

The logo for the Roblox Developer Conference 2018 (RDC 18) is centered on a white background. It features a thick blue square border that is slightly rotated. Inside the border, the letters "RDC" are written in a large, bold, black sans-serif font. To the upper right of the "C", the number "18" is written in a smaller, blue sans-serif font.

**RDC**<sup>18</sup>

ROBLOX DEVELOPER CONFERENCE



# Marketing Panel

# Panelists



**Moderator:**



**RickyTheFishy**  
Ricardo Dominguez



**Blockfacesteve**  
Jon Smith



**Blockfacebob**  
Alex Dooley



**Tami Bhaumik**  
Vice President of Marketing &  
Community Safety

# Banner Ads



High CTR provides better value for money.

	PLAY JURASSIC TYCOON!! (for  Jurassic Tycoon)				
	Impressions: 85255	Clicks: 2205	CTR: 2.59%	Bid: 3000	
	Total Impr: 335231	Total Clicks: 8421	Total CTR: 2.51%	Total Bid: 8000	
	Not running				

Spend more when estimated impressions are high.

Targeted advertising

Second CTR to consider.

# Ads: The Numbers



## Experiment:

**Week 1:** Bidding R\$25,000 a day at ~12PM ET on the same ad.

**Week 2:** Organic visits, no advertising



 Live a sharks life! (for  Fish Simulator)

Impressions: 2239720	Clicks: 14886	CTR: 0.66%
Total Impr: 19999860	Total Clicks: 179057	Total CTR: 0.90%

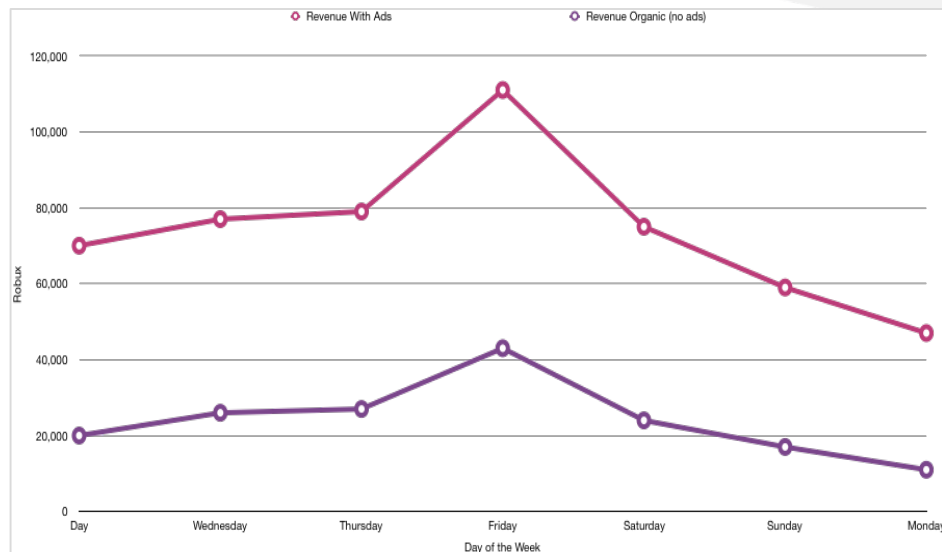
Not running

## Results:

*On average 100%-150% increase of revenue per day with ads.*

**Week 1 Total: ~R\$518,000 (\$1,813USD)**

**Week 2 Total: ~R\$168,000 (\$588USD)**



# YouTube/Streaming



**BUILDING MY OWN ZOO - Roblox Zoo Tycoon #1**  
Series • 154k views • 5 months ago  
Welcome to my zoo where i will be building the best animal fun land in the world! Can we get 500 Likes?  
Series Store ...

**ROBLOX ZOO TYCOON**  
Dannymtucker • 13k views • 3 months ago  
Help me reach 200000 subscribers! Click here to subscribe! = <https://goo.gl/1dLPx> Snapchat: ADayWithKev Twitter: <http://www>.

