Marketing

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Global game market

In 2016 gamers worldwide will generate 99 billion dollars revenue. **Global Games Market Report**

In 2016, 58% of growth of the global games market comes from the Asia-Pacific region.
Global game market

In 2018 gamers worldwide will generate 137 billion dollars revenue. [Global Games Market Report]

2018 GLOBAL GAMES MARKET
PER REGION WITH YEAR-ON-YEAR GROWTH RATES

- **EUROPE, MIDDLE-EAST & AFRICA**
  - $28.7Bn
  - +8.8% YoY
- **LATIN AMERICA**
  - $5.0Bn
  - +13.5% YoY
- **NORTH AMERICA**
  - $32.7Bn
  - +10.0% YoY
- **ASIA-PACIFIC**
  - $71.4Bn
  - +16.8% YoY
- **CHINA TOTAL**
  - $37.9Bn
- **US TOTAL**
  - $30.4Bn

2018 TOTAL
- $137.9Bn
- +13.3% YoY

In 2018, almost 28% of all consumer spend on games will come from China.

Source: ©Newzoo | April 2018 Quarterly Update | Global Games Market Report
newzoo.com/globalgamesreport
Global game market

Mobile games market share beats PC market 2 times.

In 2018, mobile games will generate $70.3Bn or 51% of the global market.
Don’t compare with big hits years ago

Amnesia: The Dark Descent (2013)

- Game costs 360,000$ to make
- 710,000 units sold
- 1,360,000 units with bundles
- ~10,000 people a month purchasing for full price
- Revenue exceeds 10x the budget
Indiepocalypse

This year will be more!

Steam Direct

Previously: Steam Greenlight

● Pay 100$ for Greenlight publishing fee
● Get your game approved by community
● Get the right to publish any game on Steam

Now: Steam Direct (Starting from June 2017)

● Pay 100$ to release a game
● Recoup the publishing fee once the game has made at least 1000$

In August 2017: 25 games released every day
In February 2018: 40 games released every day
Extra 300 games every month
Steam Greenlight

Pros:

- Incentive to do early marketing
- Worst games got filtered out

Cons:

- Key trading for votes
The Old Normal (before 2017 summer)

Average game on Steam:

- Sold 500 copies (500 median, 3700 mean)
- Made 2000$ in revenue (2000$ median, $18000 mean)

In the first month of sale

At an average rice of 7$ (7$ median, $8.30 mean)

Source: https://www.youtube.com/watch?v=WycVOCbeKqQ (No More Robots GDC talk)
The New Normal (after 2017 summer)

Average game on Steam:

- Sold 50 copies (50 median, 2000 mean)
- Made 250$ in revenue (250$ median, $25740 mean)

In the first month of sale

At an average rice of 5$ (5$ median, $7 mean)

Source: https://www.youtube.com/watch?v=WycVOCbeKqQ (No More Robots GDC talk)
The New Normal (after removing the crap)

Average game on Steam:

- Sold 2000 copies (2000 median, 10 000 mean)
- Made 12,500$ in revenue (12 500$ median, $110 000 mean)

In the first month of sale

At an average rice of 12$ (12$ median, $13 mean)

Source: https://www.youtube.com/watch?v=WycVOCbeKqQ (No More Robots GDC talk)
Early Access

Average game on Steam:

- Sold 3000 copies (+1000 compared to the overall)
- Made 24 500$ in revenue (~2x compared to the overall)

In the first month of sale

At an average rice of 15$ (+3$ compared to the overall)

Source: https://www.youtube.com/watch?v=WycVOCbeKqQ (No More Robots GDC talk)
Does having a publisher helps

Average game on Steam:

- Sold 6000 copies (+1000 compared to the overall)
- Made 52 350$ in revenue (~5x compared to the overall)

In the first month of sale

At an average rice of 15$ (+3$ compared to the overall)

Source: [https://www.youtube.com/watch?v=WycVOCbeKqQ](https://www.youtube.com/watch?v=WycVOCbeKqQ) (No More Robots GDC talk)
Reality

93% of PC developers don’t make enough money to survive

- You should have a plan

Source: https://www.youtube.com/watch?v=WycVOCbeKqQ (No More Robots GDC talk)
Marketing

**Selling** = delivering messages personally

**Marketing** = multiplying the message

Marketing is saleswork that has been multiplied

What makes people buy your product?
Marketing

Mostly creating emotions!

