



Marketing on Steam

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



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.

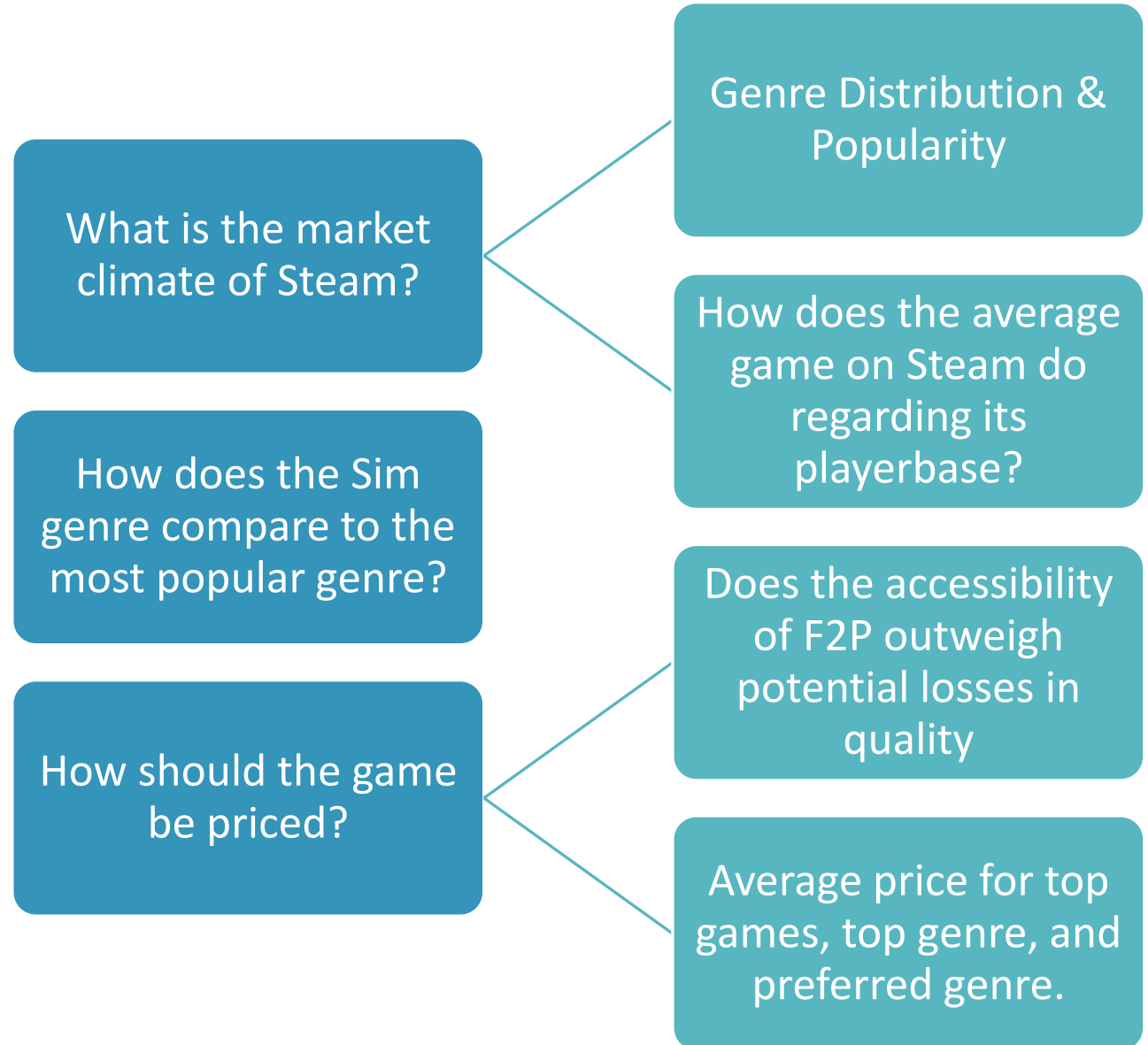


Product - Genres on Steam will have different characteristics and expectations.