**MY FIRST ZOO** • I Roblox Zoo Tycoon  
Ashleyzay • 88k views • 5 months ago  
Ashleyzay and Chrisandhankie purchase their own Zoo in Roblox Zoo Tycoon! What other Roblox characters will they get ...

**MAKING MY OWN ZOO!! \*ALL ANIMALS!\* (Roblox Zoo Tycoon)**  
TwistedPandora • 25k views • 5 months ago  
Today I embark on a journey to make my own zoo in Roblox! Join me as I try to fill my entire zoo with every single animal! EVEN ...

**I FOUND A RARE RAPTOR - Roblox Zoo Tycoon #5**  
Series • 55k views • 5 months ago  
Welcome to my zoo where i will be building the best animal fun land in the world! Can we get 500 Likes?  
Series Store ...

**SKETCH'S ROBLOX ZOO**  
Sketch • 22k views • 5 months ago  
Today in roblox we MAKE OUR OWN ZOO! In this game made in order to make your own zoo, you need to hunt & cage your own ...

**Don't Hurt Them! Help Them! - Roblox Zoo Tycoon - DOLLASTIC PLAYS!**  
DOLLASTIC PLAYS! • 47k views • 3 months ago  
Don't Hurt Them! Help Them! - Roblox Zoo Tycoon - DOLLASTIC PLAYS! Roblox game played - Zoo Tycoon ...

**ZOO TYCOON IN ROBLOX**  
Kang • 25k views • 5 months ago  
ZOO TYCOON IN ROBLOX! Subscribe To Help This Channel Grow To 200000 Subscribers! Subscribe ► <https://goo.gl/r3t4da> ...

**HUGE EXPANSION - Roblox Zoo Tycoon #4**  
Series • 37k views • 5 months ago  
Welcome to my zoo where i will be building the best animal fun land in the world! Can we get 500 Likes?  
Series Store ...

**I HAVE BUILD MY OWN ROBLOX ZOO TYCOON**  
ElocaFun • 151k views • 5 months ago  
In this video today we play ROBLOX zoo tycoon. This is brand new tycoon in roblox , and it is really awesome , you building your ...

**Roblox : Zoo Tycoon #1** ภารกิจสร้างสวนสัตว์ที่ตระการตาแห่งใหม่  
Kuntha Wanta2play • 147k views • 5 months ago  
ดูวิดีโอ Twitch <https://www.twitch.tv/videos/2105993350> Map ...

**ROBLOX: ZOO TYCOON**  
IToonGamePlay TerrorDivision • 178k views • Streamed 4 months ago  
SÉ PATROCINADOR del canal aquí! <http://bit.ly/2mYooz2> Tendrá muchas ventajas si eres patrocinador. -Chate privado ...

**WELCOME TO MY FIRST ZOO! - Roblox Zoo Tycoon (1)**  
Elyptozic • 18k views • 3 months ago  
WELCOME TO MY FIRST ZOO! - Roblox Zoo Tycoon (1) ► Subscribe! - <http://bit.ly/10261uv> ► Twitter ...

**ROBLOX ZOO TYCOON w/imaFlynMidget**  
Series • 35k views • 2 months ago  
Ma and midget go head to head to build our very own zoo in Roblox Zoo Tycoon! Can we get 500 Likes!  
ImaFlynMidget: ...

One YouTuber provided 423k views. This grew to over 4 Million when other YouTubers followed on.

