1. Example marketing beat

Announcement (December 2024)

Timing: December 16th
Theme: 'retro, but innovative'- a new game with nostalgic features
Goal: kickstart wishlisting
Strategy: reach out to existing fans to generate 'quick' followers & wishlists.

This beat continues to focus on gaining as much organic publicity and reach as possible. This is a good way to visualize organic growth and quickly learn where we need to allocate some of our budget for optimal publicity. If necessary/possible, we will quickly shift gears with budget deployment if advertising results lag behind.

Promotional angle:
New game with experienced game studio 'signature'.
Use of well-known studio brand to both attract existing fans and increase media attention through association with established studio.
Secondary: new studio, partly in response to the current market.

Actions:
Announcement Trailer
Determine key art and other branding
Set up the Steam store page and create all associated materials
Start A/B testing the store page
Launch game website
Launch social channels to follow: X, TikTok, YouTube, Reddit, Discord, Steam Hub
PR push to interested channels

2. Store/Steam page

Walk us through your Steam page, explaining the reasons behind your choices. If applicable, what do you want to change, add, delete, etc.

Key visual
Trailer
Screenshots
Short description
About this game
Tags
Channels

Livestreams
Demo
Early Access
Roadmap
Steam Deck support
Bundles
Discounts
DLC
Soundtrack
Events & announcements
Awards
Localization
Achievements
Community

How do you use Google Analytics Tracking ID, UTM links or other ways of tracking data?
How did you optimize your page with A/B testing and SEO?

3. Communication channels (website, social media, Steam, etc.)

Conduct SEO keyword research for store pages, websites and social media.
List the selected keywords
What are your primary channels (main news channels), secondary channels (smaller updates) and additional channels (trailer hosting, information hubs, etc.)?
What will be the tone of communication and why?
Decide what you want to share and what you don't want to share, e.g. in a narrative game you don't want to give away spoilers.
For each channel, specify its purpose, target audience, content and frequency.
Describe how you will try to achieve organic reach with your communication channels.

4. Community building

Describe how you will build, nurture and sustain a vibrant and engaged community.
Will you for example:
Activate an existing fan base from your previous games
Involve the community in certain decisions through e.g. polls?
Create in-game events, include cosmetics, achievements, leaderboards, etc.
Set up Streamer Tournaments
Recruit a community manager, moderators, etc.

5. PR (press/influencers)

Which outlets/influencers will you be targeting?
Explain why they fit your game and your game fits their audience.
List region, reach, number of subscribers, followers, etc.
Who do you already have a working relationship with? Describe them.
Will the coverage be organic or paid? If organic, how will you convince them?
What will the coverage include, e.g. previews, reviews, competitions, etc.?
Where will you host the content, e.g. at a booth, at your company, etc.?
What creative ideas do you have to attract the attention of press/influencers? Describe at least one example in detail.
Which parts of your game do you think are most shareable and why?
Financial: cost vs. ROI?

6. Events/curations/awards

Online events

What: information about the event
When: date
Why is this event a good fit for your game, demographics, stage of development, etc.?
What do you hope to achieve, e.g. awareness, wishlists, sales, etc.?
Who: which team members will be working on this campaign?
What exactly does the campaign entail?
What assets need to be created?
Financial: cost vs. ROI?
If the event has already taken place, write a short report on what you have achieved.

Offline events

What: information about the event
When: date
Why is this event a good fit for your game, demographics, development stage of your game, etc.? Who are you working with, e.g. FIT, Indie Arena booth, etc.?
What do you hope to achieve, e.g. testing, customer feedback, awareness, contacts with publishers, platform holders, awards, etc.?
Who: which team members are going and why?
What: what will they be doing, e.g. stand, meetings, etc.? Describe in sufficient detail.
In the case of a booth, how will you make your game stand out?
What assets need to be created?
Financial: cost vs. ROI?
If the event has already taken place, write a short report on what you achieved, who you met, number of demo sessions with players, feedback received, etc.

What curated events will you apply for? When will you do it, who will do it? How will you optimize your chances?

What awards will you apply for? When will you do it, who will do it? How will you optimize your chances?

7. Advertising

List the channels and search engines (e.g. Google Display, YouTube, etc.) you want to advertise on, explain why and what you want to achieve, e.g. awareness, consideration, conversion, etc.
What is your creative angle in the advertising?
How will you make your ads stand out?
How will you promote the USPs of your game?
Be clear about your Call to Actions
How are you going to track performance and react accordingly?
Financial: cost vs. ROI?