

# Cross Promotion: The Benefits of Collaborating with Other Developers

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# NICHE

a genetics survival game



# NIMBATUS

THE SPACE DRONE CONSTRUCTOR



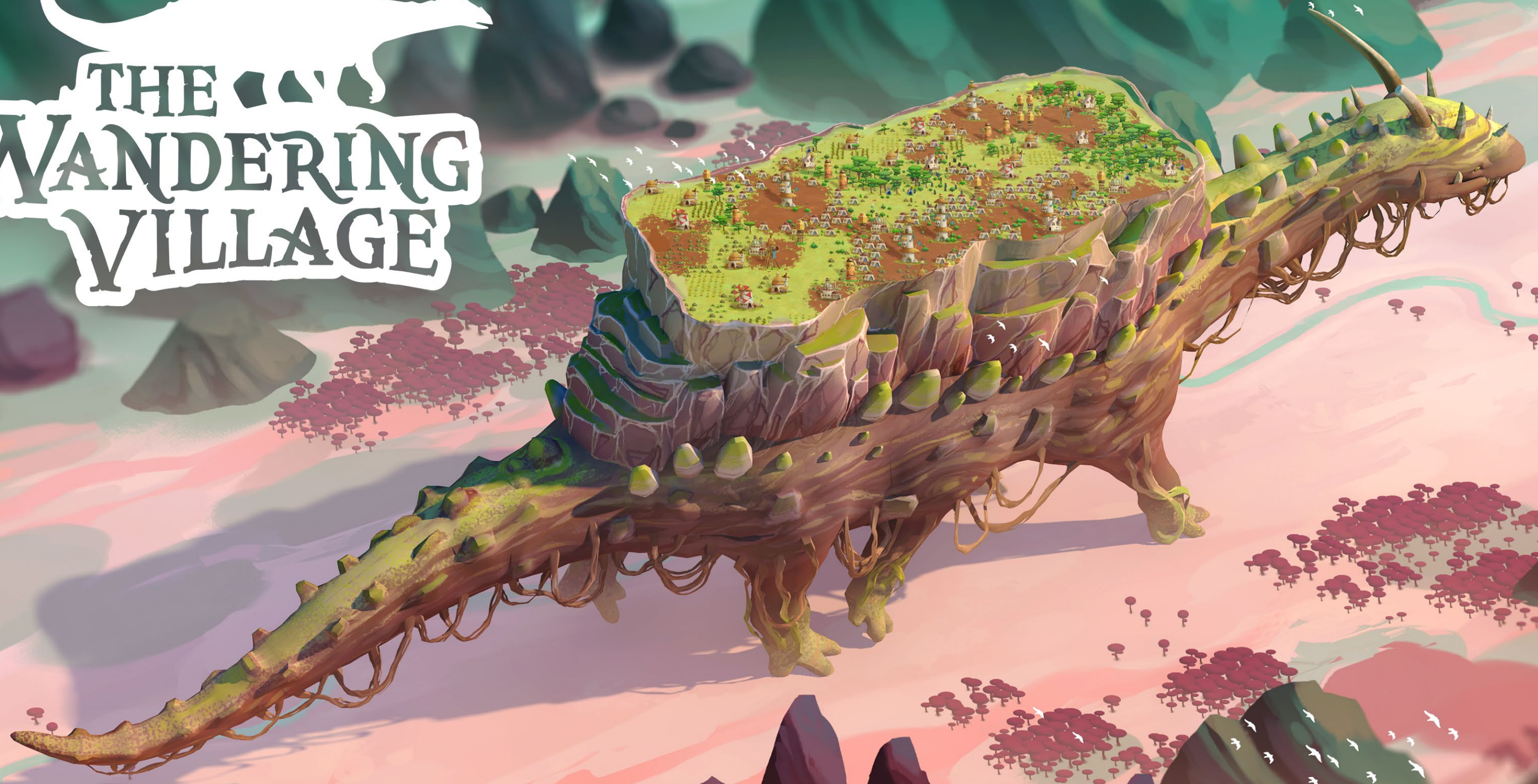
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# THE WANDERING VILLAGE



