GDC

# Cross Promotion: The Benefits of Collaborating with Other Developers

Philomena Schwab
Co-Founder & Game Designer, Stray Fawn Studio

GDC 35 GAME DEVELOPERS CONFERENCE | July 19-23, 2021 | #GDC21

THE WANDERING VILLAGE
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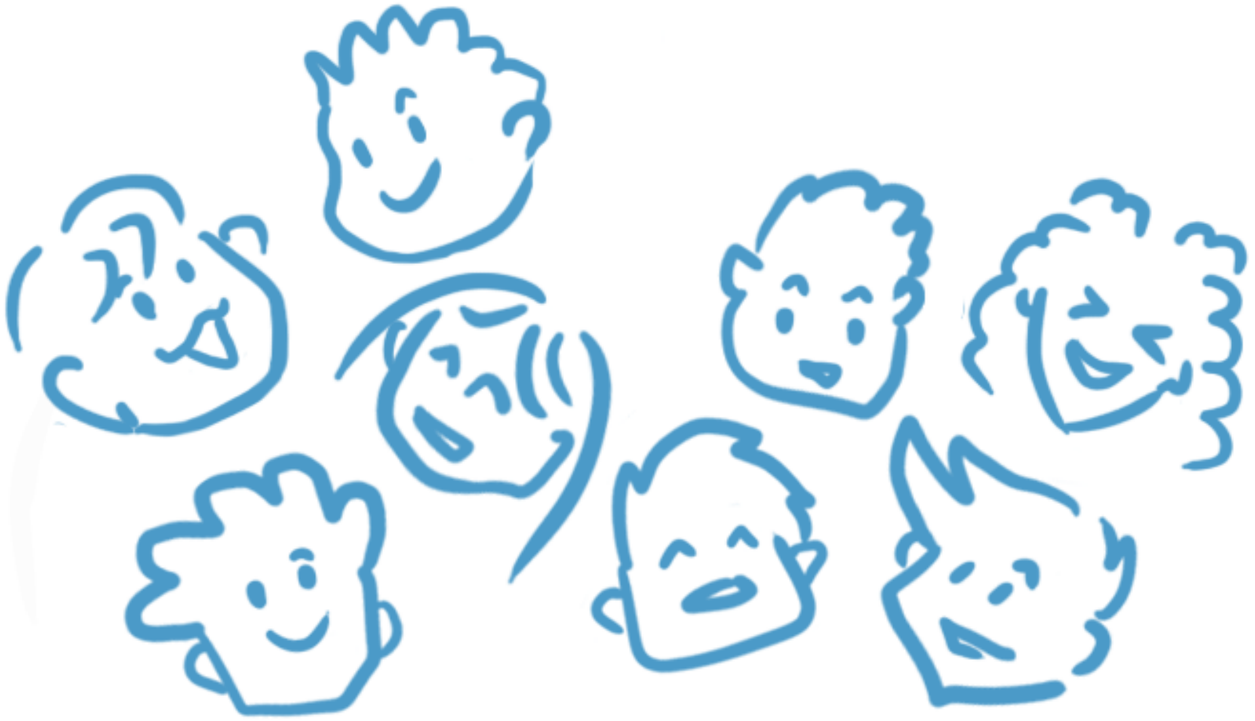
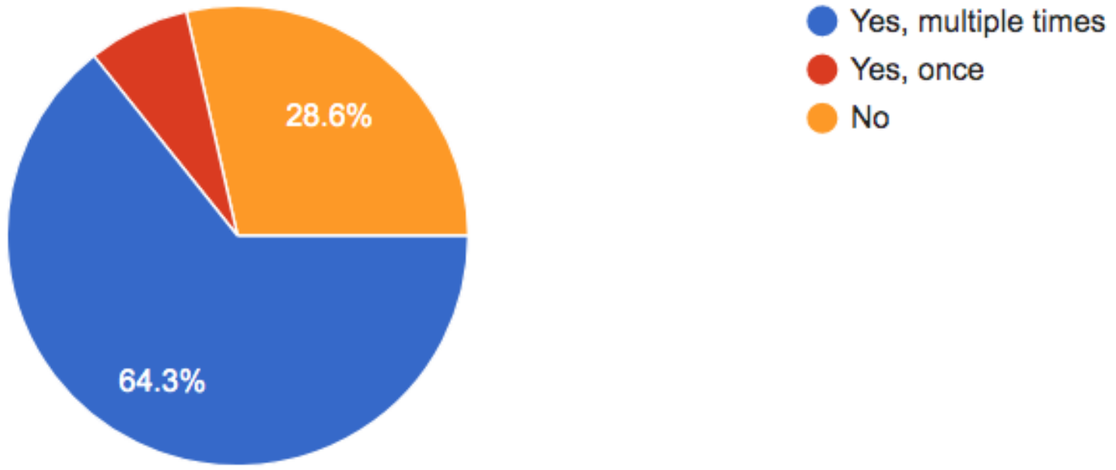
# What is ‘cross-promotion’?

