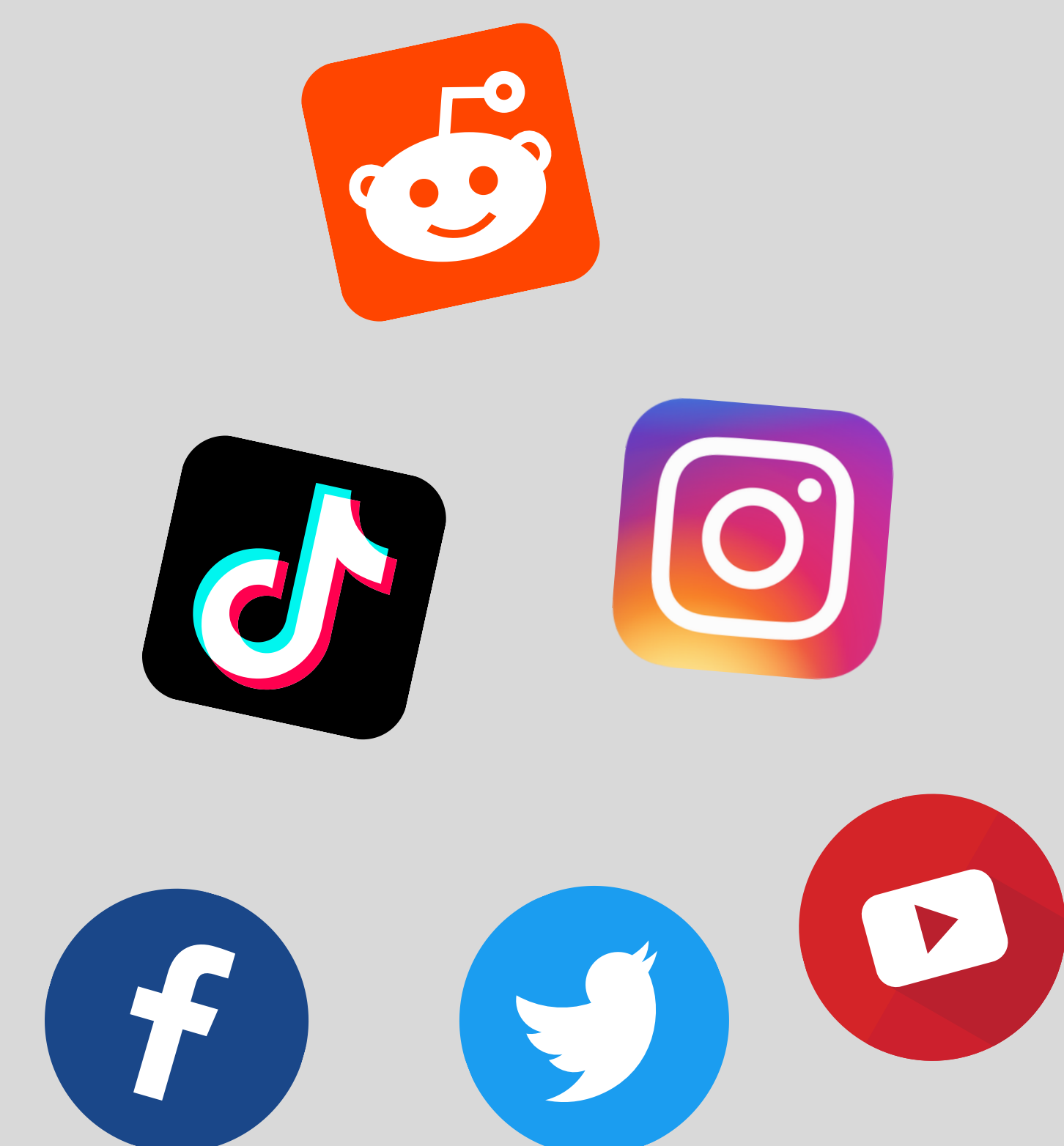


SMART SOLUTIONS FOR INDIE GAME MARKETING

INTRODUCTION

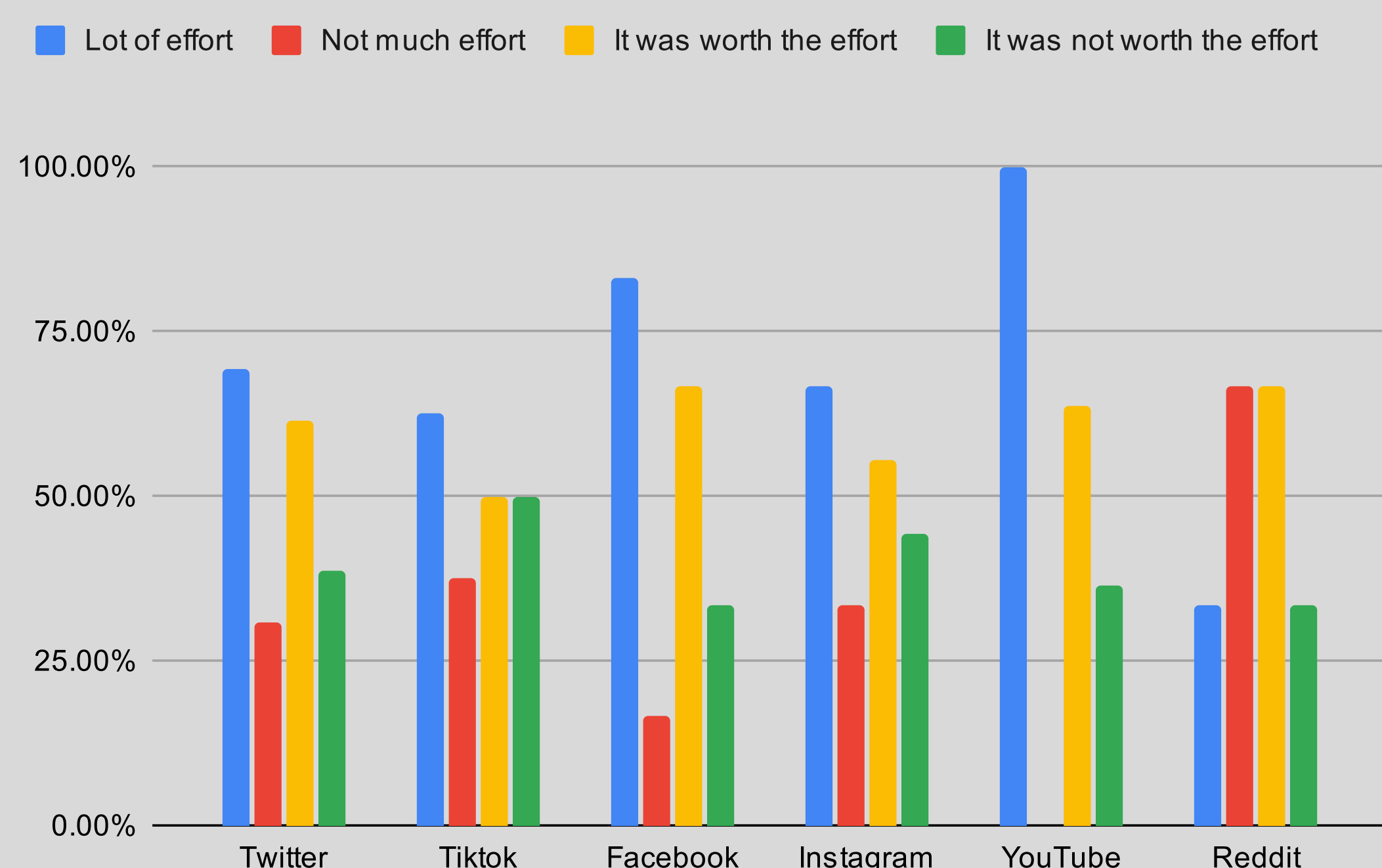
With the amount of video games being released every year it is quite difficult to stand out as a new indie game developer. Therefore marketing your game is as essential as creating the game itself. It is especially important for indie developers to be present on social media platforms to gain exposure for their game. However there are plenty of different platforms and each of them works slightly differently and usually to be efficient on them a person needs to do plenty of research beforehand. Similarly developers need to create content like short videos and GIFs of their game to post on those social media platforms. This all can be quite tedious and take a lot of time.