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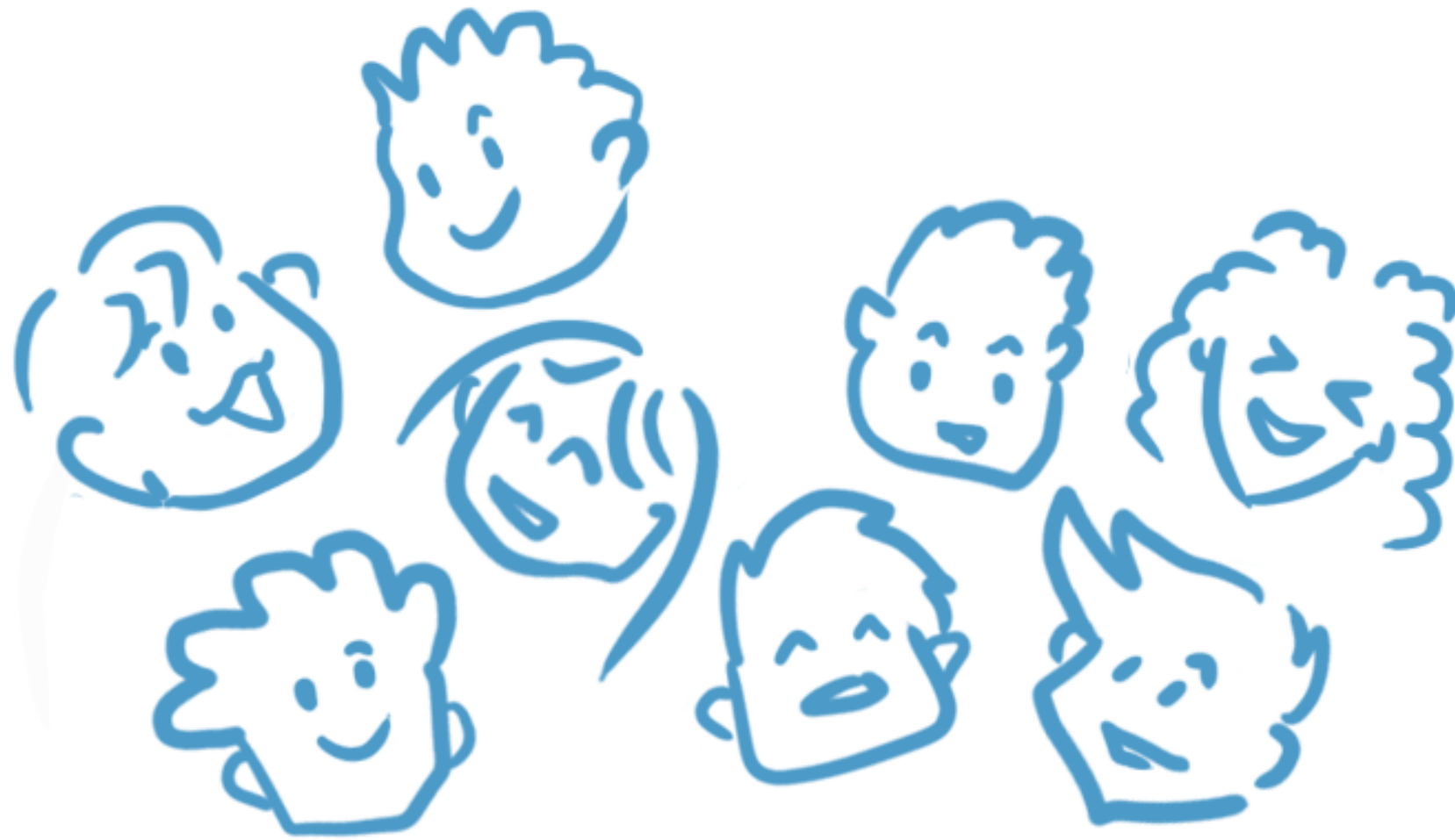
# What is 'cross-promotion'?



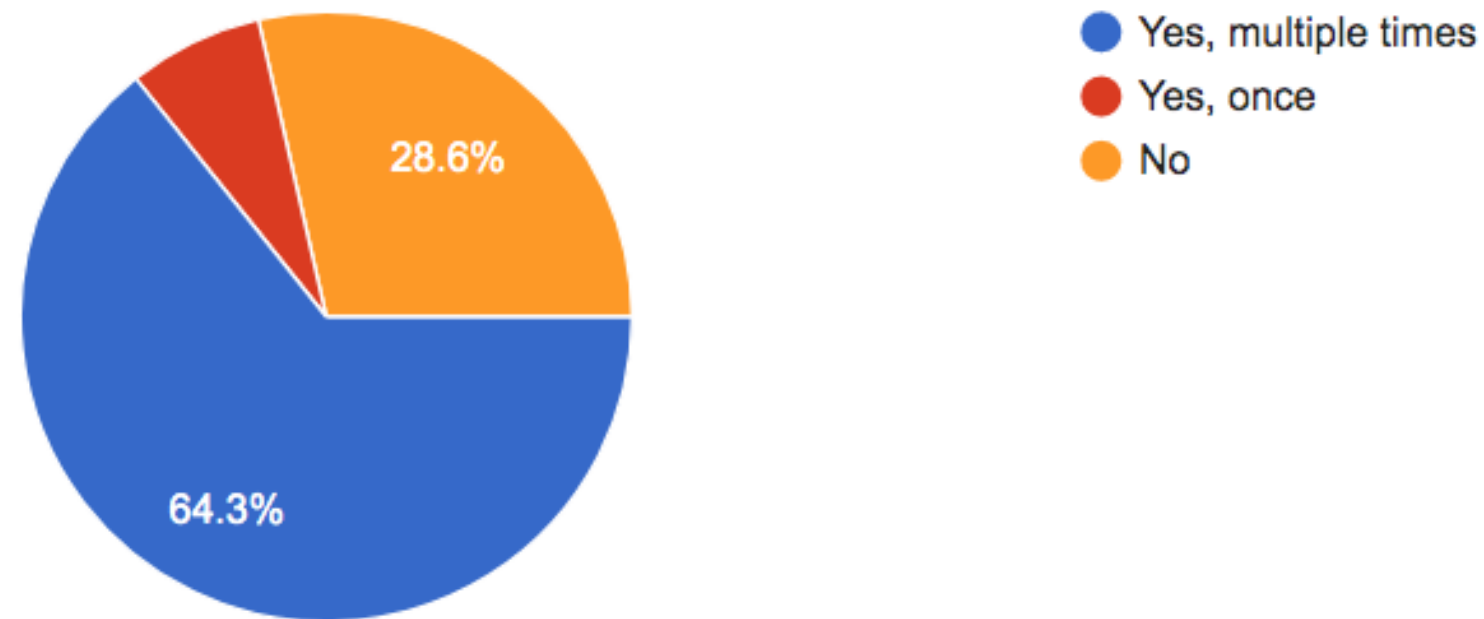
# Why cross-promote games?