# Why cross-promote games?

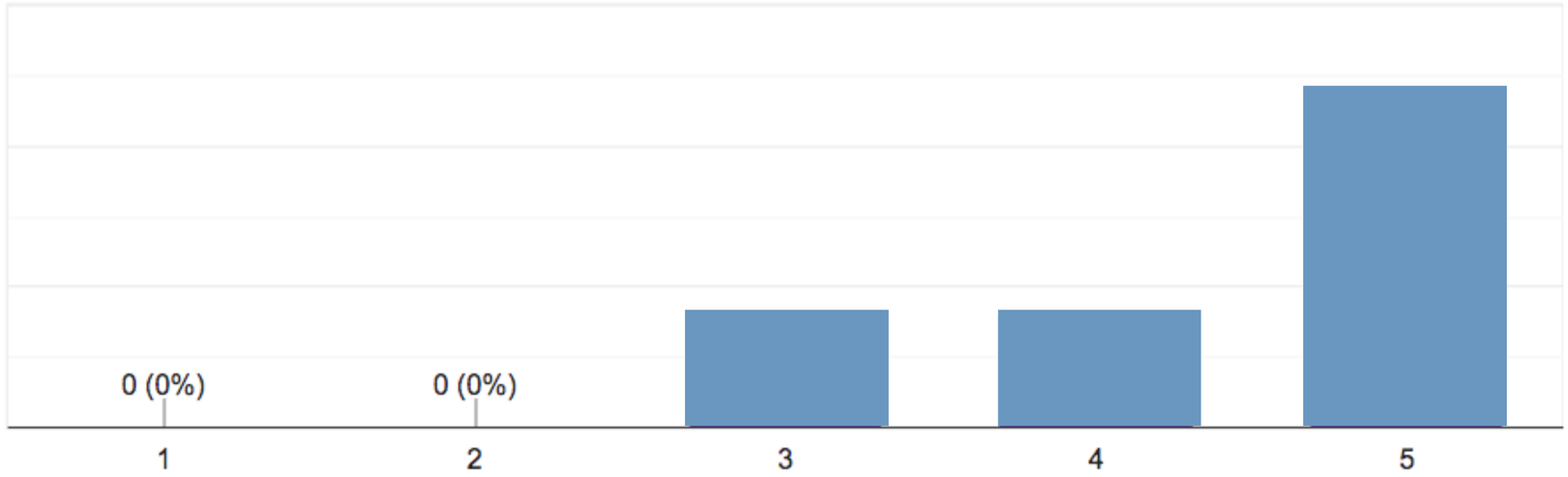
# Do indie developers cross-promote?