# YouTube/Streaming: Case Example



184k Views



100k Views



46k Views



37k Views



56k Views

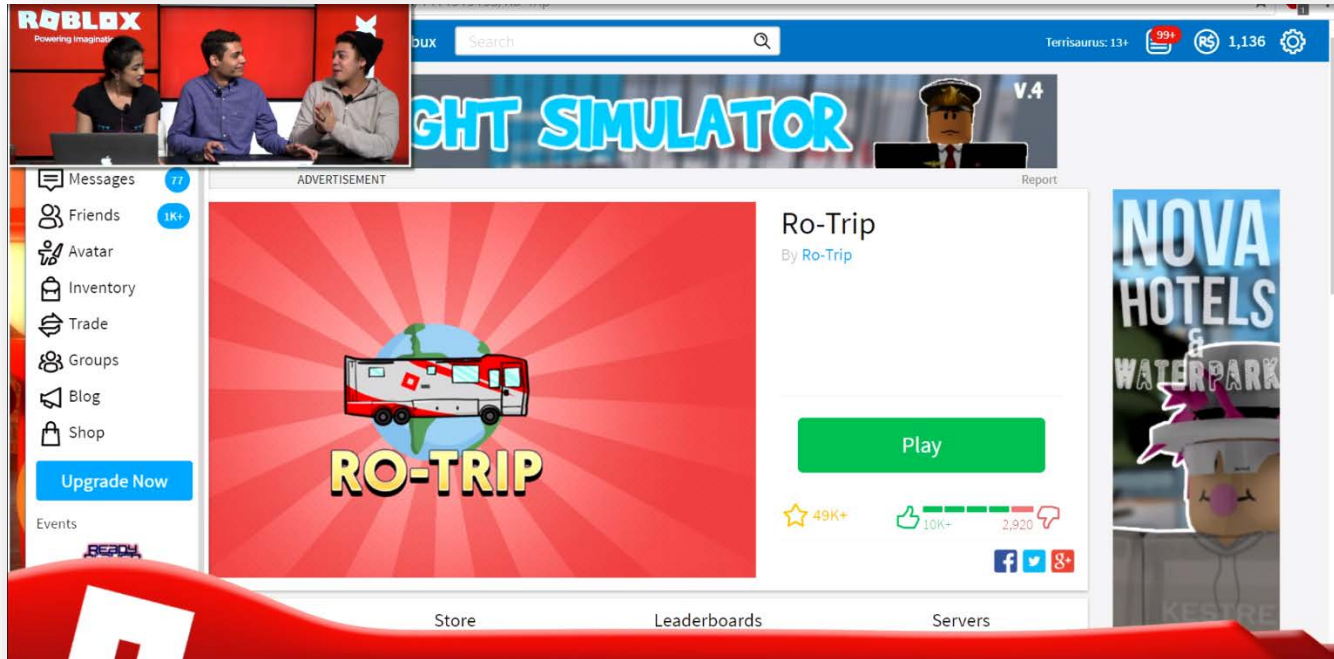


Images: Seniac

# Twitich

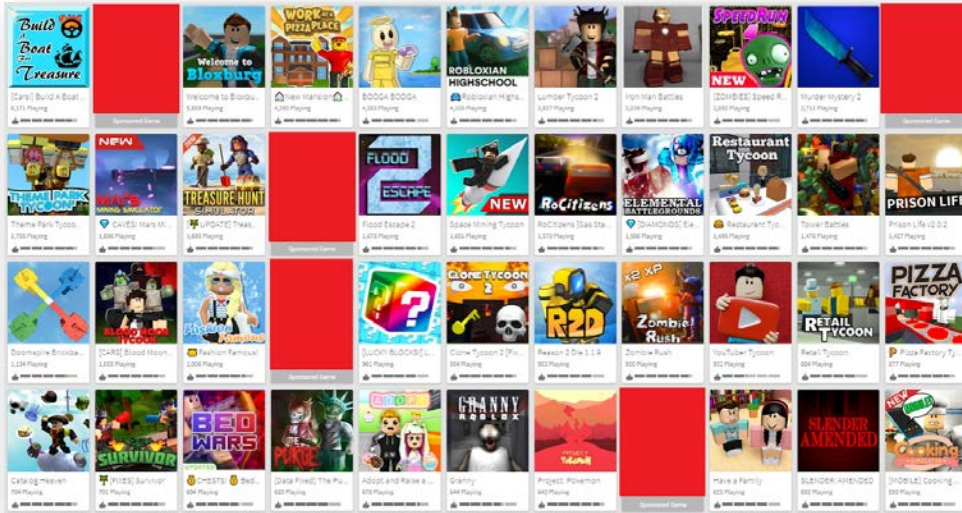


- Roblox has nearly 300,000 followers.
- Engaging exposure
- People follow the presenters