# Do indie developers cross-promote?

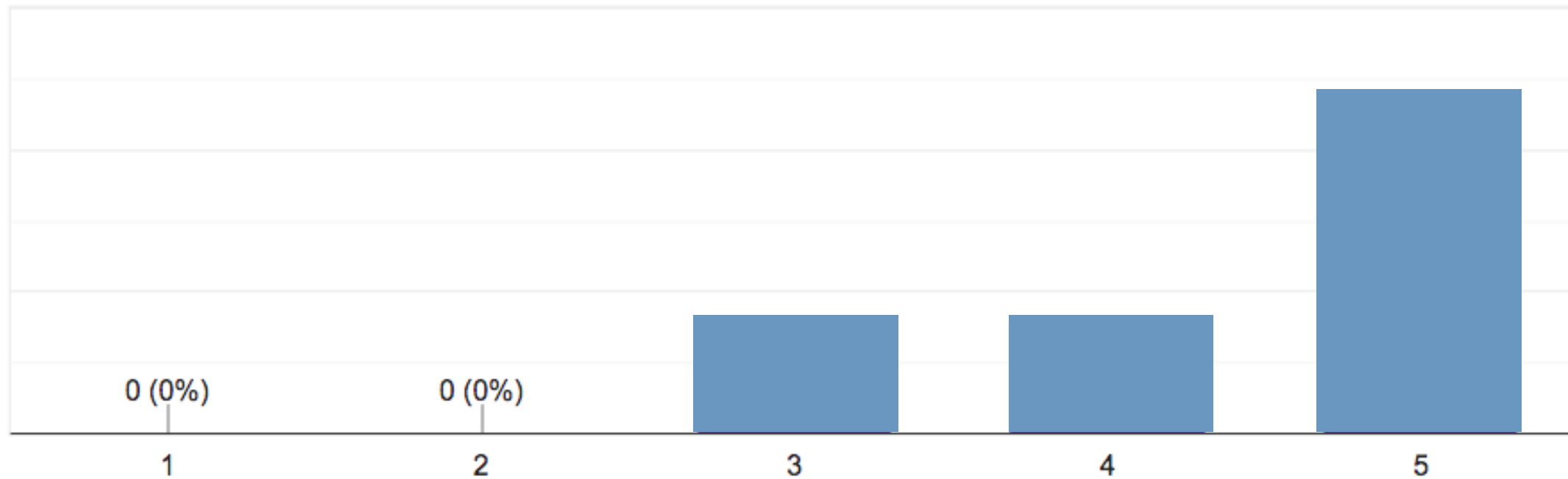


# Have you collaborated with other game developers in order to increase your/their/or both games' marketing reach?





# If yes, were you satisfied with the results of your collaboration?





# How did you collaborate with other developers?

- Shout-outs
- Knowledge Sharing
- Themed Sales
- Tool Sharing



# Let's look at these popular examples





# How did you collaborate with other developers?

- **Shout-outs**
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# Shout-outs

OMNO - an atmospheric exploration and puzzle adventure



A journey of discovery through an ancient world of wonders

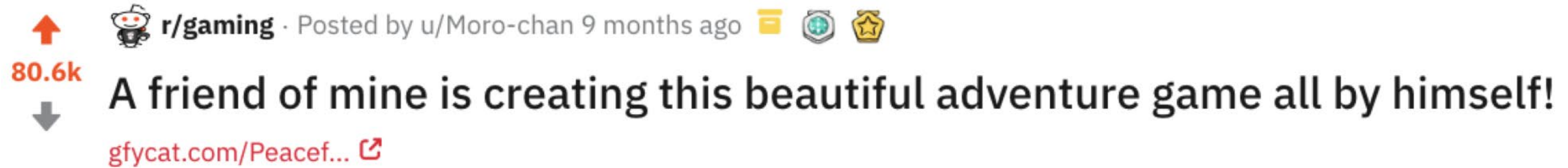
[Missed it? Back here!](#)

Created by  
Jonas Manke

3,471 backers pledged €97,769 to help bring this project to life.



# Shout-outs



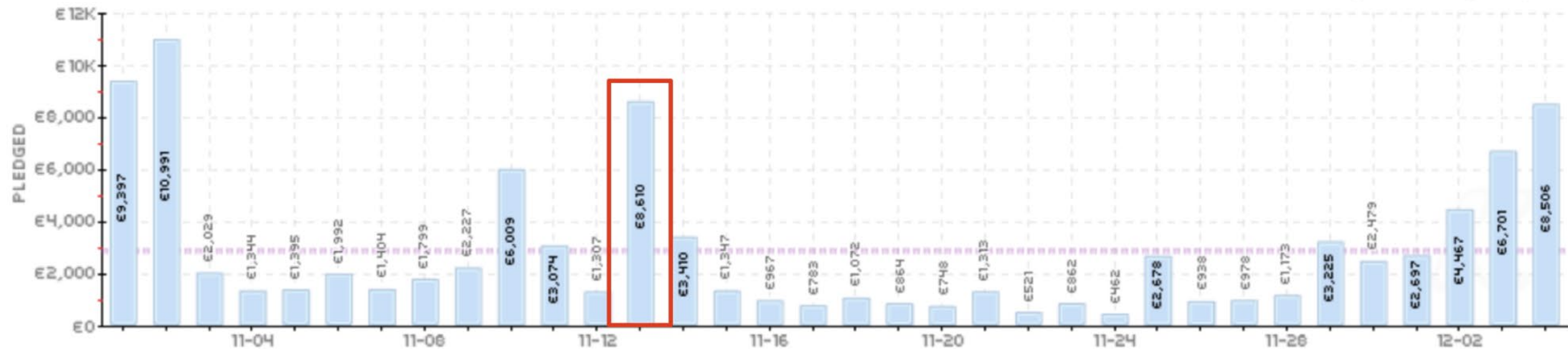


# Shout-outs

↑ 80.6k ↓  
r/gaming · Posted by u/Moro-chan 9 months ago  
A friend of mine is creating this beautiful adventure game all by himself!  
[gfycat.com/Peacef...](https://gfycat.com/Peaceful...)