# 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

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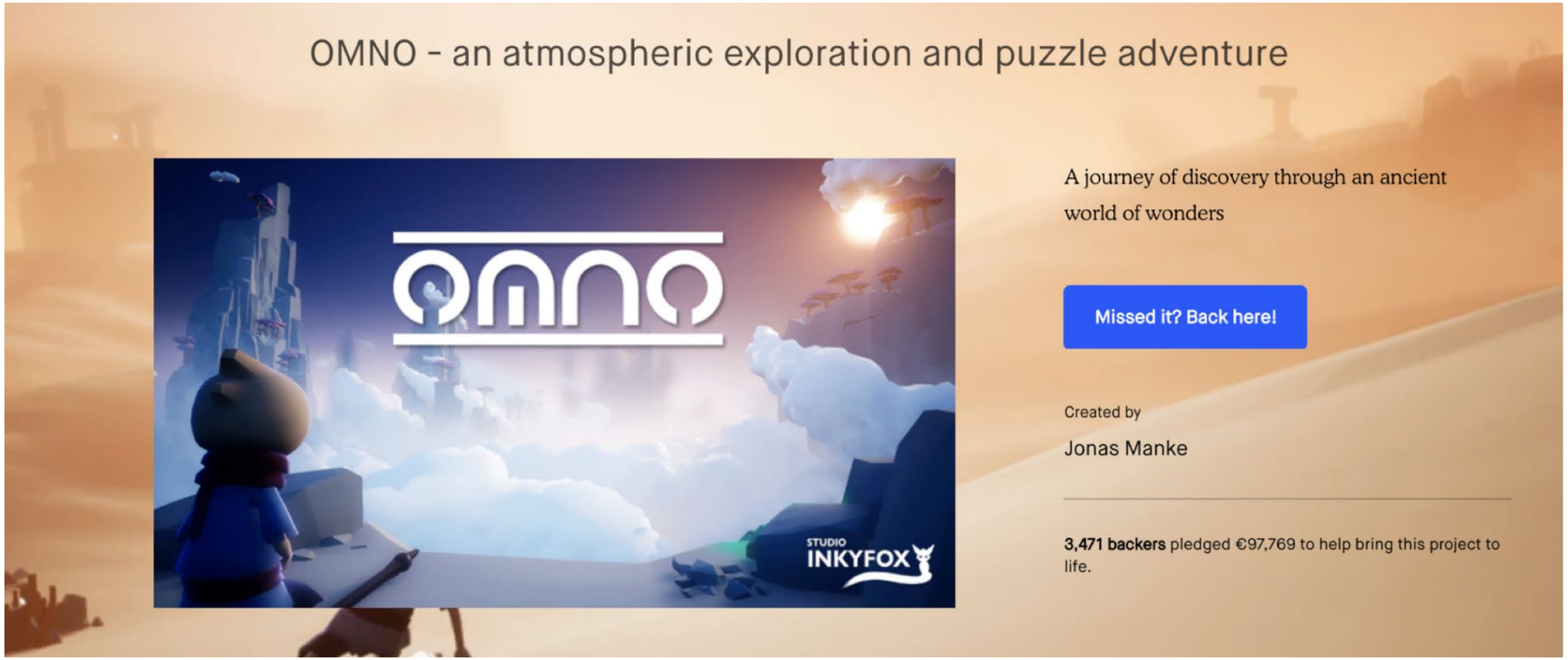
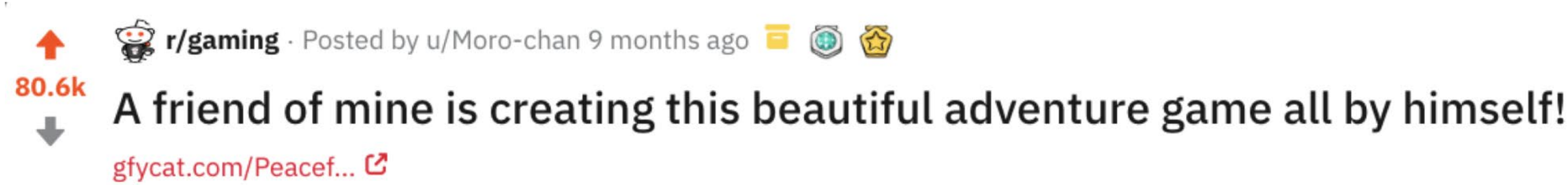
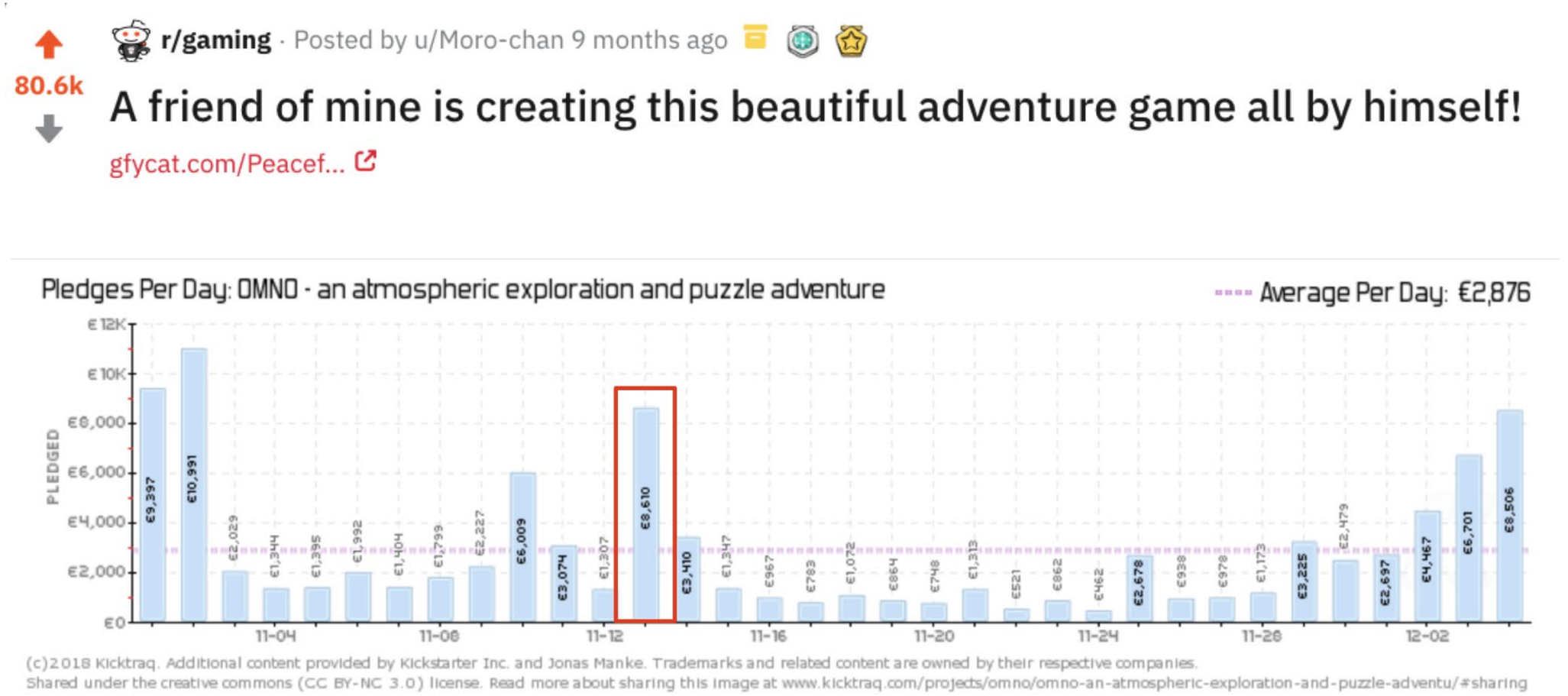
# Shout-outs


OMNO - an atmospheric exploration and puzzle adventure
omno
STUDIO INKYFOX
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


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...

# Shout-outs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A friend of mine is creating this beautiful adventure game all by himself!
gfycat.com/Peacef...
Pledges Per Day: OMNO - an atmospheric exploration and puzzle adventure
Average Per Day: €2,876
PLEDGED
€12K
€10K
€8,000
€6,000
€4,000
€2,000
€0
€9,397
€10,991
€2,029
€1,344
€1,395
€1,992
€1,404
€1,799
€2,227
€6,009
€3,074
€1,307
€8,610
€3,410
€1,347
€967
€783
€1,072
€864
€748
€1,313
€521
€862
€462
€2,678
€938
€978
€1,173
€3,225
€2,479
€2,697
€4,467
€6,701
€8,506
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12-02
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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-adventu/#sharing

