

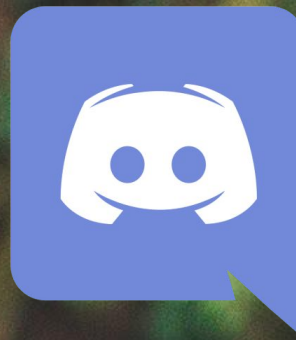
Don't be a Copycat:

Personalized Marketing For Your Game

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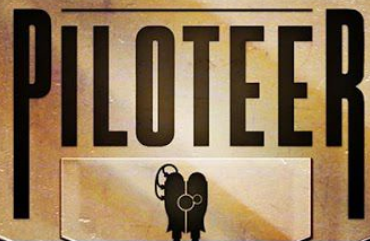








neo cab



PILOTEER



OLD
MAN'S
JOURNEY



HAVEN



ORWELL
IGNORANCE IS STRENGTH



BIT
BASH



DICEY
DUNGEONS



Boyfriend
DUNGEON



BATTLECAKES



HOLE
DOWN



KEEP TALKING
and NOBODY EXPLODES



garden
story



Sifu | Reveal Trailer



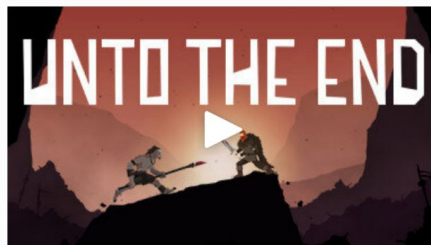
Half-Life: Alyx | Announcement Trailer



Moonglow Bay | Announce Trailer



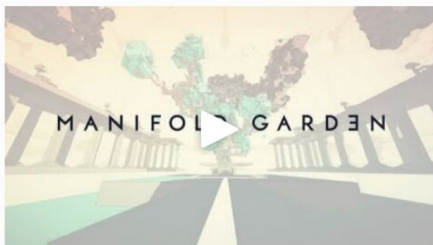
Noita 1.0 | Launch Trailer



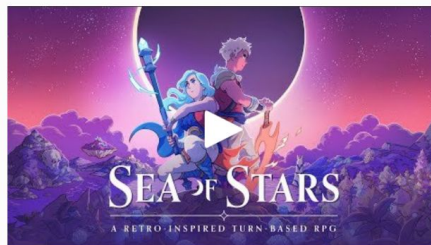
Unto The End | Launch Trailer



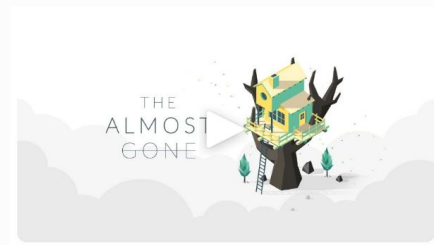
Spelunky 2 | Launch Trailer



Manifold Garden | Release Trailer

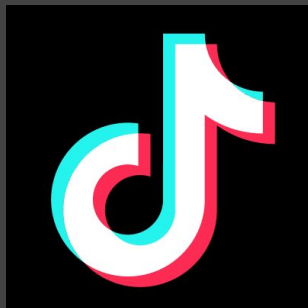


Sea of Stars | Summer Game Fest Trailer



The Almost Gone | Launch Trailer

imgur



Goals



Make Your Game **Stand Out**



Provide a Means to
Find, Share and Follow
Your Game

Provide the Media (**Press, YouTubers, Streamers**)
information which is **easy to find & digest**
So they can write stories & produce content

Inform the customer so they can make a decision and be motivated to purchase

Understand the **INTENTION** of each marketing component
to decide which make sense for **YOUR** game

Essentials

Message

A cohesive, consistent, and compelling way
to talk about your game

More Feelings, Fewer Features:
Showcasing Your Indie Game
Through Messaging and Video



Message

Intention

- Using words, communicate what your game is and why it's different than everything else
- Make people interested in learning more about your game
- Ground all marketing decisions and strategies

Workload - 

Upkeep - 

Importance - 

“Time moves when you move”

“Now you’re thinking with portals”

“the last human driver-for hire searching for her
missing friend in the neon streets of Los Ojos”

“It’s a lovely morning in the village,
And you’re a horrible goose”

Message

Tips

- Make it clear, concise, and accessible
- Convey what the game is and the player experience quickly
- Leave people wanting more
- Stay clear from common traps of relying only on genre or comparing your game with others

Marketing Timeline

A clear framework of your game's marketing timeline
from announce to launch


Marketing Timeline

Intention

- To give you an understanding of what you'll need assets-wise, and the workload you need to plan for throughout the marketing of your game
- A consistent schedule for communicating with people about your game
- To ground your strategy for the marketing process

