Dead Cells](#)
- ❖ [Snap Finger Click - Quiz Time](#)
- ❖ [Party Hard 2](#)
- ❖ [Choice Chamber](#)
- ❖ [Legend of Dungeon: Masters.](#)
- ❖ [The Darwin Project](#)
- ❖ [Move or Die](#)

A thought on video platforms

Unpaid, addressable audience (Subs - Followers)*

- Youtube **6x** bigger than Twitch.
- Twitch **18x** bigger than Mixer.
- Youtube **110x** bigger than Mixer.

Viewership (Total views) - As per SocialBlade's Viewership Data.*

- Youtube **20x** bigger than Twitch.
- Twitch **80x** bigger than Mixer.
- Youtube **1500x (!)** bigger than Mixer.

**: We analyzed Youtube, Twitch & Mixer. Looked at the top 250 channels, gaming vertical only.*

Questions?

Thank you!