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# Knowledge Sharing

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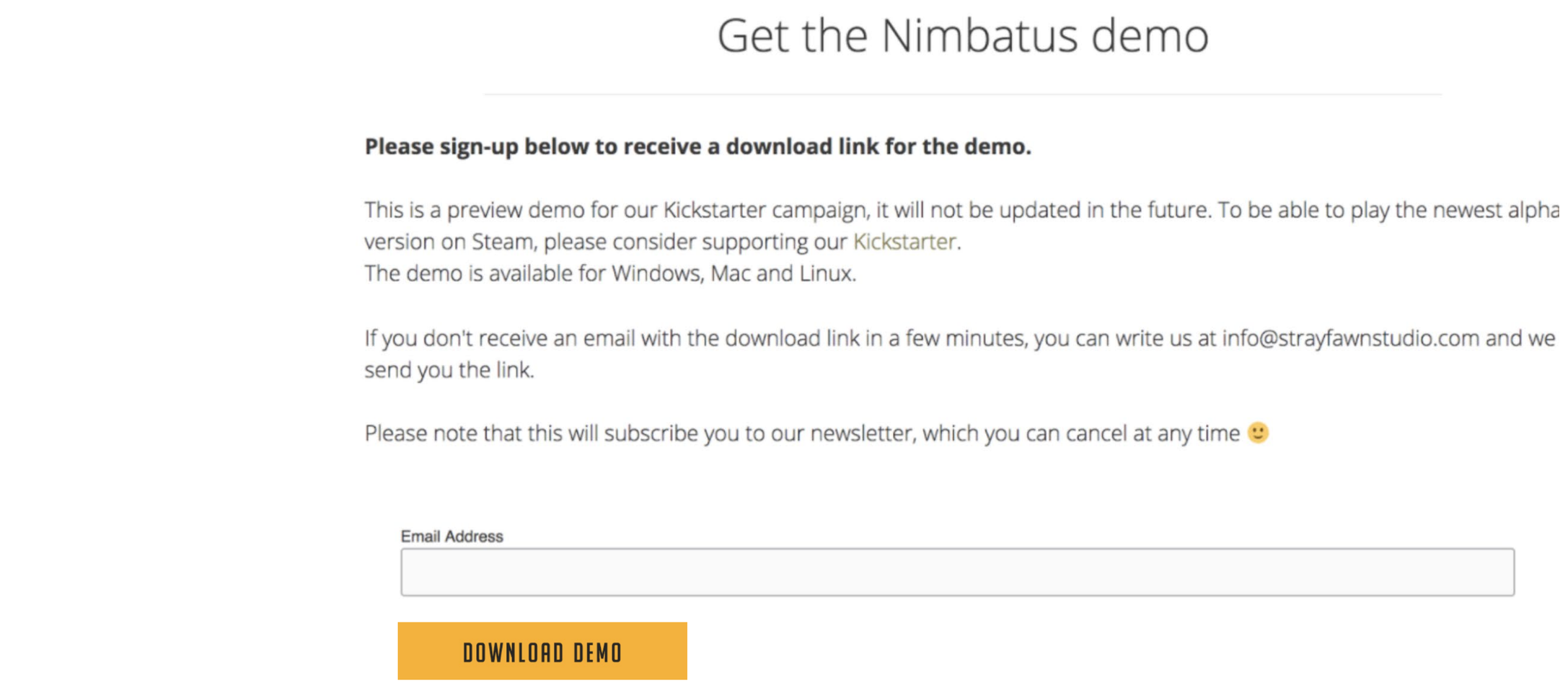
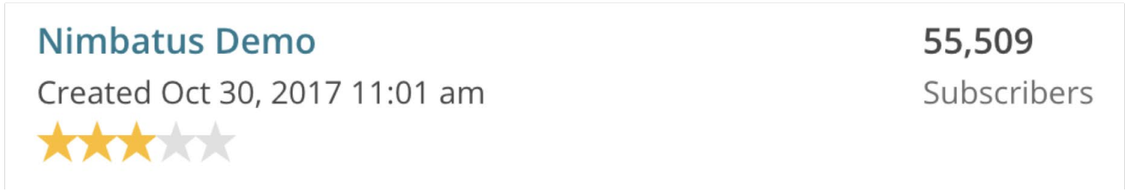