But the buyer needs a logical reason and explanation to justify his emotional decision.

Why Add Emotion to Your Marketing

Case study following 1400 advertising campaigns measuring the economic success of campaigns sorted by emotional content.
Emotion marketing

Most important emotion: **Happiness**

“Hapiness is the main driver for social media sharing”
Marketing Mix for Indie Games

COMMUNICATION

THE GAME ITSELF

EXPERIENCES

THE PRICE

DISTRIBUTION

http://www.pixelprospector.com/the-marketing-guide-for-game-developers/
The Game

- Core
- Uniqueness
- Name
- Updates

Don’t try to balance out things you are bad at instead do what you are good at!
How indie games get discovered, evaluated, and bought

1. DISCOVERING
   - game gets discovered via
     - store (steam...)
     - website (review...)
     - youtube (let’s play...)
     - social media (twitter...)
     - event (gamescom...)
     - mail (newsletter...)
     - other...

2. EVALUATING
   - game gets evaluated via
     - trailer
     - screenshots
     - gameplay videos
     - reviews
     - demo if available

3. BUYING
   - game gets bought if
     - interesting enough
     - reasonable price
     - no barriers
     (not available on preferred store? required to install additional software? payment method of choice not offered...?)

4. PLAYING
   - game gets played and
     - liked / not liked

5. TALKING
   - player might talk about game
     - and recommend game
     - or not recommend game
     - possibly via these channels
       - twitter, facebook, tumblr
       - forums, reddit
       - website, youtube
       - steam, gog
     - comment section of websites
     - other...

6. FOLLOWING
   - player might follow developer via
     - twitter, facebook, blog, newsletter...
     - and considers to buy next game from developer

"How indie games get discovered, evaluated and bought" (v. 0.9) pixelprosector.com/the-marketing-guide-for-game-developers/
The Funnel

Marketing Plan

Marketing is not about persuading people who don’t like your game.

It’s about identifying, finding and connecting with the fans that have the highest predisposition to like it!

- Marketing planning should **start early**
- Who is the target audience?
- Keywords
- How is your game unique?
- Elevator pitch
- Go-to-market
- List of YouTubers, streamers and press contacts
Brand

A brand is a promise to consumer -> what will consumer get when the purchase your product!

Your core message?

Your brand must look the same

Webpages, Calling Cards, Staff, Office, Values, Packaging, Invoice ...
Make your game marketable

● 2 for 1 → Every player brings a friend.
  ○ Spends more money
  ○ Takes part of real world events

● User Acquisition does not have to scale -> build the core demographic

● Something to think/talk about when not playing
  ○ Wiki page
  ○ In game economy
  ○ Seasons / content updates
Publishing

- **Self-Publishing** – 1/100 000 succeeds, you control the IP
- **Find publisher** – Publisher takes a portion of revenue
- **Get request proposal from publisher** - publisher asks his game to be made
Publishers

Publisher revenue share range 30% - 90%
- Chinese publishers → 90%
- Small publishers → 30-40%
- Bigger publishers → 50%

Publishers nowadays do not want to invest in development.
What to keep in mind when dealing with publisher

- Do not give away your IP
- Let the publisher list the things they will do
- Specify the consequences (also for the publishers)

- If you can not find a publisher it might be because of the game
Indie game marketing

First few weeks -> most sales

- 2.5x 1st week ~ 1st month
- 5x 1st month ~ 1st year

Begin your marketing campaign the moment you have something that illustrates mechanics and look of your game.

But do not post unpolished screenshots!
Indie game marketing

Marketing starts with:

- **A website** - either for all of your games or for just the one
- **Social Media** - Facebook page, Twitter profile
  - Use peak hours 11am and 11pm EST
- **A development blog** - gamers love to read about personal struggles. Good way to prove that the game is coming along.
- **Trailer** - the single most important thing that gets people excited. Should come later.