Workload - 

Upkeep - 

Importance - 

Marketing Timeline

Tips

- Start with your REALISTIC launch time frame and work backwards to determine marketing beats
- Be 100% honest with yourself about time and resources
- Think about spacing between marketing beats

Press Kit

An easy-to-download package of assets
to help the media write about your game

Press Kit

Intention

- Make it simple and seamless for press to cover your game by providing all assets in one easy-to-download place

Workload - 😊😓

Upkeep - ⌚⌚

Importance - ★★

Press List

A list of the journalists, YouTubers, and streamers who are most likely to be interested in your game

Press List

Intention

- Keep track of targeted media most likely to cover your game and who you've reached out to before

Workload - 

Upkeep - 

Importance - 

Press List

Tips

- Research media who have covered your competitors and/or other games similar to yours
- You can often find contact info through the media outlet itself
- Update it consistently
- Keep thorough notes

Press Emails

Intention

- Tell the media/streamers the latest news about your game and why it's relevant for them and get coverage in accordance with your marketing beat

Workload - 

Upkeep - 

Importance - 

Twitter

Intention

- Broadcast announcements
- Show your game to press, curators, investors, scouts
- Communicate with professionals & devs
- Show development, share screenshots & GIFs

Workload - 😄😄😄

Upkeep - ⌚⌚⌚

Importance - ★★



Announce Trailer

Intention

- Announce the game
- Spark interest and get wishlists
- Media coverage
- Start building a following

Workload - 

Upkeep - 

Importance - 

Launch Trailer

Intention

- Announce release & where to buy
- Motivate to buy
- Tie up lingering gameplay/story questions
- Build hype!

Workload - 

Upkeep - 

Importance - 

Screenshots

Intention

- Show what the game looks like
- Preview game UI and genre
- Make press articles and social media posts pretty!

Workload -   

Upkeep -  

Importance -     

Store Page

Intention

- Provide genre and content information
- Make the game look appealing
- Motivate to buy/wishlist
-

Workload - 😄😄

Upkeep - ⌚⌚

Importance - ★★★★★

Store/Metadata Tags

Intention

- Make your game easy to be found via search and recommended on Steam
- Indicate genre or mix of genres
- Help Steam cross promote your game

Workload - 😊💧

Upkeep - ⌚

Importance - ★★★★★

Nice-to-Haves

Mailing List

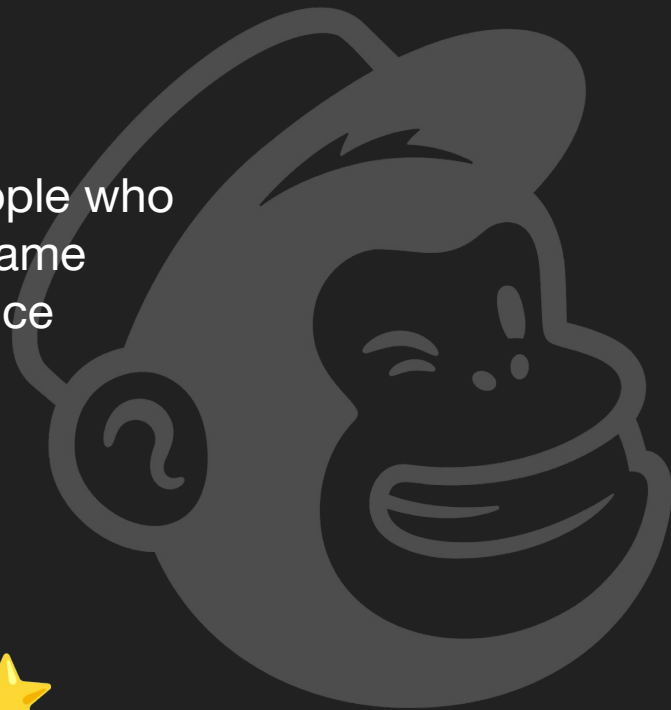
Intention

- Communicate consistently with people who show most interest in your studio/game
- Cultivate long term engaged audience

Workload - 😊😓

Upkeep - ⌚⌚⌚

Importance - ★★★★★



Purrrrrrrrr.



Meow meow mew. Mew? Meow meow mewww mew mew.

Hisssss

Meow meow meow meow meowww meow, meoooOw mewmeow meow meow meow meow meow MEOW
meow. [Meowmew Meow](#). Chirp! Purrrrrrrrrrrrrrrrrrrrr. Meow meow. Meow. *Flips over* meow meow meow meow.
Meow meow meow meow meow. Mew mew. Meow meow meow meow meow meow meow meow meow.