SOLUTION

First of all to make the process easier a social media marketing guide for indie developers was compiled from different sources. Guide has different advice for platforms like Twitter, TikTok, Reddit, Instagram and Facebook. Also a simple video editing tool was created using Jupyter Notebook and different Python libraries. Tool helps with creating short video clips and putting them into the right format for the social media platform. Also with the tool users can directly upload created content to Twitter, YouTube and TikTok.

How much effort does it take to make a successful post and is it worth it?



Indie developers' answers to the question how much effort it usually takes them to make a successful post

FUTURE PLANS

More platforms will be added to the guide like Steam, YouTube and Twitch. The tool will be made into a web application and integrated better with more social media platforms. Additionally just improving the tool and its functions.

Visit or scan the QR code:
<https://indiegameguides.weebly.com/>

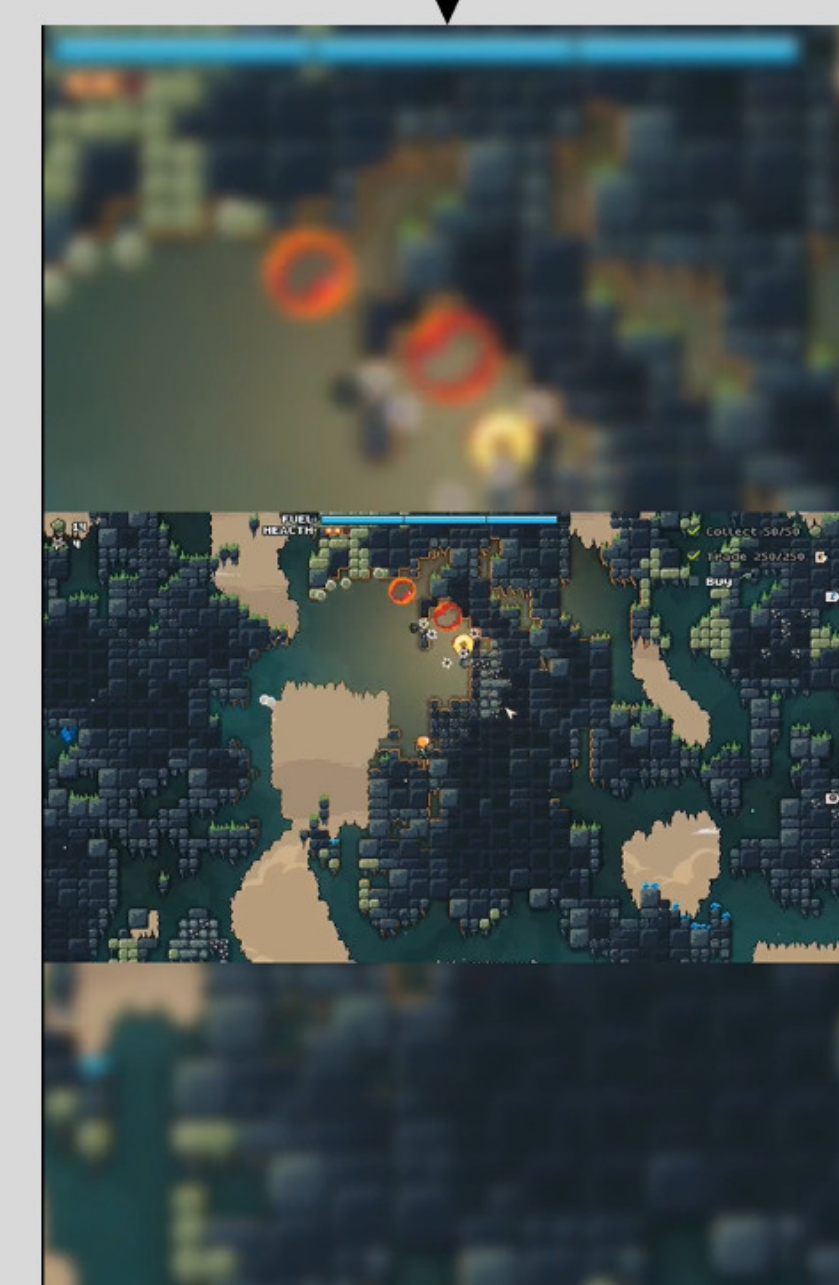


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A

B



Options of making horizontal video to vertical with the tool