[https://gamedevelopment.tutsplus.com/articles/marketing-your-indie-game-the-single-most-important-thing-to-learn--gamedev-7157](https://gamedevelopment.tutsplus.com/articles/marketing-your-indie-game-the-single-most-important-thing-to-learn--gamedev-7157)
Trailer

This trailer cost just 500$

And got over 1 000 000 views

The publisher (Paradox Interactive)
Trailer

Explosions!
Pricing

Indies charge ~$9 on average per title on Steam
Most titles don’t get beyond 21,000 sales (including sales and bundles)

“Under-pricing up front hurts your ability to earn over the long-term”

http://www.gamesindustry.biz/articles/2017-08-23-indie-game-pricing-more-art-than-science
Success story - Cook, Serve, Delicious! (Released 2013)

Made with Game Maker

Spent $5,500 on art and music + $2,500 dev tools + $1k advertising

Original price $15

Released October 2012

Rough start ($900 first week)

GiantBomb Quick look video -> $7,400 sales

Grand total (including mobile sales) = $28,000 ($17,000 profit)

Directed pricing
Other marketing ways

- **Gaming Booths** - Events like [PAX](https://www.pax west.com) and [IGF](https://www.intergame.org). In Estonia: [Game Dev Days](https://www.game-dev-days.com) and [Games Night](https://www.games-night.com)
- **Crowdfunding** - [Kickstarter](https://www.kickstarter.com) and [Indiegogo](https://indiegogo.com) can direct a lot of people to your web page
- **Contacting press** - journalists sometimes publish articles for free. Do not forget to send working copies of your game.
Popular ways of marketing

● Alternative Reality Game - take the player outside of the game world
● Online Marketing -
  ○ fewer gamers are watching television.
  ○ Traditional banners don’t work.
  ○ Active present in gaming shows, live streams ect.
● Indie Marketing -
  ○ Uses bit of humor
  ○ Extreme game concepts
  ○ Active interacting with fan through social media eg. Reddit
Alternative Reality Game

Example: Halo 2 “I love bees”
Alternative Reality Game

Example: Halo 2 “I love bees”

- Started from a message in the Halo 2 trailer
- Message lead to beekeeper website
- Beekeeper asked help to restore his hacked site
- Participants located payphones across USA
- Participants answered questions
- Participants were given early access to Halo 2 multiplayer
Presskit  -  It won’t give you media attention but you’ll have to have it

http://dopresskit.com/
Reddit marketing

Redditors Hate You (Reddit Marketers)

- You can’t be a marketer, you have to be a redditor
- Only share with the community if you think it’s awesome
- No Double Dipping
- Don’t let your first posts be a promotion
- Don’t Over-Promote

If you do it right other users may do your work for you!

Collect data about your players

30 minutes of idle gameplay: [https://optimatica.eu/scavenger](https://optimatica.eu/scavenger)

Questions:
1. Should I make an extended version?
2. Would you purchase an extended version for mobile or Steam?
3. Leave your feedback about your game
4. Leave your e-mail (if you want to get updates)

4500 answers over 5 months (only posted once to Reddit)
How NOT to market your indie game

- Don’t post too detailed stuff
- Don’t play the “Top secret project” game
- Accept feedback with gratitude
- Don’t have your Facebook page outdated
- Don’t wait with spamming the press until your game is released
Localization

**Video game localization** -> process of transforming video game to be sold in a new region (different country).

**Processes:**
- Text assets
- Recording new audio
- Altering art assets
- Creating custom packaging
- Cutting out portions of game -> cultural sensitivities
Cultural localization
1. **Russian** – Second largest language. 18% of all Steam downloads. Prefer PC over Console.

2. **Spanish** – almost 6% of Steam Gamers. European spanish localization and mexican spanish localization.

3. **Brazilian Portuguese** – Brazil and Mexico will together account for 72% of the total revenue in Latin America.

4. **German** – Highest game revenues in Europe.

5. **Chinese**
Finally making contracts with your teammates

You don’t need to make a company right away but you need a contract!

The contract should include:

- Who are working on the project how the revenue will be shared
- Who has the intellectual property
- How the decisions are being made
- How the contract can be changed
- How the revenue is being payed, what is the exit strategy
- What is the process of adding new shareholders to the team
- What happens if the project fails
- Can team members vote other members out and what happens to their shares
Task

Make a marketing plan for a game.

Task budget: 3000 eur.

- Describe the campaign
- Which resources do you need?
- How would you spend your budget?