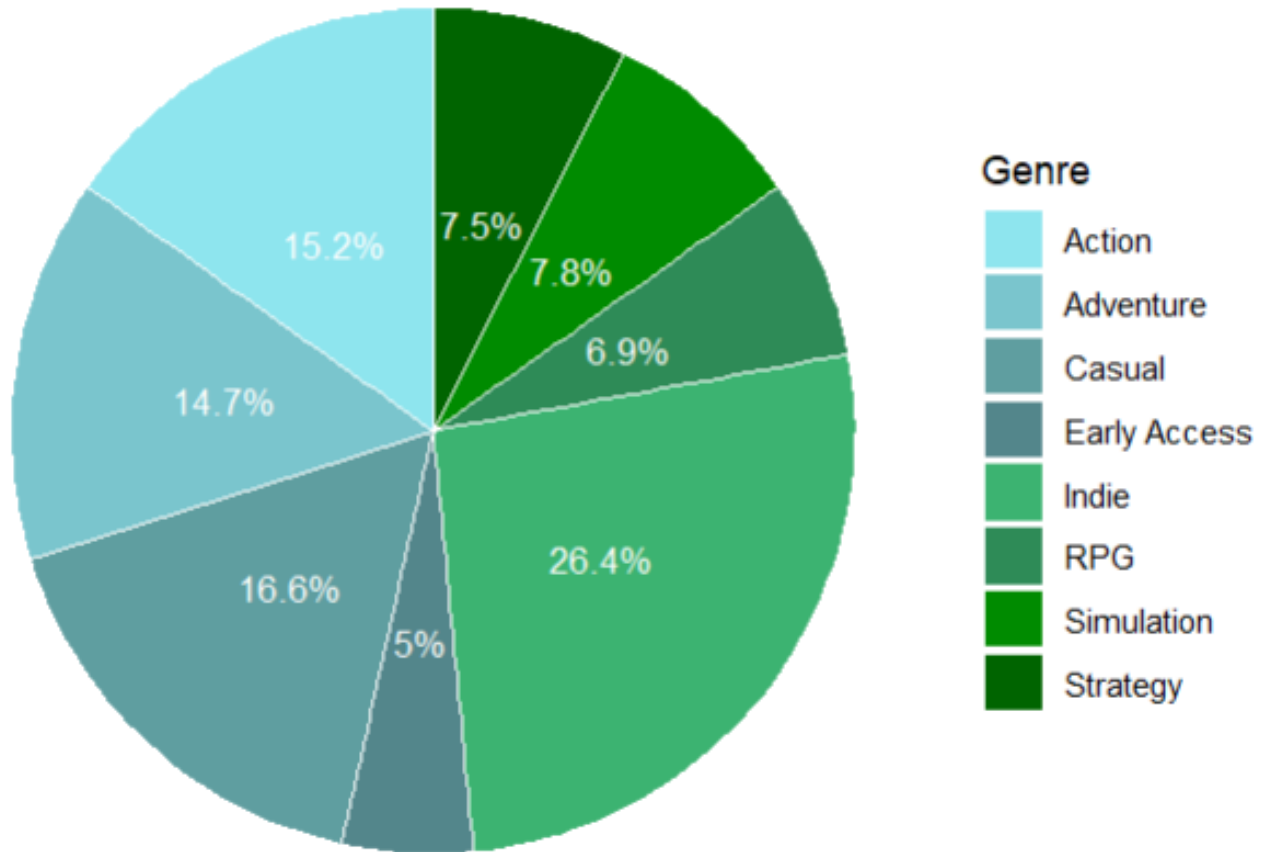


Using a **popular genre** as a point of reference is a good way to compare how different genres **perform**.