Pledges Per Day: OMNO - an atmospheric exploration and puzzle adventure

==== Average Per Day: €2,876



(c) 2018 Kicktraq. Additional content provided by Kickstarter Inc. and Jonas Manke. Trademarks and related content are owned by their respective companies.

Shared under the creative commons (CC BY-NC 3.0) license. Read more about sharing this image at [www.kicktraq.com/projects/omno/omno-an-atmospheric-exploration-and-puzzle-adventure/#sharing](https://www.kicktraq.com/projects/omno/omno-an-atmospheric-exploration-and-puzzle-adventure/#sharing)



# How did you collaborate with other developers?

- Shout-outs
- **Knowledge Sharing**
- Themed Sales
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# Knowledge Sharing



# Knowledge Sharing

## Get the Nimbatus demo

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**Please sign-up below to receive a download link for the demo.**

This is a preview demo for our Kickstarter campaign, it will not be updated in the future. To be able to play the newest alpha version on Steam, please consider supporting our [Kickstarter](#).

The demo is available for Windows, Mac and Linux.

If you don't receive an email with the download link in a few minutes, you can write us at [info@strayfawnstudio.com](mailto:info@strayfawnstudio.com) and we send you the link.

Please note that this will subscribe you to our newsletter, which you can cancel at any time 😊

Email Address

**DOWNLOAD DEMO**



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# Knowledge Sharing



Nimbatus Demo

Created Oct 30, 2017 11:01 am



55,509

Subscribers

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Created Oct 30, 2017 11:01 am



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Subscribers



[strayfawnstudio.com/insights](https://strayfawnstudio.com/insights)

"Nimbatus - How a free demo got our game funded"



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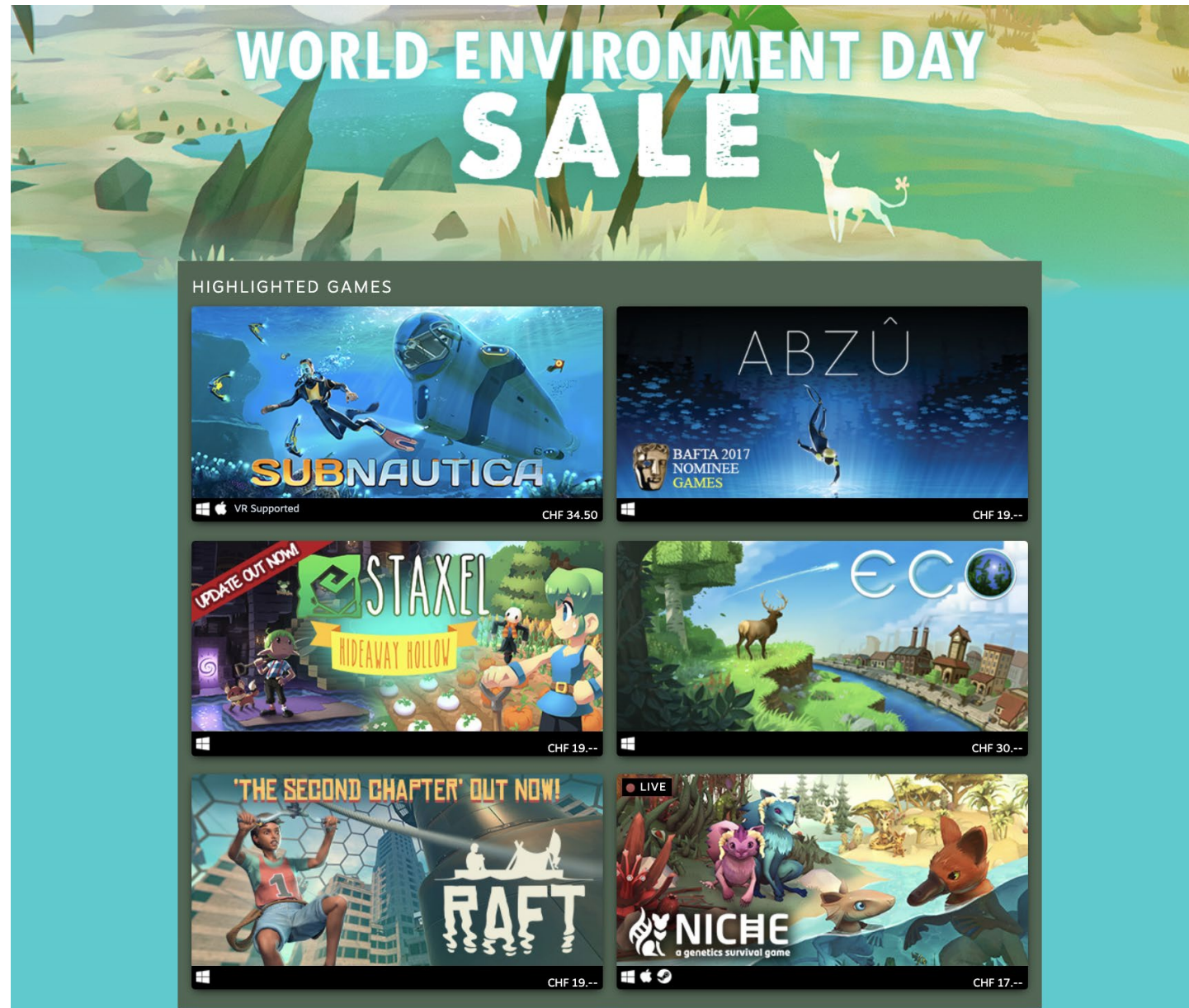


