



# Marketing on Steam

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PRESENTED BY: KATELYN  
CARLINI

# Purpose

The Digital Storefront, Steam, is a massive market that is made up of over **100,000 games**. As a consumer of games and of general interest I want to see what aspects contribute to **a game's success** on Steam. To accomplish this, I decided to look into the **4p's of marketing**

How It Applies To Game Development:

**Product** - Content and Genre

**Place** – Steam Market Place

**Price** - F2P to Expensive

**Promotion** - Player Engagement

# MARKETING MIX



# Measures and Assumptions

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Metric for **General Success** for analysis is the Average Estimated Game Ownership.



**Place** - An unsuccessful game does not equal a bad game.



**Price** - The typical price for the genre can act as a metric for how to market the game.

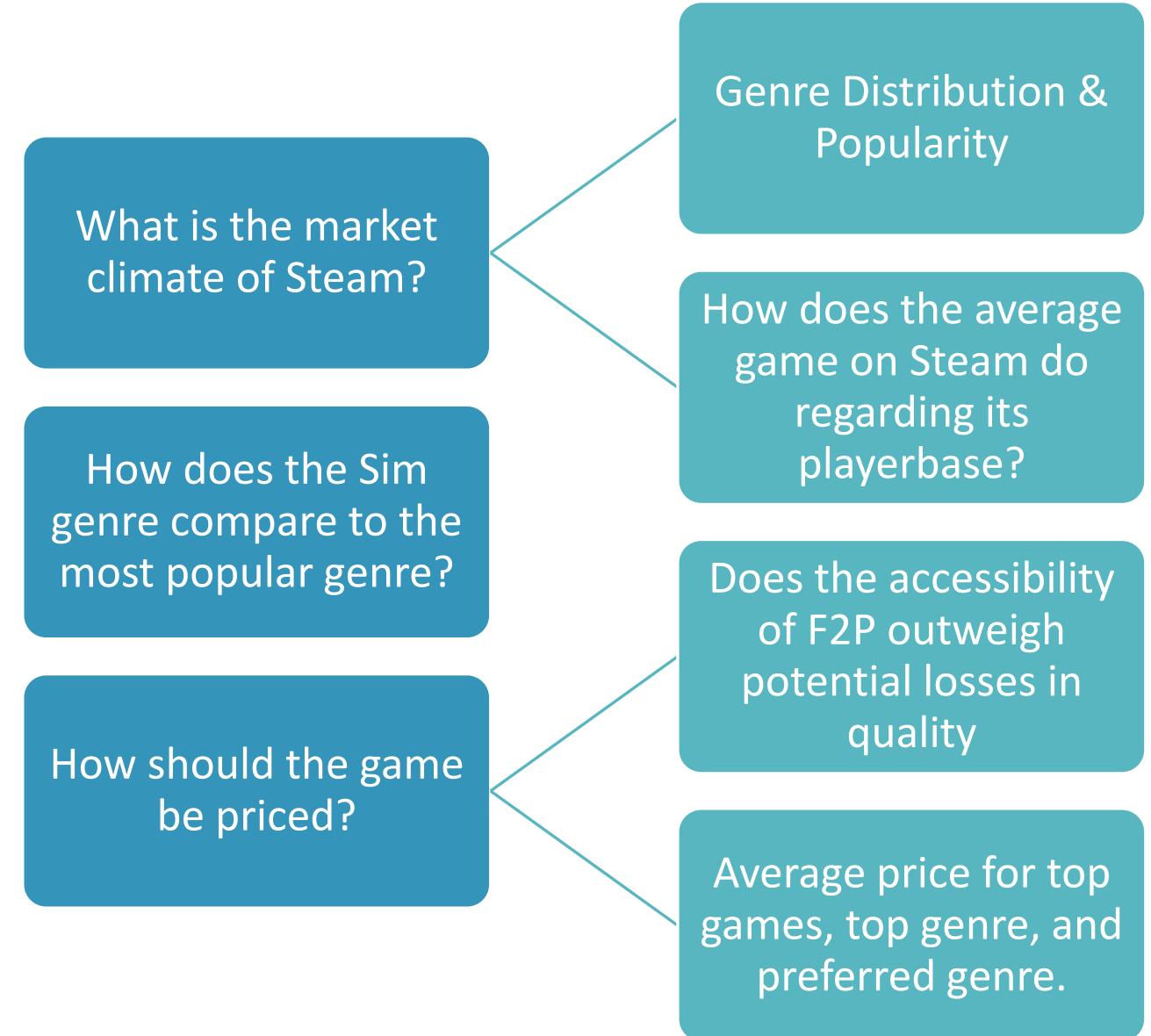


**Product** - Genres on Steam will have different characteristics and expectations.

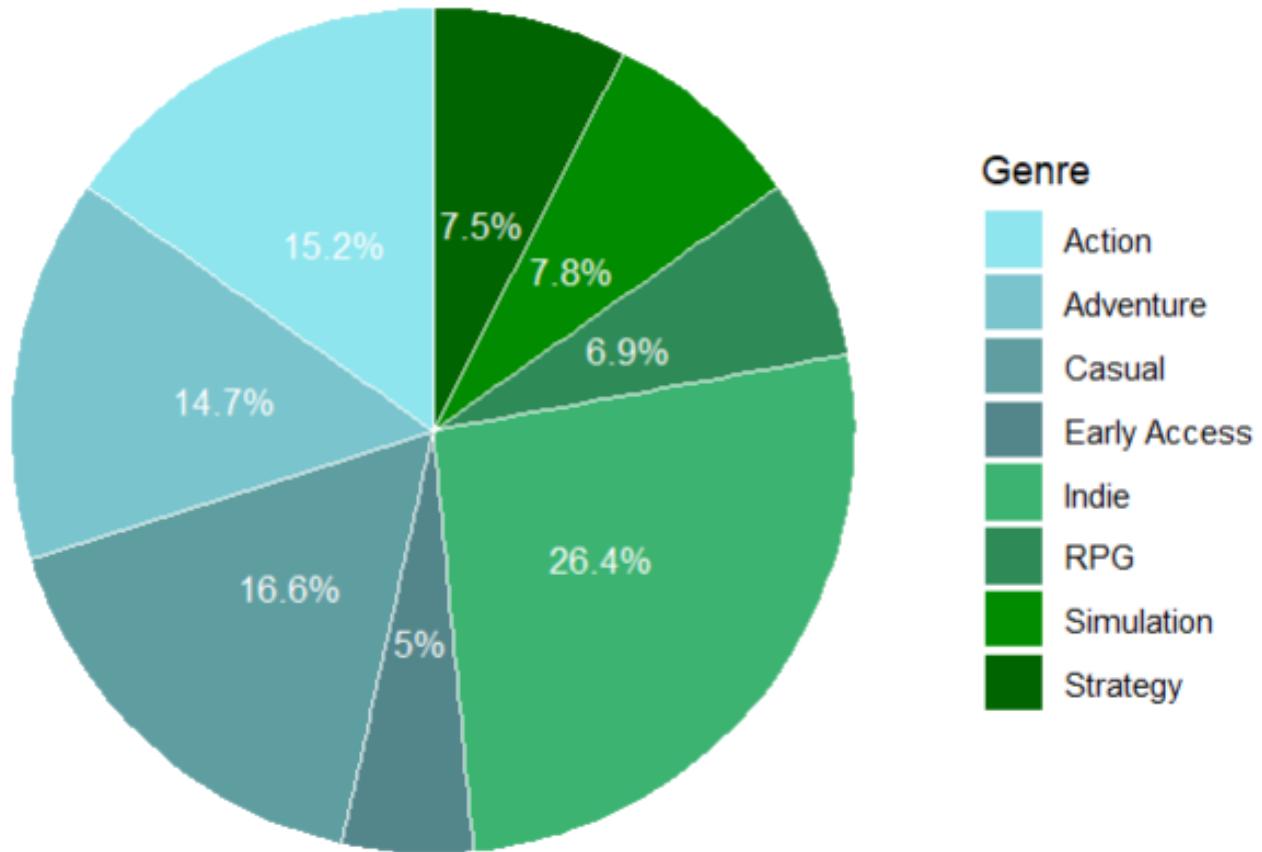


Using a **popular genre** as a point of reference is a good way to compare how different genres **perform**.