3 Main Questions

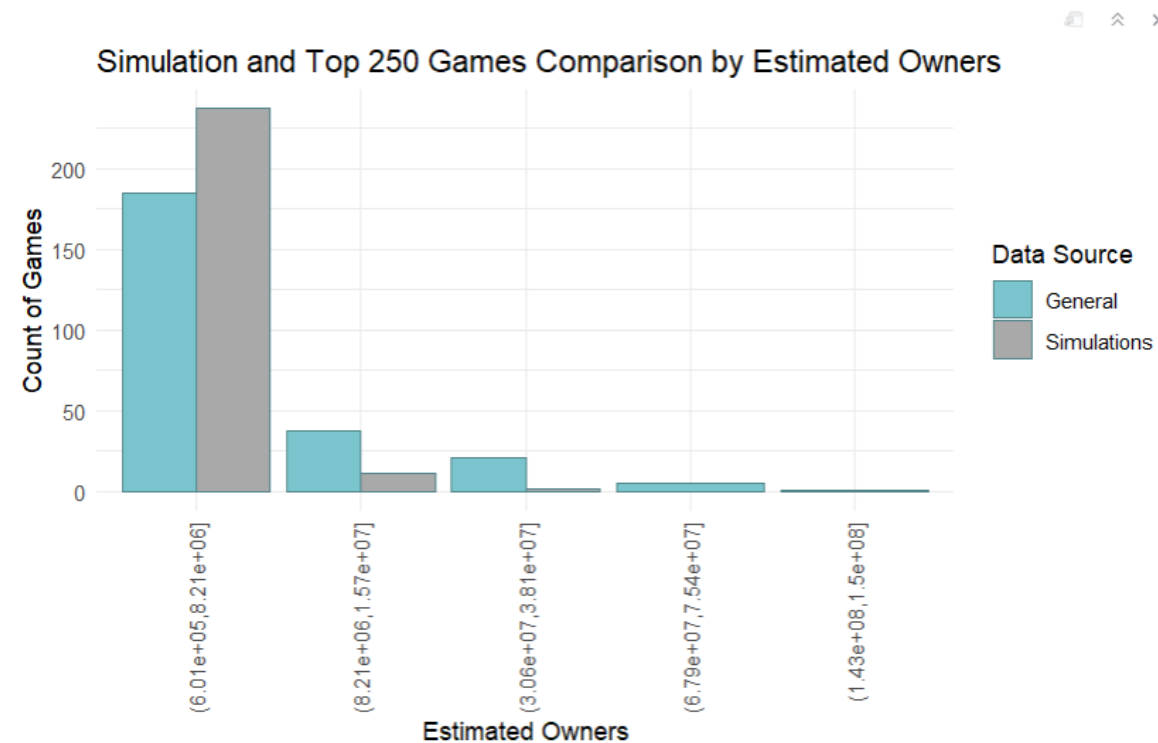
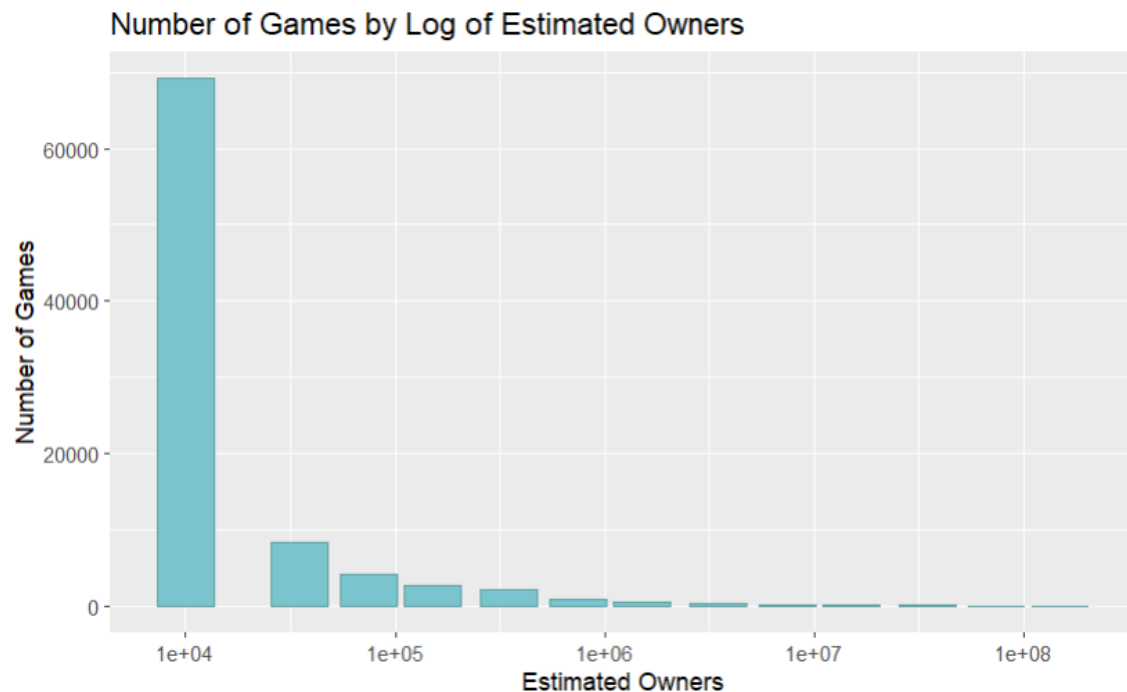


