



Social Promotion for Indie Games

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This Chat Will Be Filled With:

- How and where to start marketing your games
- Real world examples of how Game Devs are using social media for success

But First, an Introduction:



Jack Hendrik DeVries
(Digital Communications Manager)

 @JackintheROBLOX

LET'S GET BACK TO IT



Why promote on Social Media?

- ~~INTERNET STARDOM~~
- Grow your player base, thus laying the groundwork by revenue
- Build your brand for future projects

But, There's A LOT of Options:



- Social Listening
- Content Creation and Scheduling
- Community Management
- Paid Advertising
- Analytics
- Affiliates and Partnerships
- Alternative Platform Exploration
- Offline to Online Conversions
- In Game Social Content
- [[ADD STATS FOR TOP CHANNELS]]

Let's Take it Slow:

- Join the conversation
- How to make great content to excite your fan base
- Find conversion opportunities



Join the Conversation - @ROBLOX:



- ROBLOX has over 4M fans across our social media profiles
- In the last month over 79,000 tweets were composed using ROBLOX
- #ROBLOX is used over 350 times per day.
- Twitter is currently our most responsive and active community



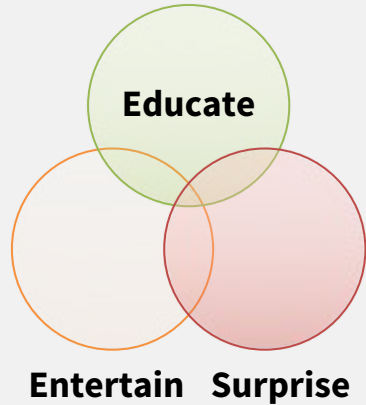
More Than Just Twitter:



- One of the most popular brand Twitch channels with 170K+ followers
- More than IGN, Gamespot, Xbox
- A YouTube channel with 300K+ Subscribers
- Over a Million players on Xbox One, most of them new to ROBLOX.



What Makes Great Content?



Hitting 2 out of 3 of these categories will give you a strong post. To supercharge a post you can add in elements of...

Timeliness
Accessibility
And Giveaways

Educate:

“I learned something from this that is useful”
“I can share this new knowledge with someone else who also has an interest in this topic”
“This will improve my life, because I now understand it on a deeper level”

Entertain:

“That was hilarious”
“I could watch that again”
“My friends will enjoy this”

Surprise:

“That was shocking”
“I didn’t see that coming”
“Wait... what just happened?”

SO WHAT CAN YOU DO AS A ROBLOX DEV?



Excite Your Fan Base - Start Early:



- Sneak peeks
- Game updates
- Special codes
- Twitter contests
- Game commentary





More Ways to Keep your Fans Engaged:

- Host events to keep players playing and attract new fans.
- Regular, substantial updates
- Daily login bonus
- Regular badge updates and achievements
- Holiday skins and gameplay events
- Giveaways and in-game-purchase sales
- Weekend boosts/perks
- Give fans the opportunity to contribute their thoughts about your game.



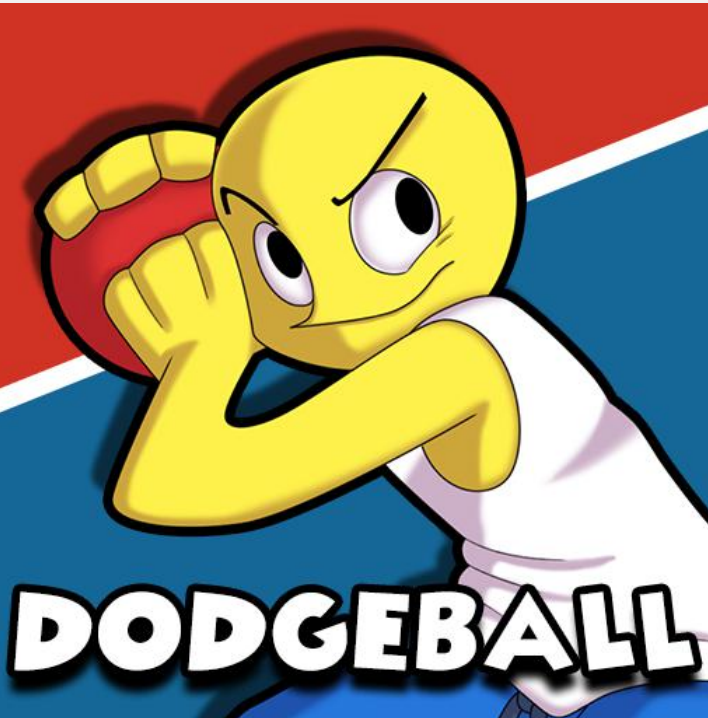
Tools You'll Need:

- Image editing software
 - There are tons of free options like GIMP, and Paint.Net
 - Or even just Paint and Alt + Print Screen!
- Video recording/Editing software
 - FRAPS, Quicktime
- Social Media Tools
 - TweetDeck, HootSuite

HOW TO FIND ONVERSION OPPORTUNITIES VIA SOCIAL



Case Study - Dodgeball Relaunch:



@AlexNewtron

Top Grossing Developer

Creator of Dodgeball, Pears to Pairs,
Wheel of Fortune,
and ROBLOX Blox Battle

Case Study - Dodgeball Relaunch:

- Game Creation Strategy
 - Imagery is key for promotion
- This launch was created with social media in mind
 - (specifically, twitter and YouTube)
- Collaboration was important

Case Study - Dodgeball Relaunch:

- Pre-Launch Countdown



Case Study - Dodgeball Relaunch:



- Video Trailer:



Roblox DODGEBALL Teaser | Animated by PixelFlame



Alex Newtron

[Subscribe](#) 978

195,017

[+](#) Add to [Share](#) [...](#) More

[766](#) [58](#)

Case Study - Dodgeball Relaunch:

- Game Feature Knowledge



Case Study - Dodgeball Relaunch:



Ethan plays Roblox: Dodgeball NEW | KID GAMING
EthanGamerTV
Subscribed
89,433
Add to Watch Later



The FGN Crew Plays: ROBLOX - Dodgeball REMADE (PC)
BereghostGames
Subscribed
85,589
Add to Watch More



Roblox | DODGEBALL!!