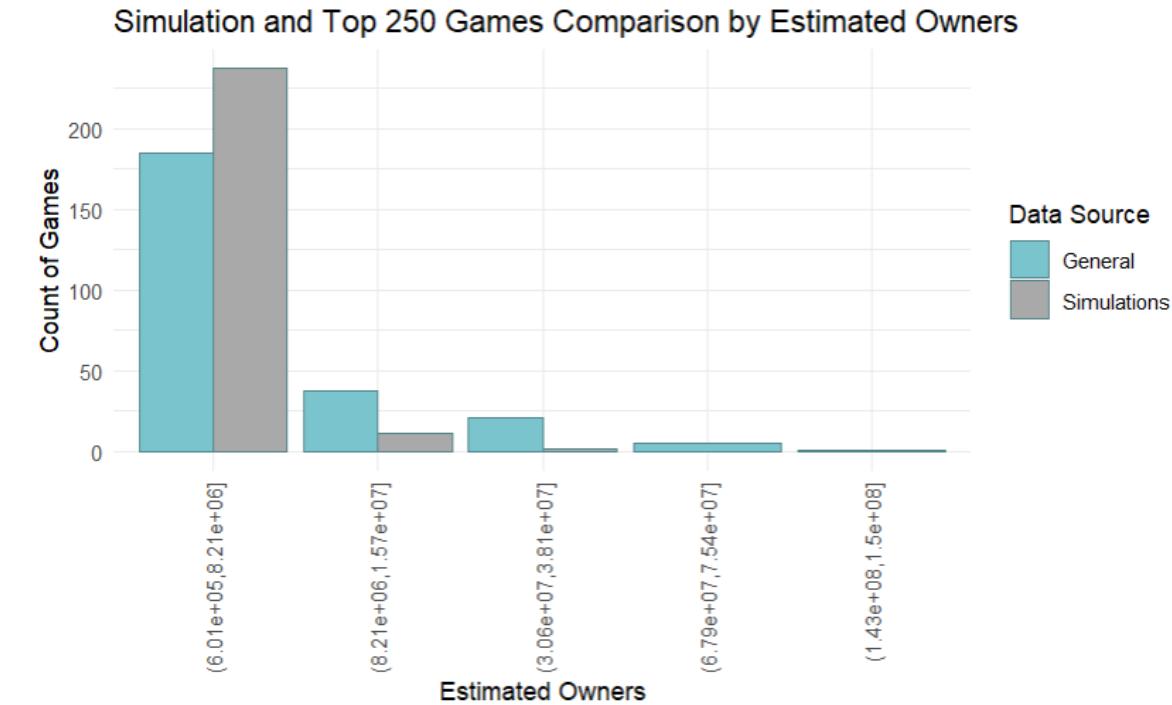
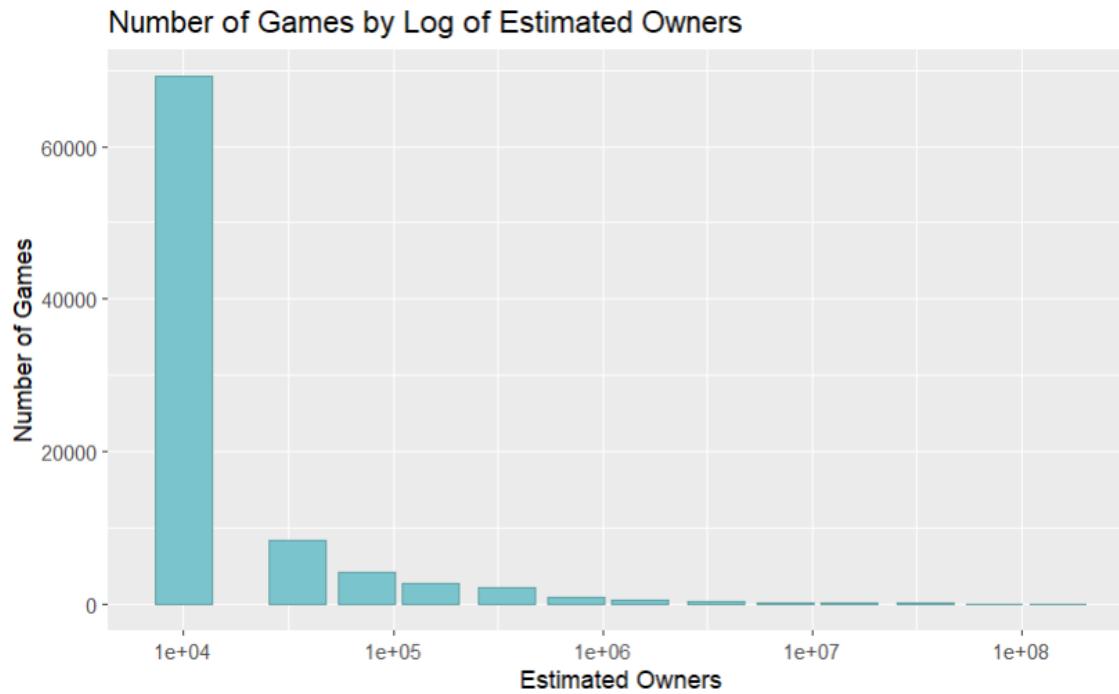
# 3 Main Questions