# Sponsored Games



Lots of potential coverage among top games

Big bold text draws the eye in.



Professional graphics shows quality.

EMOJI's help the title stand out.

Hidden like-dislike ratio.

Must have a thumbnail that **really** stands out.

# Social Media: Dissecting A Post



Composition:  
Catchy game  
related text



Glub glub glub glub glub glub glub glub glub  
glub glub glub glub glub = "Use code  
'Sharks' for a sweet gift in Fish Simulator"  
[roblox.com/games/37947412](https://www.roblox.com/games/37947412) ... only on  
@Roblox!

Action: Game  
link

Incentive:  
Promo code

**Roblox**  @Roblox

Glub glub! That's fish language for "check out the terrifying sharks and beautiful underwater sights in our Fish Simulator playlist!" [youtube.com/watch?v=LJeEvq...](https://www.youtube.com/watch?v=LJeEvq...)

8:48 AM - 29 Apr 2018

Community: Interaction  
with official Roblox tweet

# Social Media: Case Examples



**Fissy** @newfissy Following

Happy Valentines Day! [go.playadopt.me](http://go.playadopt.me)  
#AdoptMe #Roblox

**Happy Valentines Day!**

Grab your free **Heart Plushie!** Find it in the **Toy Shop**



8:54 PM - 13 Feb 2018

2 Retweets 99 Likes



AdoptMe (NewFissy & BeThink)

## Tweet Activity

**Happy Valentines I** **Fissy** @newfissy

Happy Valentines Day!  
<http://go.playadopt.me> #AdoptMe #Roblox  
pic.twitter.com/T0W4PCLmE9

Reach a bigger audience  
Get more engagements by promoting this Tweet

**Get started**

Impressions	79,106
Total engagements	562
Link clicks	197
Likes	99
Media engagements	94
Profile clicks	80
Detail expands	42
Hashtag clicks	32
Replies	16
Retweets	2

## Tweet Activity

**Jared Kooiman** @LordJurrd

The latest Island Royale update has just dropped!  
This new update adds NEW THEMED Featured Shop items & bug fixes for days!

Come play and use the code "KNIGHT" to enjoy 4,500 FREE Bucks and use it on the new Featured Shop items! #Roblox  
<https://www.roblox.com/games/1320186298> ...

Reach a bigger audience  
Get more engagements by promoting this Tweet

Impressions	57,675
Total engagements	1,814
Link clicks	624
Profile clicks	341
Likes	316
Detail expands	251
Replies	149
Hashtag clicks	94
Retweets	32
Follows	7

**Jared Kooiman** @LordJurrd Following

The latest Island Royale update has just dropped!  
This new update adds NEW THEMED Featured Shop items & bug fixes for days!

Come play and use the code "KNIGHT" to enjoy 4,500 FREE Bucks and use it on the new Featured Shop items! #Roblox



**UPDATE! Island Royale - Testing**  
Check out **UPDATE! Island Royale - Testing**, it's one of the millions of unique, user-generated 3D experiences created on Roblox. **BRAND NEW UPDATE!** -Brand [roblox.com](http://roblox.com)