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# Themed Sales





# Themed Sales





# How did you collaborate with other developers?

- Shout-outs
- Knowledge Sharing
- Themed Sales
- **Tool Sharing**



# Tool Sharing

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## PHPUnit Check

To: ben@pixel-maniacs.com, Philomena Schwab

Nimbatus: The Space Drone Constructor: Stream roninpawn Live, 0 Viewers!

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Hey!

a stream of your game Nimbatus: The Space Drone Constructor is live!

Visit it here:

<https://twitch.tv/roninpawn>

Viewer: 0

Follower: 1996

Ben Lochmann

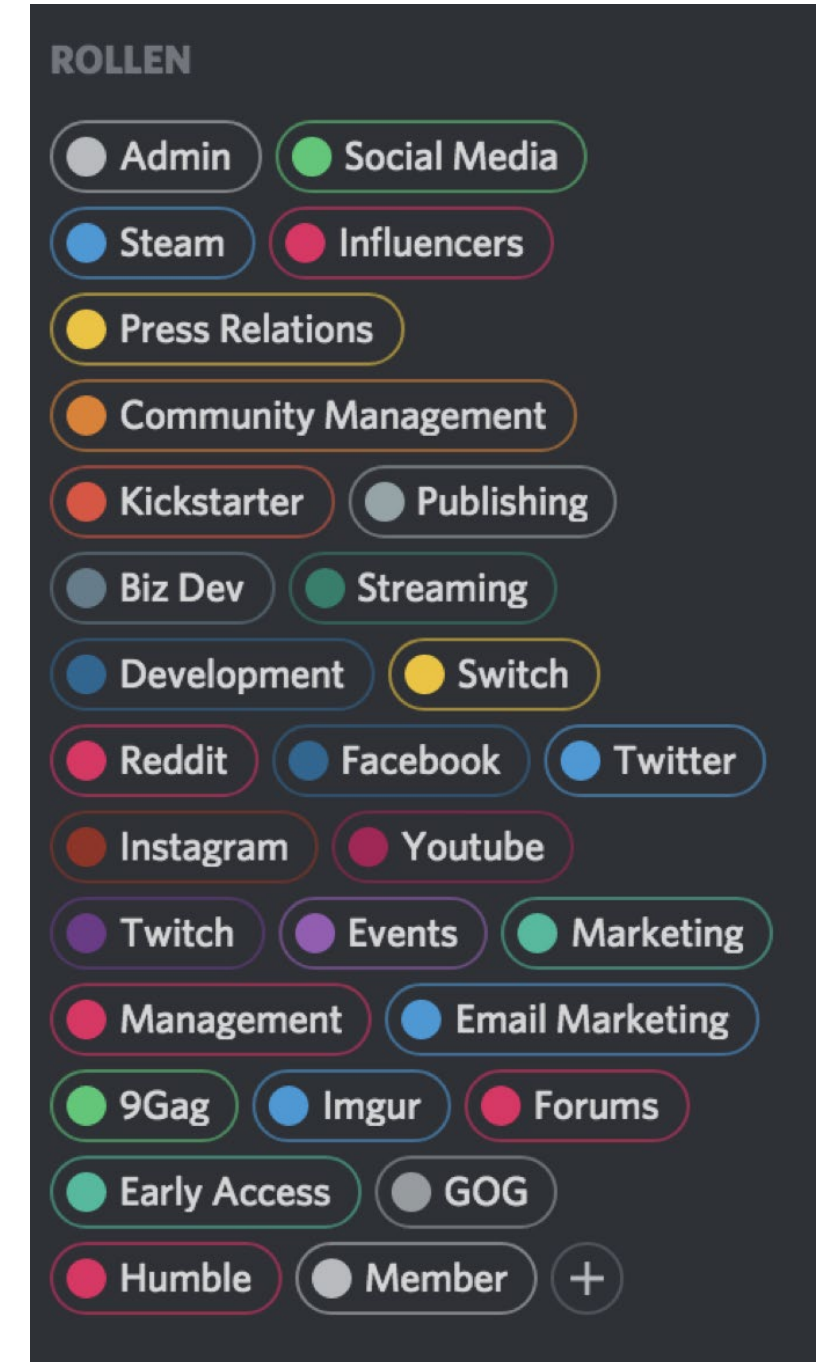
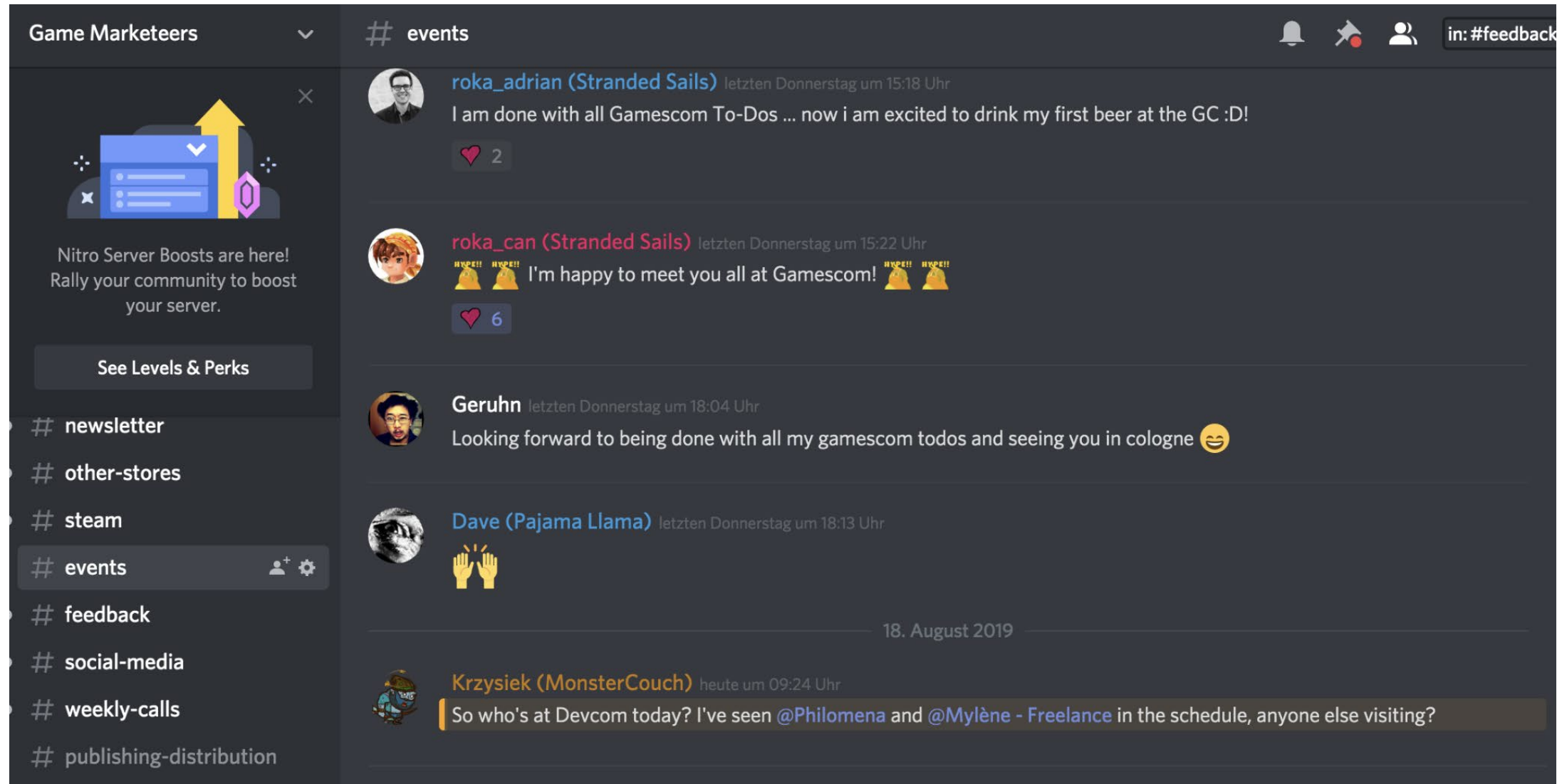