### Most Common Genres on Steam (Pie Chart)

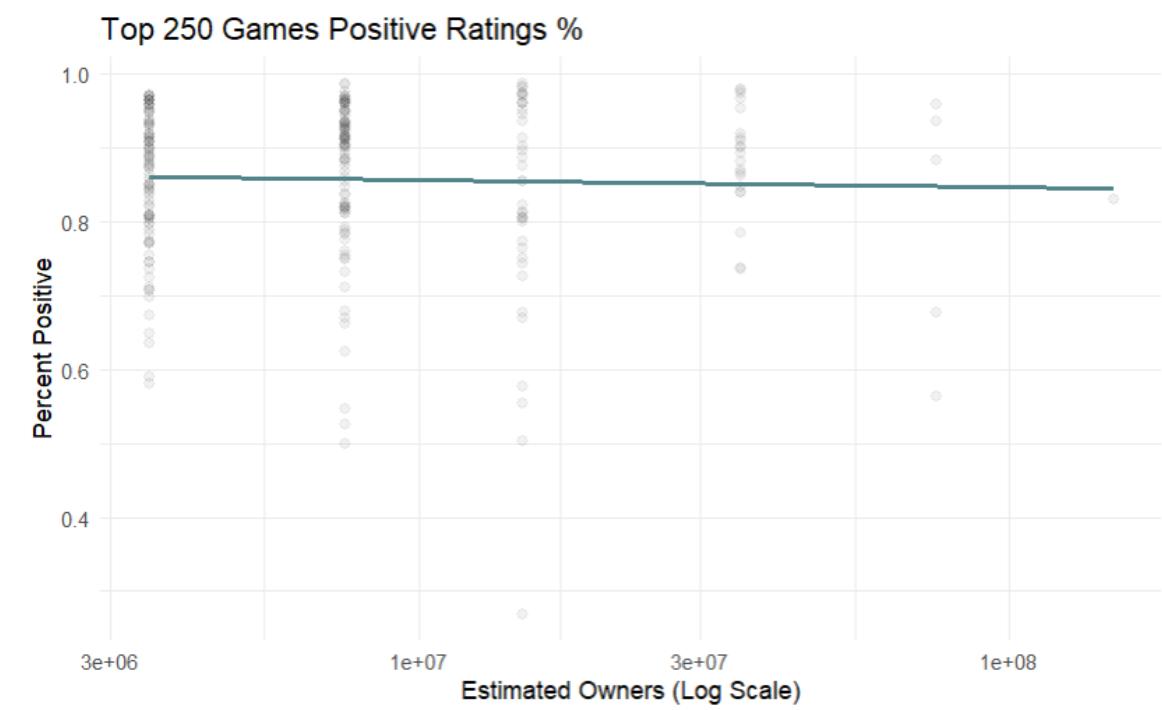
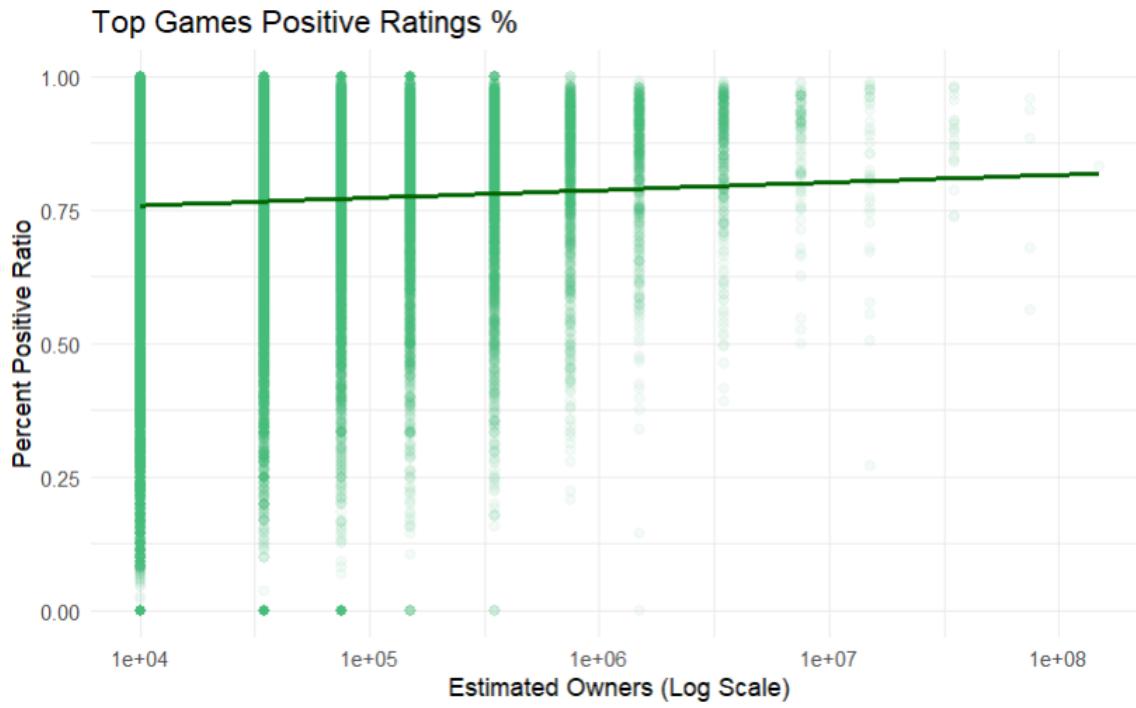