TheDiamondMinecart // DanTDM
Subscribe 6,737,807

706,184

Add to Share More

30,144 1,199

And then this happened:





Bottom Line:

- Some of the greatest marketing moments for Dodgeball thus far have been because of the social media marketing plan.

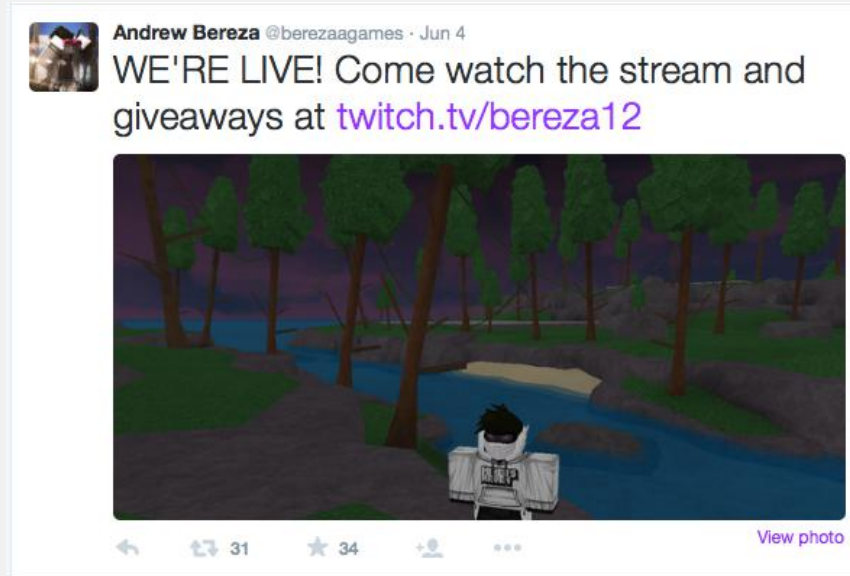


Homework - Beginner Level:

- If you don't have a twitter account, create one at RDC (it takes literally 30 seconds)
 - #RDC2016
 - #ROBLOXdev
- Tweet to us @ROBLOX so we can follow you and keep up-to-date on your games (we want to promote your awesome stuff)!

Homework - Intermediate Level:

- Create a video trailer for your game
- Dedicate some time to live stream on Twitch or YouTube
 - Q&A session or fan feedback
 - Let's Play
 - Coding session
 - Engage fans with streaming challenges
 - [stats for games w/trailers]



Homework - Advanced Level:

- Add social elements into your games
 - Social sharing moments
 - Lobbies
 - Level ups
 - Badge Awarding





Homework - Advanced Level:

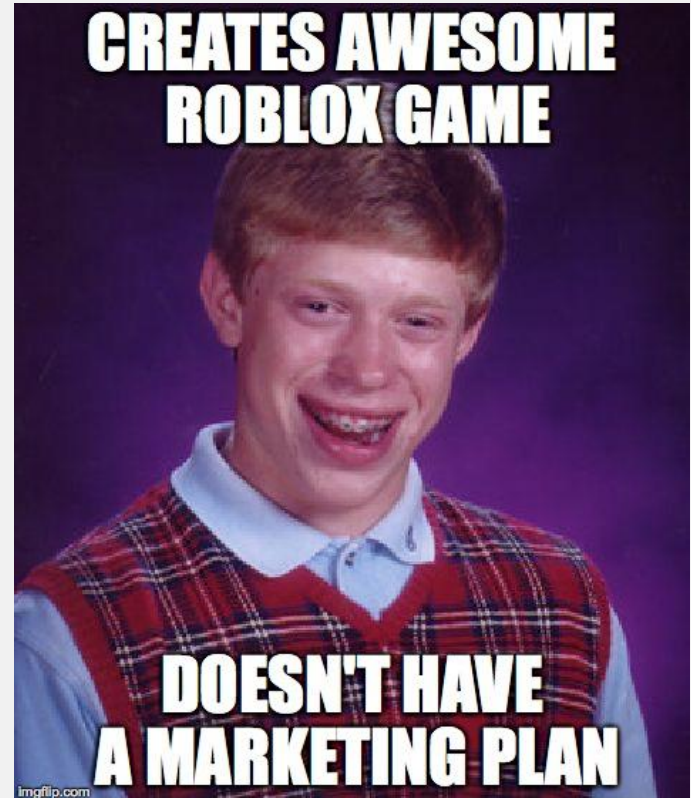
- Social code redemptions
 - Exclusive items
 - Limited time deals
 - Extra Currency
- Game play auto-capture to YouTube upload or Twitch streaming
 - Have your users spread the word about your social channels creating 100's of let's play videos for your game.



Partner with ROBLOX:

- We love to promote great new games!
- Talk to us early! The sooner you start - the better
- Many opportunities to promote games:
 - Social channels, video, blogs

- Don't be Bad Luck Brian



Thank You!