# What other options are there?





# Enhance Communication




# Steam: 'Games by Friends'



GAMES OF OUR FRIENDS

## Retimed



Dash and dodge bullet clusters in nerve wrecking slow motion moments. Challenge up to 4 players to awesome and fast paced arena battles, locally and/or online.

Available: 2019 [Add to Wishlist](#)



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# Bundles (Humble, Steam, ...)



The image shows a Steam bundle advertisement for the 'Survival Management Bundle'. At the top, three game covers are displayed side-by-side: 'Rise to Ruins' (a skeletal figure in a post-apocalyptic landscape), 'Project Zomboid' (a character running from zombies), and 'Judgment' (a detective in a dark, rainy street). Below the covers, the text 'Buy Survival Management Bundle BUNDLE (?)' is shown. At the bottom right, there is a price section with a green '-48%' discount tag, the original price 'CHF 50.00' in small text, and the current price 'CHF 26.00'. To the right of the price is a green 'Add to Cart' button.

Buy Survival Management Bundle BUNDLE (?)

-20% **-48%** CHF 50.00  
CHF 26.00 Add to Cart




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# Kickstarter: Bundle Rewards



AWAY: The Survival Series - An animal adventure game



Enter the animal kingdom and immerse yourself in nature as you embark on a breathtaking journey into the wild.

[Pre-Order AWAY](#)

Created by  
Breaking Walls

2,685 backers pledged CA\$ 135,789 to help bring this project to life.



# Steam: Loyalty discounts & Cross-promo announcements





**CROSS PROMOTION** POSTED Do., 5. November 2020 ENDED Fr., 6. November 2020

## Our friends from Slug Disco just released their game Beetle Uprising

Dear pack

As indie developers it's very important to support fellow devs when they finally launch their game after many years of work :)

So we want to go ahead and give a shoutout to our friends from Slug Disco who just released their game pet/strategy/genetics simulator [Beetle Uprising](#) from Early Access to Full Release on Steam today. It didn't do too great at launch in 2017 and they're trying to breathe new life into it.

There have been some big changes for this release so if you're into beetles, pet games, Real Time Tactics, or if you happen to be in the market for a really quite in-depth genetics simulator (which I'm pretty sure you are ;)), then check it out.



### Beetle Uprising

5 Nov, 2020   [Colony Sim](#)   [Real Time Tactics](#)   [Management](#)   [Science](#)   [Nature](#)

Collect, raise and breed an army of beetles to rise up and lay claim to the abandoned lot! The game features a complex genetics simulation and real-time tactics missions with a full campaign.