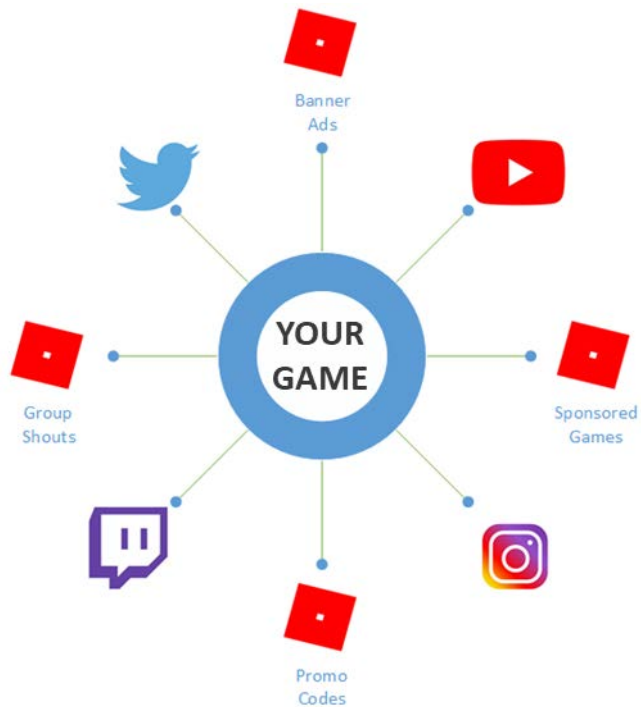
1:36 PM - 27 Apr 2018

32 Retweets 316 Likes

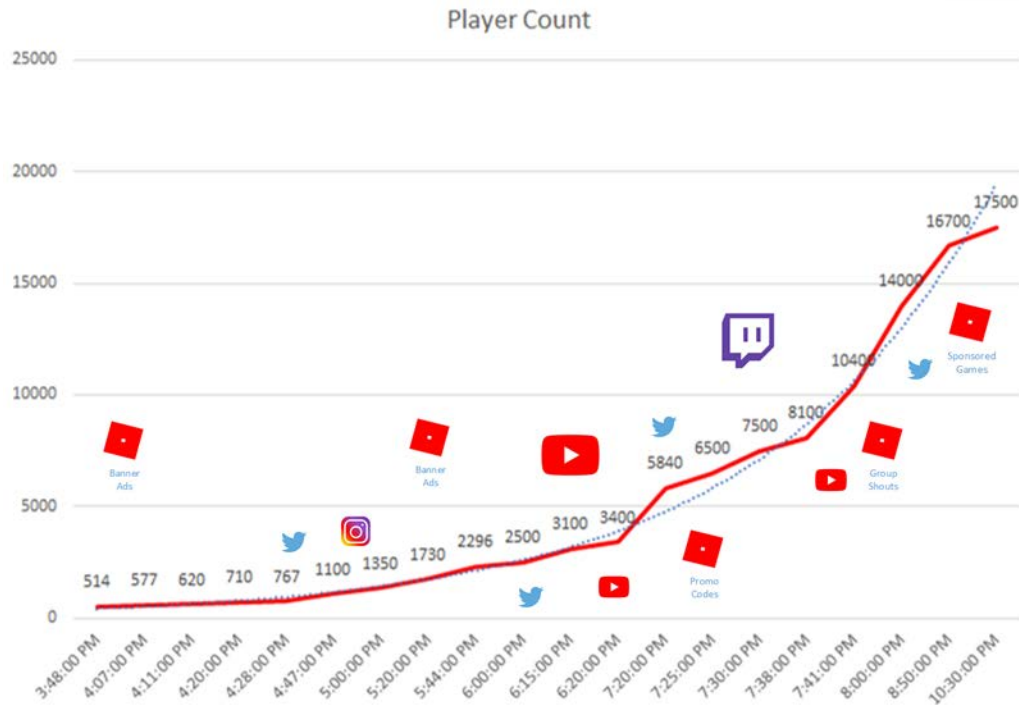


Island Royale (LordJurrd)

# Combining Strategies



## Zoo Tycoon Case Study



(25,000 R\$ Spent on Banner Ads and Sponsored Games)



**Q & A**