# Knowledge Sharing

Nimbatus Demo
Created Oct 30, 2017 11:01 am

55,509
Subscribers

# Knowledge Sharing



strayfawnstudio.com/insights

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

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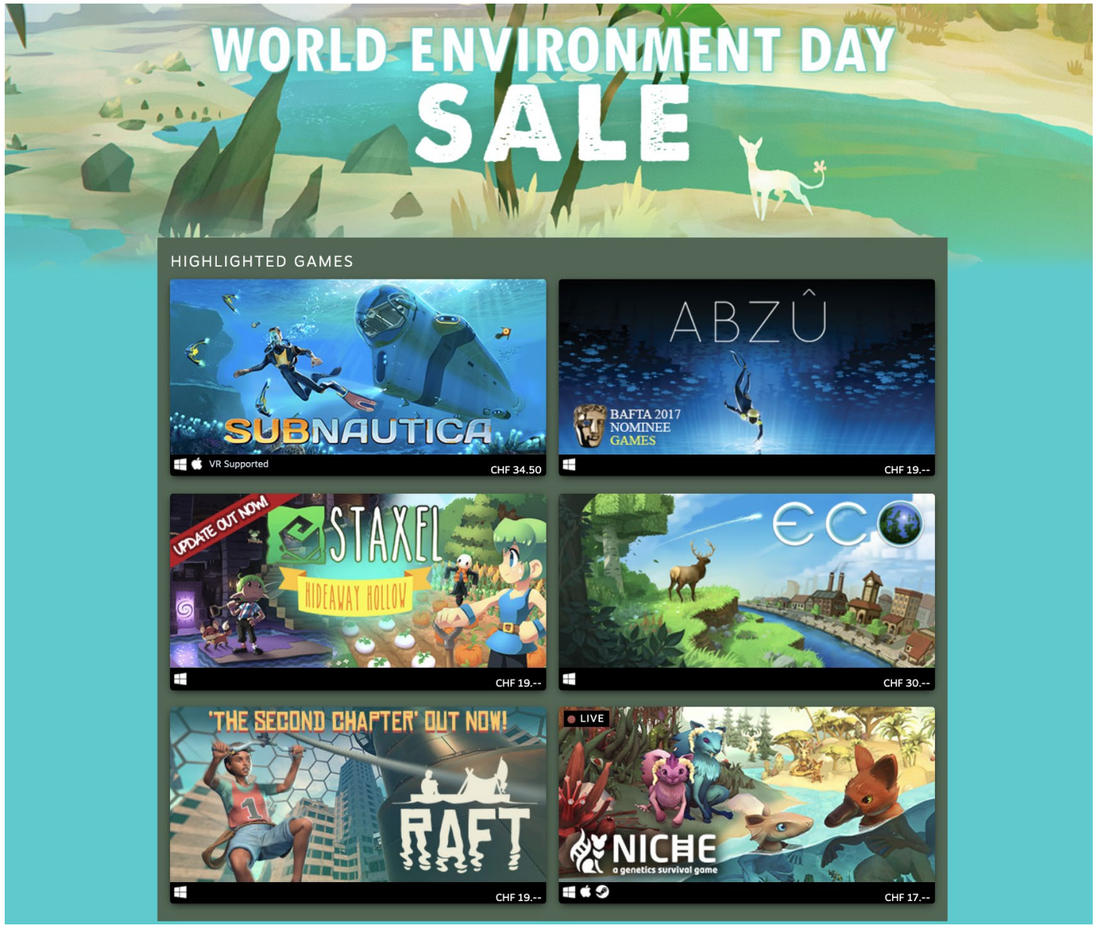
# Themed Sales



# Themed Sales

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# Tool Sharing

**PHPUnit Check**

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

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

Hey!

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

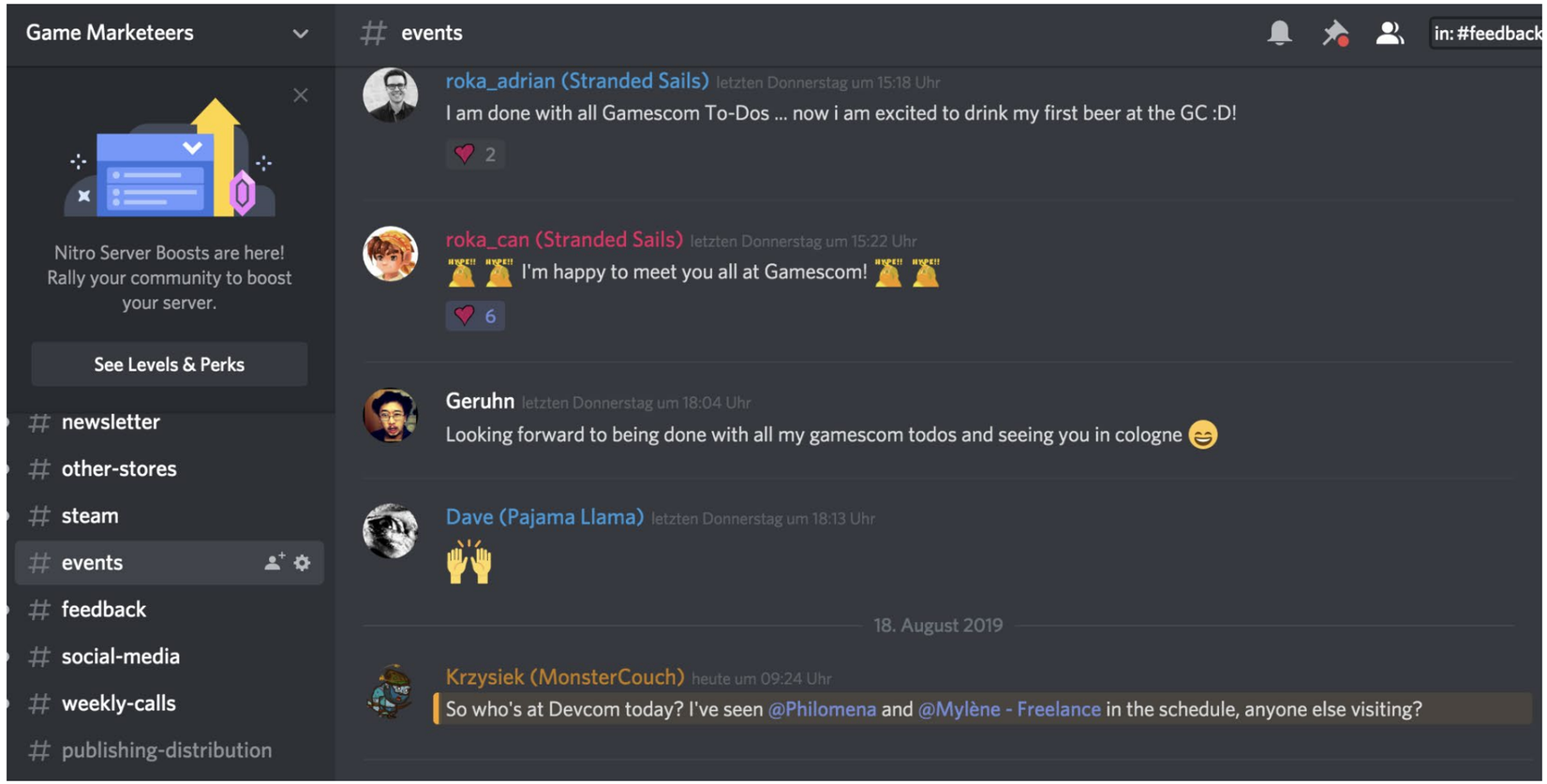
Visit it here:
https://twitch.tv/roninpawn