+ Wishlist

CHF 10.50

Add to Cart

# Coupon deals



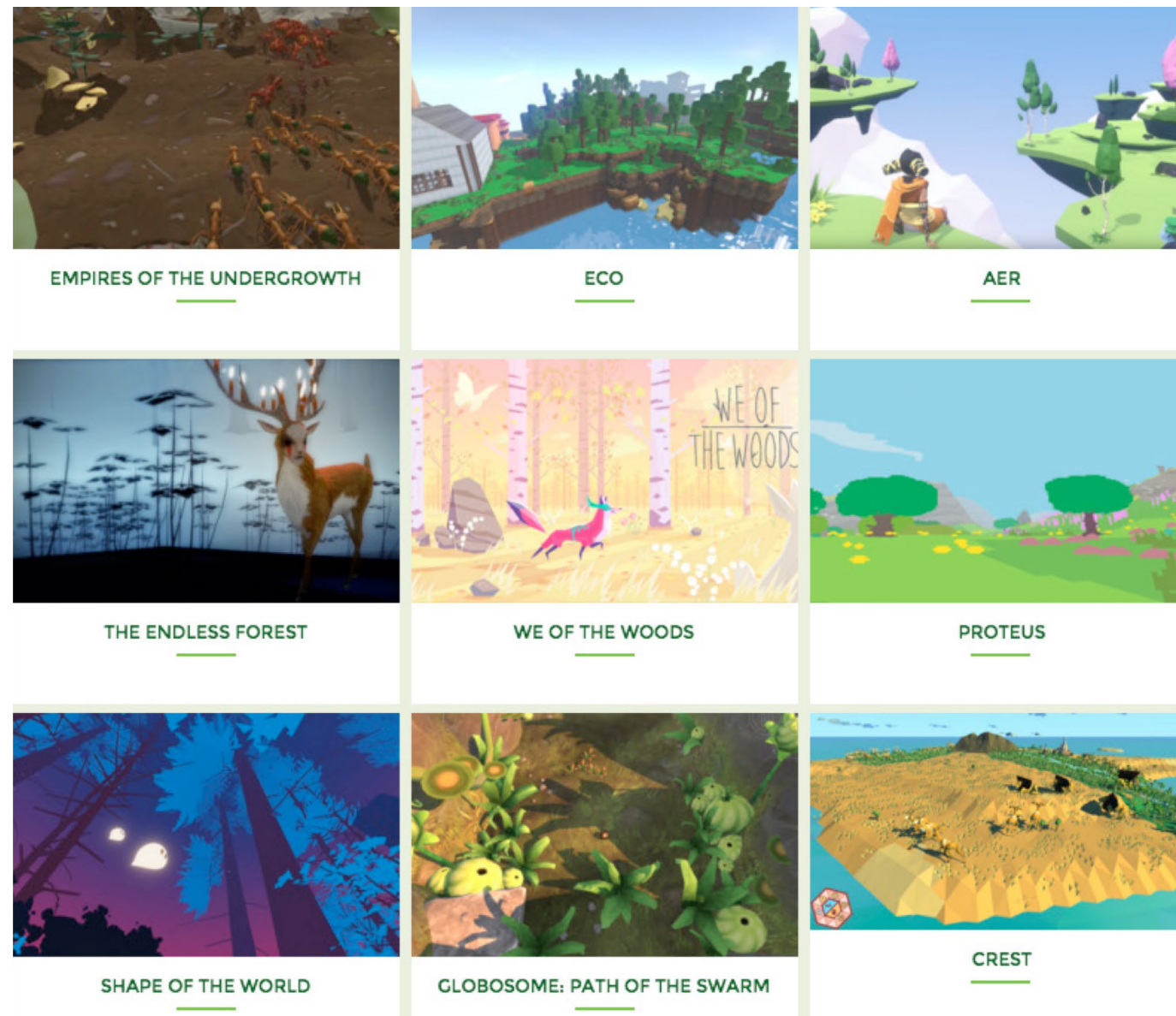


# Themed game website & community





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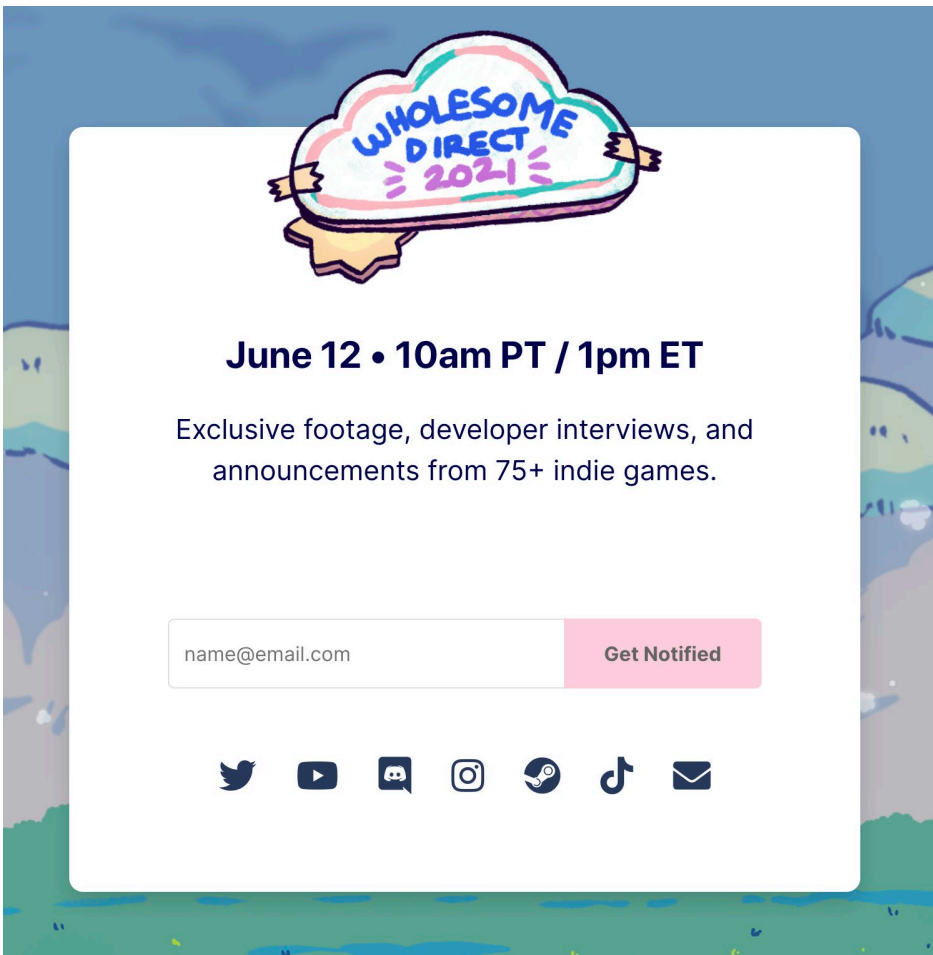


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# Themed game website & community



59 Following    135.9K Followers    1.8M Likes

Brightening your day with uplifting, thoughtful, compassionate, cozy games



# What other options are there?



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- Social media events (#loveindies, #PitchYaGame, ...)



# What other options are there?

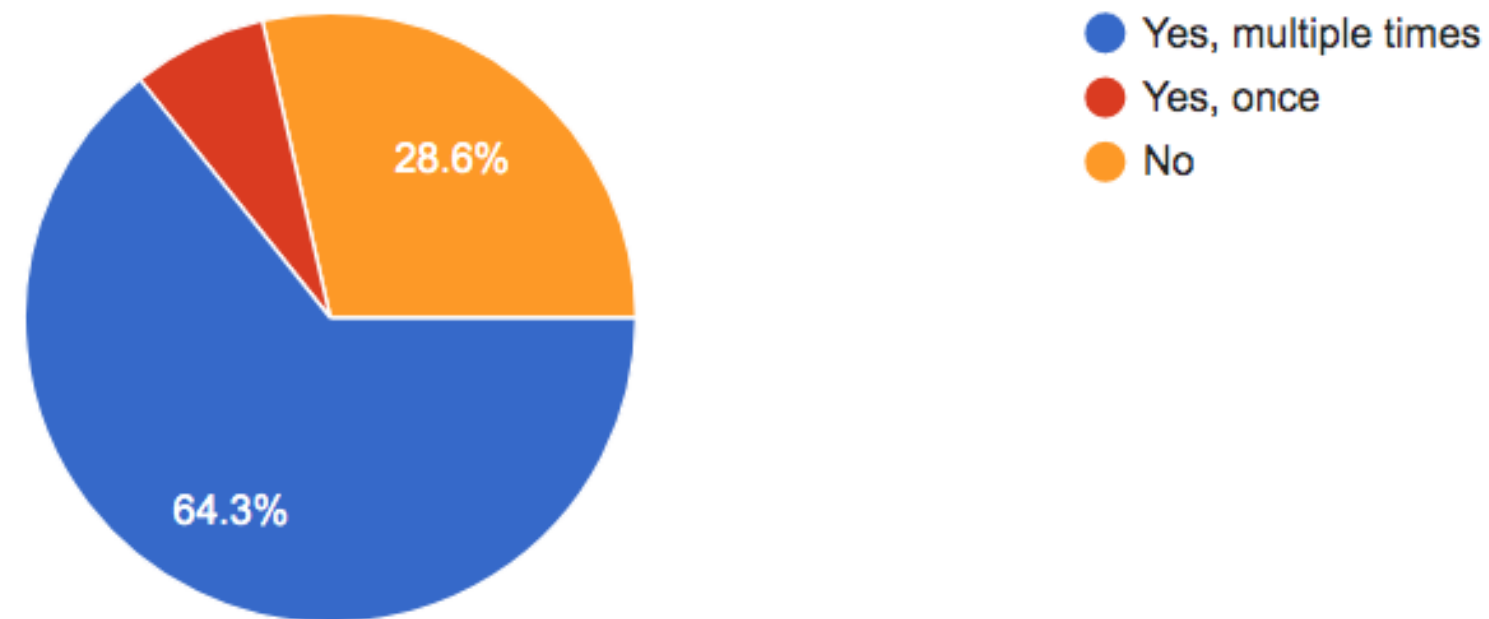
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- Shared communities (Subreddit, Fb group, ...)

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- Shared Youtuber/Twitch, press email lists, scammer list
- Social media events (#loveindies, #PitchYaGame, ...)
- Shared communities (Subreddit, Fb group, ...)
- Talent sharing between teams



# Why haven't you collaborated with another developer yet?



# Why haven't you collaborated with another developer yet?

- “Never thought about it”
- “Couldn’t find a suitable partner”



Start collaborating today  
You now have all the tools you need  
Best of luck!



# Thank you



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Stray Fawn Studio

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[@philomenaschwab](https://twitter.com/philomenaschwab)

[strayfawnstudio.com/insights](https://strayfawnstudio.com/insights)