Most Common Genres on Steam (Pie Chart)



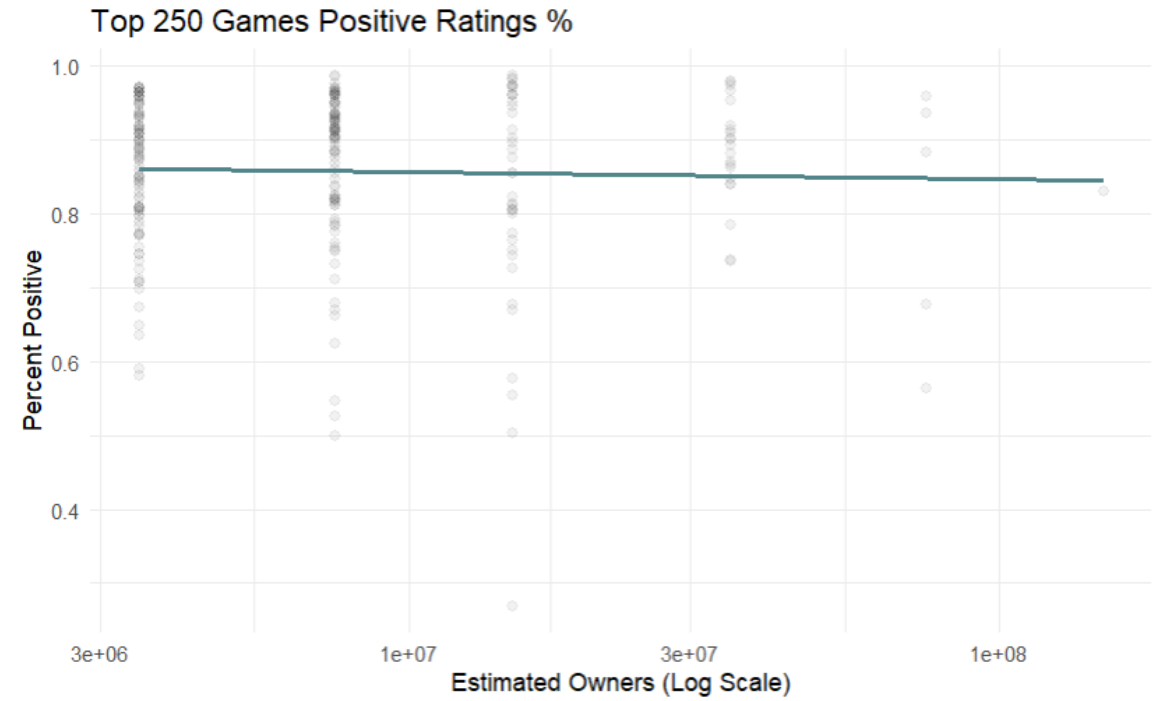
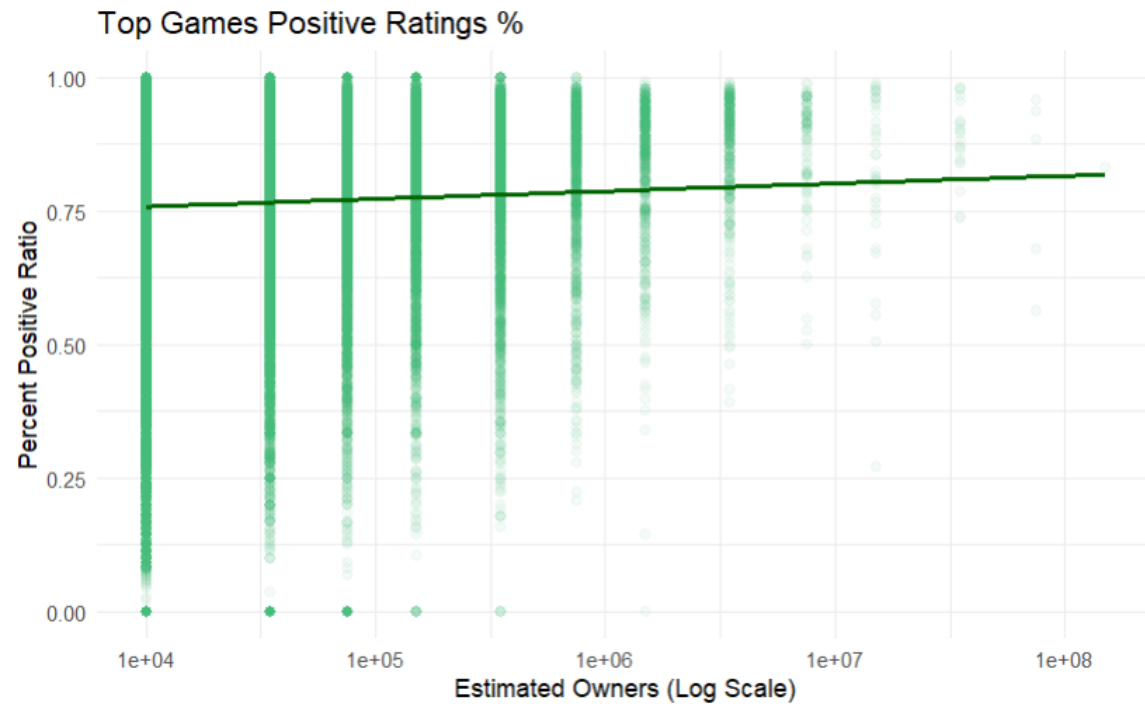
Main Genres on Steam

