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Toolsheet 10 Steps to market a game

<https://www.videogames4good.eu>

This project has been funded with support from the European Commission under the Erasmus+ Programme. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein. Project number: 2023-2-CZ1-KA220-YOU-000183158



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**VISAS
IESPĒJAS**



Eppas



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When to use it / Targeted skills:

Use this toolkit when you are preparing to market your indie game, particularly on platforms like Steam. This guide is designed to help you understand the market, build a marketing funnel, network effectively, and optimize your game's visibility and sales.

What You'll do:

You will learn how to market your indie game effectively by following a structured 10-step plan. This includes understanding your target audience, building a marketing funnel, networking with industry professionals, and optimizing your game's presence on various platforms.

What You'll Need:

- a developed or nearly developed game
- access to social media platforms (Twitter, Reddit, TikTok, etc.)
- a Steam account and Steamworks for developers





How to use it:

1. **Identify your game type** → Focus on popular Steam genres (e.g., BUILDY-CRAFTY-SIMULATIONY-STRATEGY).
2. **Understand your game** → Research genre, competition, and unique features; analyze reviews/feedback.
3. **Describe your game clearly** → Craft concise descriptions, use accurate tags, and align marketing materials.
4. **Build your marketing funnel** → Guide players from discovery (social media) to purchase (Steam page).
5. **Network with industry professionals** → Engage developers, influencers, and communities.
6. **Optimize your marketing assets** → Improve Steam page, social media, and website; test messaging.
7. **Gather Wishlists** → Use festivals, press, streamers, and social media; aim for 5,500–7,000 wishlists.
8. **Launch your game** → Plan for maximum coverage; secure wishlists and positive reviews.
9. **Post-Launch Management** → Update regularly, monitor sales/reviews, and join Steam promotions.
10. **Prepare for your next game** → Learn from data and momentum; plan your next project.

Global Summary:

Research → Position → Build Hype → Launch → Engage → Scale.

Start by aligning your game with market demand, create clear messaging, and build a funnel to drive wishlists. Launch with strong visibility, keep players engaged post-launch, and use insights to grow your portfolio. Each step feeds into the next for sustained success.





About this template:

This template is designed to guide you through the process of marketing your indie game on platforms like Steam. Each step corresponds to key strategies and actions outlined in the provided content, ensuring a structured approach to marketing your game effectively.

Tips for Reuse / Continuation:

- Stay Updated: Keep up with the latest trends.
- Engage with Community: Build and maintain a strong community around your game to sustain interest and gather feedback.
- Iterative Improvement: Continuously gather feedback and make iterative improvements to your marketing strategies.
- Network to open up more opportunities for visibility and partnerships.

Languages:

Available in English.

