

GDC

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How to Launch a Game with Influencers

#GDC22



Introduction

- **Who am I?**
 - Emilee Helm, Head of Influencers at Gamesight
 - Gamesight is a growth platform for PC & console games
- **What do I do?**
 - Lead the team who plans and executes the influencer marketing campaigns for our customers.



GAMESIGHT

Panel Overview

- Introduction to influencer marketing
- Building your campaign
- Finding your influencers
- Execution
- Overcoming obstacles and iteration
- Discussion and Q&A

Who Are Your Influencers?

- **Who are your influencers?**
 - Twitch, YouTube, and Facebook streamers
 - YouTube VOD creators
 - TikTokers, cosplayers, and more!
- **Influencer marketing is one of the most effective forms of advertising.**
 - More so than ever, gamers are discovering new titles via content creators.

Why Influencer Marketing?

- **Why?**
 - Gaming influencers are **AUTHENTIC** and **HELP DRIVE DECISION-MAKING**
 - Influencers have cultivated symbiotic relationships with their audiences built on consistency and trust
- **Players who discover games via influencers tend to play more and pay more**
 - According to [a report generated by Gamesight](#), influencer marketing ranks among the top ad platforms for volume and retention.
 - **6.48% conversion rate**
 - *2.18% on premium titles and 15.09% on F2P games*
 - **23.95% 7-day retention rate**

Building Your Campaign

- There **isn't a one-size-fits-all approach** to influencer marketing
- Instead, examine ways you can build a **strategic campaign**
- **Strategic campaigns...**
 - Have **clearly defined goals** and **expectations**
 - A strong understanding of **KPIs**
 - Consider factors such as **timing, brand alignment, and budget**

Discovering Your Influencers

- **Discovery** is where the product of your ideas comes to life
 - This is where you take the campaign goals and KPIs from the planning stage, and begin targeting the right creators for the game
 - I believe the best way to do this is through **data-driven decision making**
- **What metrics matter?**
 - Number of **target games** played
 - **Average Concurrent Viewership** (ACV) and/or **Average Video Views** (AVV)
 - **Average viewership drop-off** or gain

Execution

- Campaigns backed with **intention** and **impact** have a greater chance of beating expectations
 - Consider what aspects of your game that you want to showcase and how you can set your creators up for success
 - **Example:** [Outriders](#) (2021)



Overcoming Obstacles and Iteration

- It won't be perfect the first time around, so **measure everything**
- Leverage your data to **draw conclusions** and **make improvements**
- Your **post-campaign reporting** can be just as valuable as your pre-campaign planning

Q&A

- Questions?

Presented by Emilee Helm,
Director of Influencers at Gamesight

E-mail: emilee@gamesight.io

Discord: Emilee#0001

Twitter: @emileehelm

Thank You!