Animated GIFs

Intention

- Show the game in motion
- Make social media and store page prettier

Workload - 

Upkeep - 

Importance - 

Gameplay & Story Trailers

Intention

- Show how the gameplay works
- Additional marketing beat

Workload - 

Upkeep - 

Importance - 

TikTok

Intention

- Show quick looks at your game
- Broadcast announcements
- Gather lots of player eyeballs!
- Get wishlists

Workload - 😄😄😄

Upkeep - ⌚⌚

Importance - ★★ ★



Website

Intention

- One place to house all game information and make it look pretty (if you're launching on multiple platforms)
- Present game to investors, publishers, press

Workload - 

Upkeep - 

Importance - 

Discord

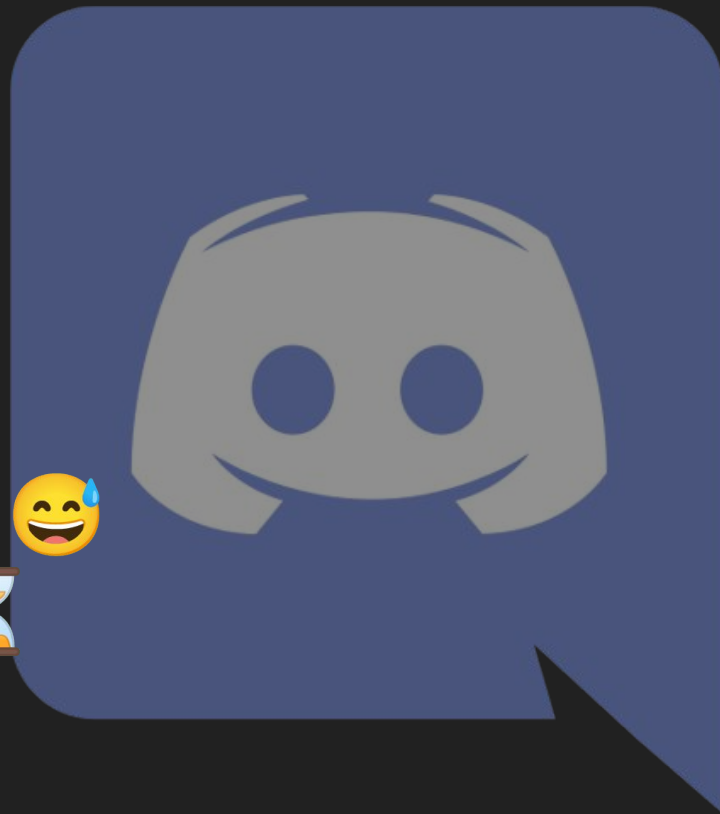
Intention

- Build long term community
- Communicate w/ dedicated fans

Workload - 😄💧 😄💧 😄💧 😄💧 😄💧

Upkeep - ⌚ ⌚ ⌚ ⌚ ⌚

Importance - ★



Online Events

Intention

- Showcase your game where there are lots of eyeballs
- Gather Wishlists
- Share demo

Workload - 

Upkeep - 

Importance - 

Conventions

Intention

- Showcase your game where there are lots of eyeballs
- Connect with media
- Build your mailing list
- User testing

Workload - 

Upkeep - 

Importance - 

How Do You Choose What
Strategies to Employ for
YOUR Game?

The best scenario is to use
multiple tactics and strategies
but that doesn't mean you have
to do **everything**

Look at the Following Factors:

- Resources
- Skills
- Your Community
- Goals

How to update people & spread awareness? (Score 1-10 then add, prioritize high scores)

	Impact	Doability	Total
Discord	2	4	6
TikTok	8	7	15
Facebook	1	5	6
Mailing List	6	7	13

Look at upkeep

LOW

- Trailers
- Message
- Tags

MEDIUM

- Press Kit
- Screenshots
- Website
- GIFs
- Store Page
- Press Emails
- Marketing Timeline
- Imgur

HIGH

- Conventions
- Mailing List
- Press List
- TikTok

HIGHEST

- Discord
- Twitter

Discoverability

- Store page
- Tags
- Sales
- Imgur
- TikTok

Make Your Game Look Cool

- Trailers
- GIFs
- Screenshots
- Website
- Instagram

Talk to People About Your Game

- Messaging
- Conventions
- Online events
- Press kit
- Press emails
- Mailing list

Build Community

- Twitter
- Discord
- Facebook

	Talk to people about your game	Make your game look cool	Discoverability	Build community	
Messaging	X	X	X	X	4
Twitter	X	X	X	X	4
Discord	X			X	3
Mailing List	X	X		X	3
Trailers	X	X	X		3
Conventions	X			X	2
Press Emails	X		X		2
Facebook	X			X	2
GIFs		X	X		2
Imgur		X	X		2
Press Kit	X	X			2
Screenshots		X	X		2
Sales			X		1
Tags			X		1

Remove the word **SHOULD**
from your marketing vocabulary

Start with **ONE** thing and
Branch out if/when you're able

Experiment & Pivot!

What would give your
audience **joy**?

You are **not** trying to **trick**
people into buying

Personalize your marketing
to your game

Thank you!

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