



**AWARENESS** usually the first contact the player has with the game

**CONSIDERATION** this helps the customer to learn more about the game, wishlist it, etc.

**CONVERSION** convincing the player to buy the game

**RETENTION** providing the best possible gaming experience to keep the player hooked

**ADVOCACY** turning your biggest fans into ambassadors

## AWARENESS

## CONSIDERATION

## CONVERSION

## RETENTION

## ADVOCACY

- Steam page
- Social Media (X, Instagram, Discord, TikTok, YouTube) presence, posts, ads.
- Events, e.g. Gamescom
- (Organic) influencer marketing
- (Organic) press coverage
- Steam Fests
- Curations and awards (e.g. IGF, Day of the Devs)
- Teaser trailer
- Announcement trailer
- Etc.

- Steam page
- Game website
- Launch trailer
- Accolades trailer
- Reviews
- Metacritic
- Direct mail
- Steam Fests
- Community
- Etc.

- 10% launch discount
- Bundling with similar games
- Platform sales
- Etc.

- Customer support
- Community building
- Bug Fixing
- Reacting to reviews
- Etc.

- User reviews
- Community
- Word of mouth
- Etc.



CUSTOMER  
JOURNEY

**AWARENESS**

**CONSIDERATION**

**CONVERSION**

**RETENTION**

**ADVOCACY**



Personas help you visualise your audience, making them more tangible and easier to tailor your messaging to.

Create one or more personas for your primary and secondary audiences. Primary audiences will buy your game on or shortly after its release date, at full price or at a small discount. Secondary audiences may need a little more persuasion, such as a friend's recommendation, high review scores and/or a deeper discount.

For the gamer type/temperaments/motivations, there are many resources available online, such as those by Bartle, Keirse, Yee, Newzoo, etc.



## NAME

### DEMOGRAPHIC.

- 25-45
- Male
- American
- Middle income
- In a relationship
- Parent

### GAMER TYPE.

Explorer, lapsed gamer, immersion

### WOULD BUY BECAUSE.

Visuals, music, relaxing, short, emotional, suitable for children, low price.

### PSYCHOGRAPHICS.

Overall: puts his family first, loves and cares for animals, loves to play games but doesn't spend too much time on them, believes in the healthy body/healthy mind principle.

### DESCRIPTION.

Brandon is now in his thirties and has young children. He grew up with video games and still loves them, but struggles to find the time to play them. In recent years he has moved towards short indie games that he can pick up, play and finish in a couple of sessions. He particularly enjoys playing video games with his children. He tries to find games that are fun for both him and his children. He loves seeing them enjoy games as much as he does, and values the bonding that comes from playing together.

### BEHAVIOUR.

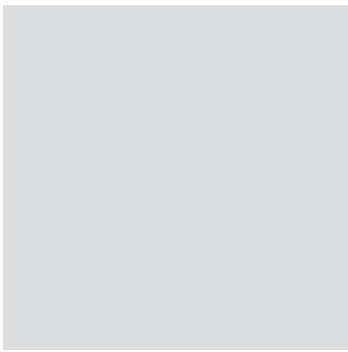
- Likes: platformers, action-adventures, FPSs, puzzles, etc.
- Buys a few games a year, mainly indie hits that catch his attention.
- Buys merchandise based on games that leave a lasting impression.
- Owns a PS5, a Nintendo Switch and a Steamdeck.
- Active on X, video game websites, Instagram, Metacritic and YouTube.
- Buying behaviour influenced by Metacritic (user) scores and friends.

### WOULD BUY BECAUSE.

We came up with Brandon as a persona for our primary target audience based on wishlists, offline play sessions, feedback from conventions, social media A/B testing, and feedback from our demo on Steam.



**NAME**



**DEMOGRAPHIC.**

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**GAMER TYPE.**

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**WOULD BUY BECAUSE.**

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**PSYCHOGRAPHICS.**

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**DESCRIPTION.**

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**BEHAVIOUR.**

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**WOULD BUY BECAUSE.**

Blank area for reasons to buy.



A **SWOT** helps you identify the **STRENGTHS** and **WEAKNESSES** of your game. **STRENGTHS** and **WEAKNESSES** are internal, **OPPORTUNITIES** and **THREATS** are external. The example in the template is based on the VAF-supported game Koira.

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**S**

**STRENGTHS.**

Hand-drawn visuals, strong emotional hook, beautiful classical music, backing of DON'T NOD, non-verbal game = makes it more universal, etc.

**W**

**WEAKNESSES.**

Some people might consider the visuals as childish / might think this is a game for kids, quite short game duration, rather dark visuals, too scary for kids?, singleplayer only, not challenging enough?

**O**

**OPPORTUNITIES.**

There aren't a lot of games about the bond between dogs and their owners, this might increase discoverability, cosy games are a trend. Great game for Switch 2 platform?

**T**

**THREATS.**

Narrative games seem to be out of fashion, the competition in the broader narrative genre is fierce.



SWOT



**S**

**W**

**O**

**T**

**STRENGTHS.**

**WEAKNESSES.**

**OPPORTUNITIES.**

**THREATS.**

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Blank area for writing Weaknesses.

Blank area for writing Opportunities.

Blank area for writing Threats.