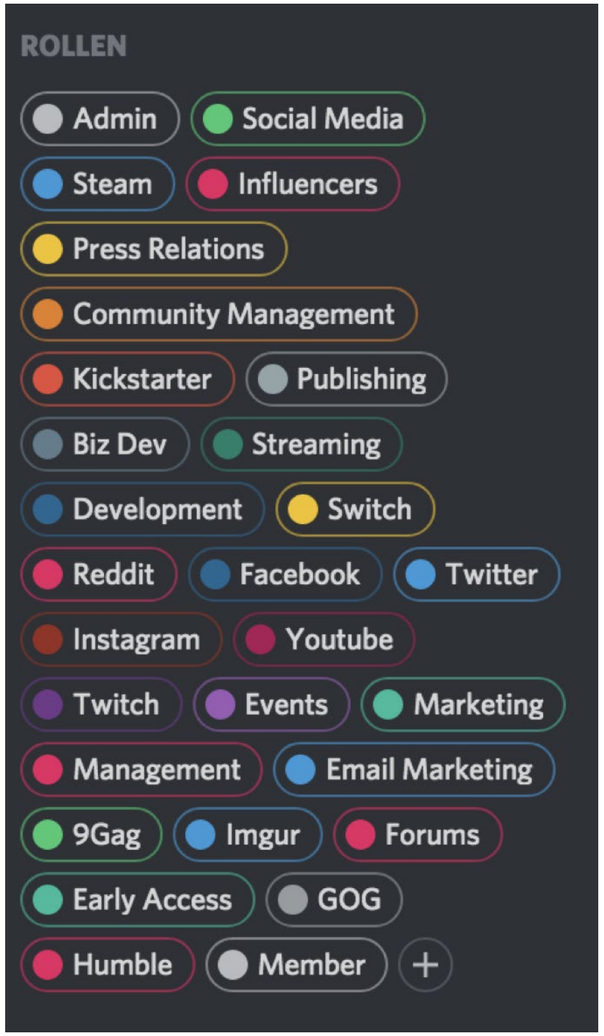
Viewer: 0
Follower: 1996

Ben Lochmann

# What other options are there?