Main Genres  
on Steam  
  
However,  
most popular =  
Action



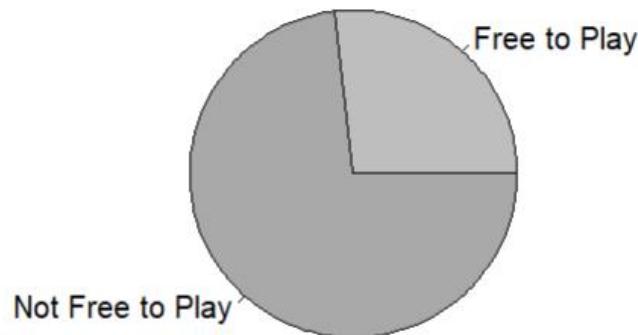
# Steam's Market Climate

# MOST GAMES HAVE ~ 1000 PLAYERS

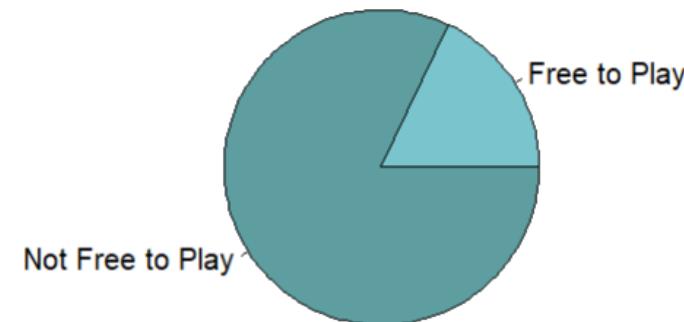


# Player Engagement

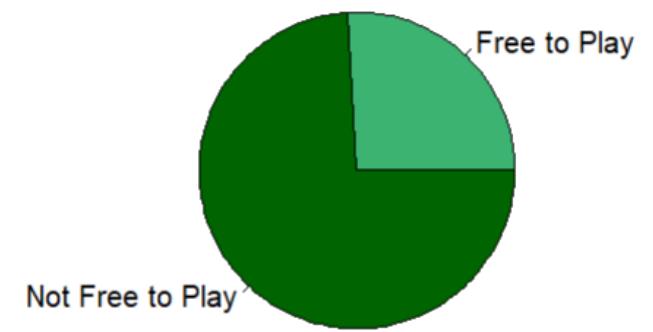
**Percent Free to Play (Top 250)**



**Percent Free to Play (Top Sims)**



**Percent Free to Play (Top Action)**

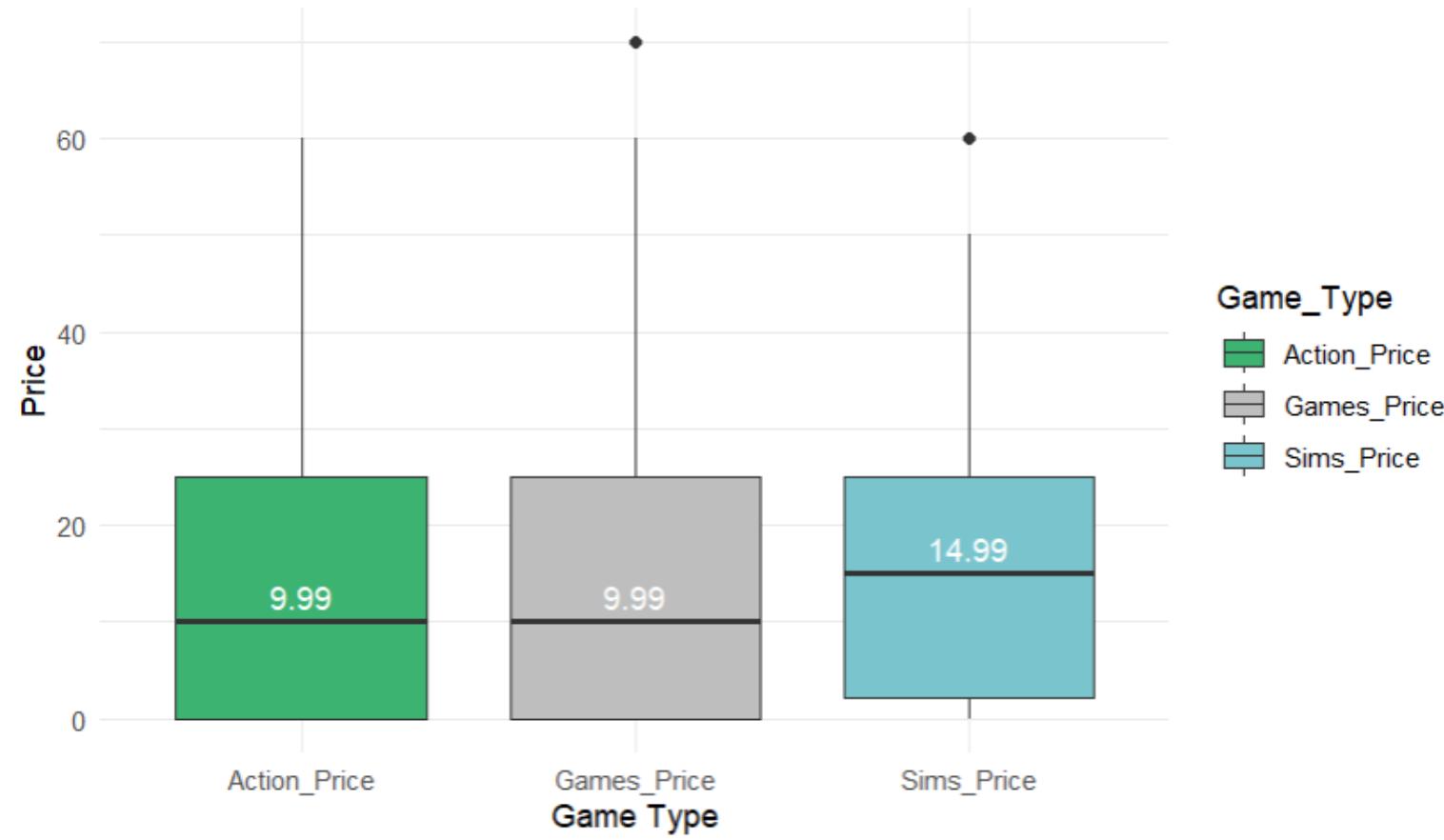


# Accessibility Vs. Quality\*

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# Price Difference Between Genres

Price Distribution Across Game Types



# Conclusions

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Games in the Simulation Genre have the capacity to have a large **player base**.

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Steam responds best to games in the **action genre**

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Negative Ratings are inevitable but a **good positive** to negative ratio lies around 75%

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**Quality** is more important than sheer affordability.

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A Good starting price point for a Sim game is **\$14.99**

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Genres fill their own niches, and the game will make its way to its “**intended audience**.”

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**Summary: A Great Game is a Great Game**



# References

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