# Enhance Communication

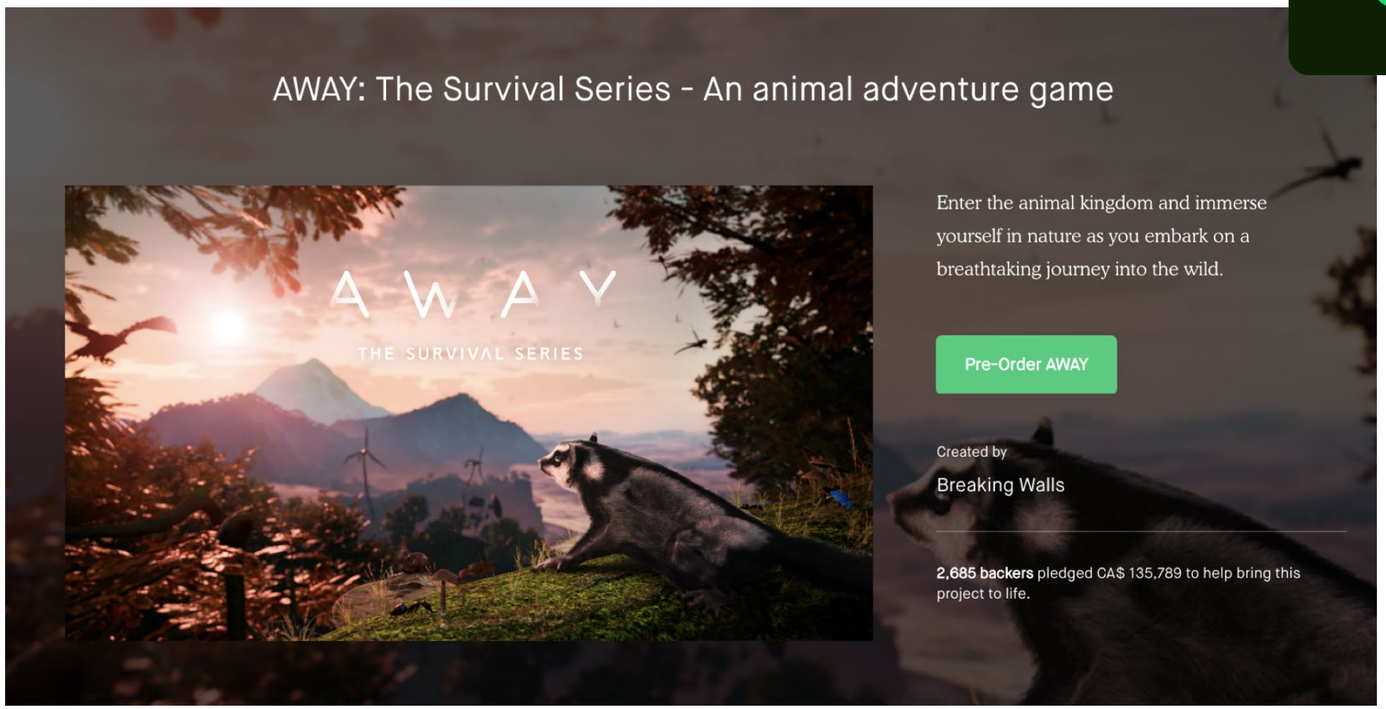


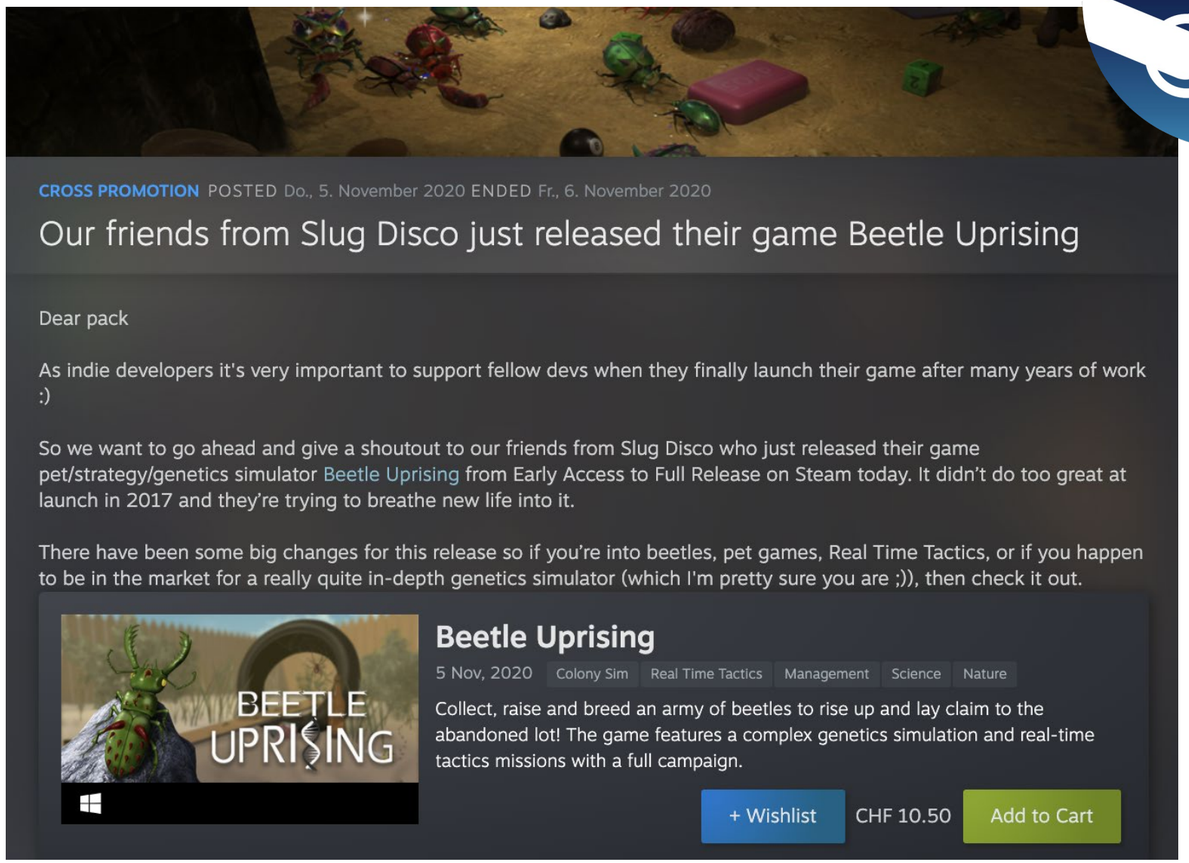
# Steam: ‘Games by Friends’

# Bundles (Humble, Steam, …)

# Kickstarter: Bundle Rewards



# Steam: Loyalty discounts & Cross-promo announcements



# ~~Coupon deals~~

# Themed game website & community

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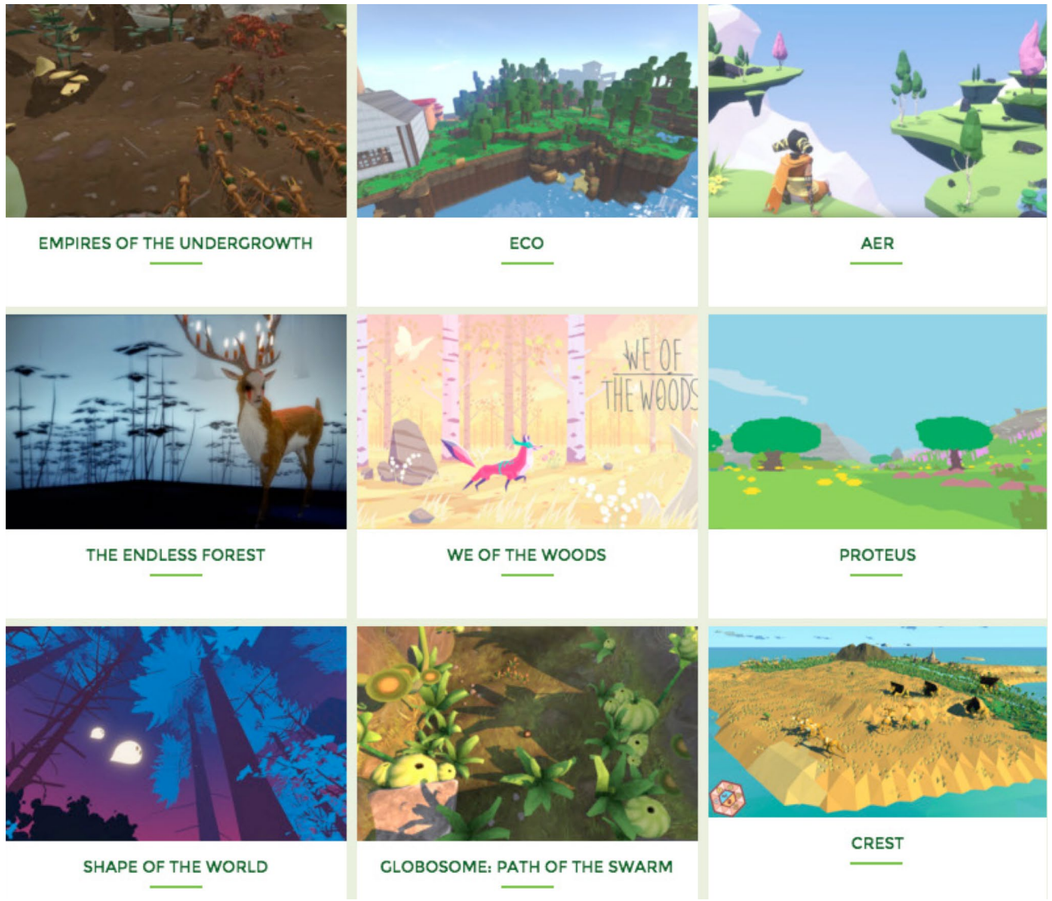

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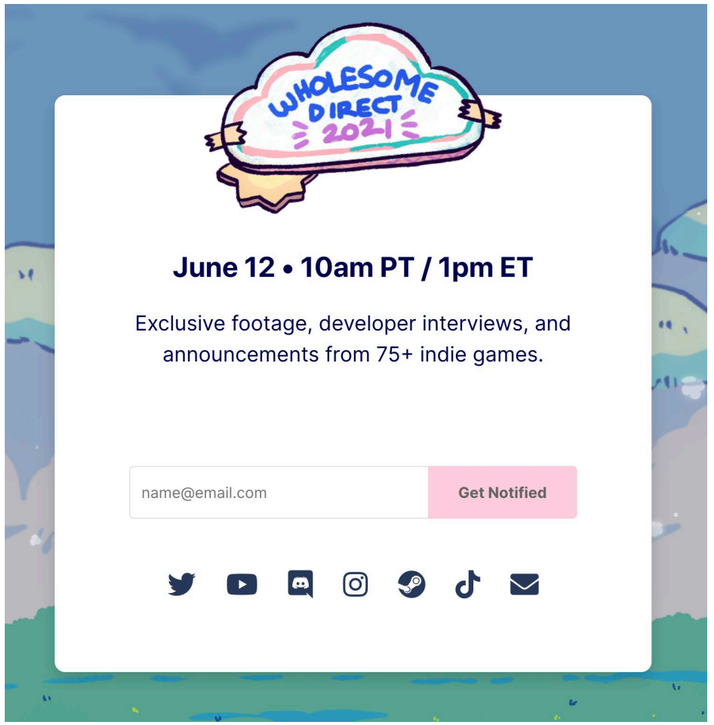

TikTok

**59** Following **135.9K** Followers **1.8M** Likes

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

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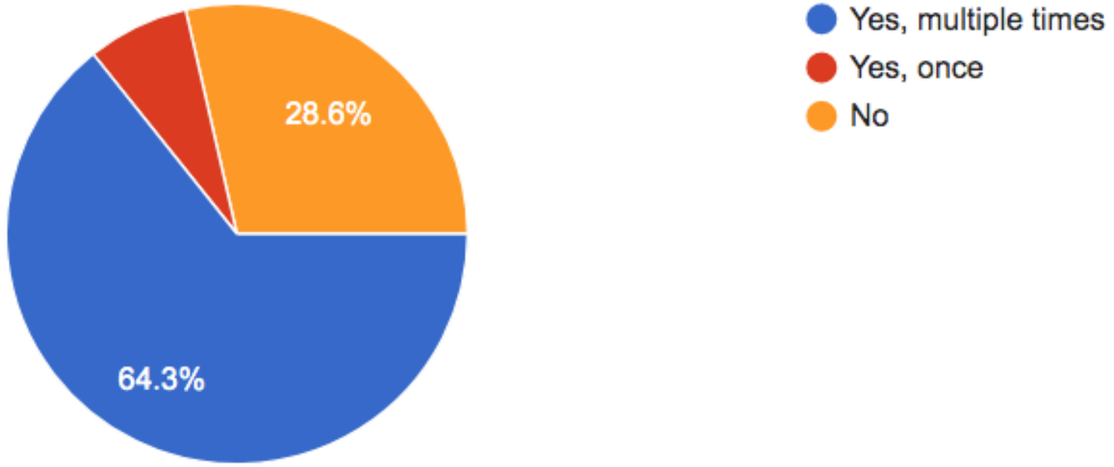
- Shared Youtuber/Twitch, press email lists, scammer list
- Social media events (#loveindies, #PitchYaGame, ...)
- Shared communities (Subreddit, Fb group, …)
- Talent sharing between teams

# 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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