However,
most popular =
Action



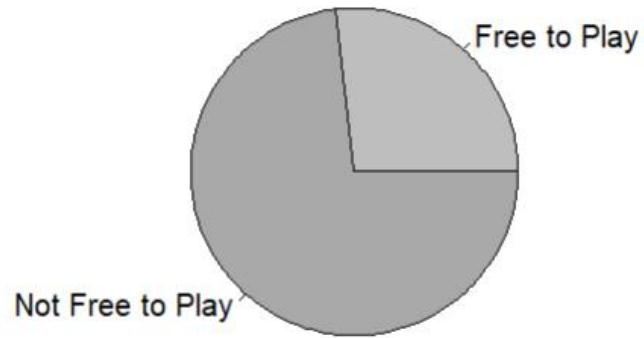
Steam's Market Climate

MOST GAMES HAVE ~ 1000 PLAYERS

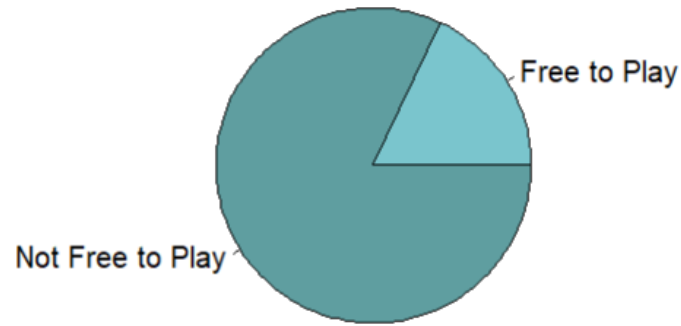


Player Engagement

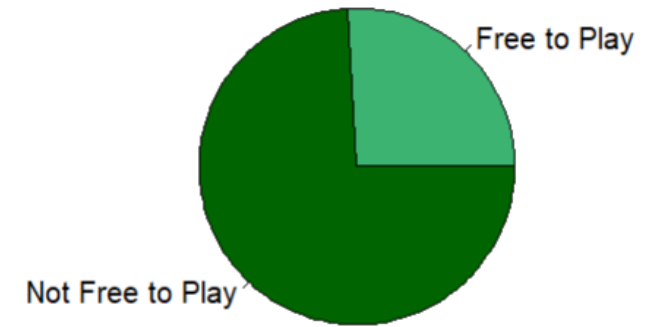
Percent Free to Play (Top 250)



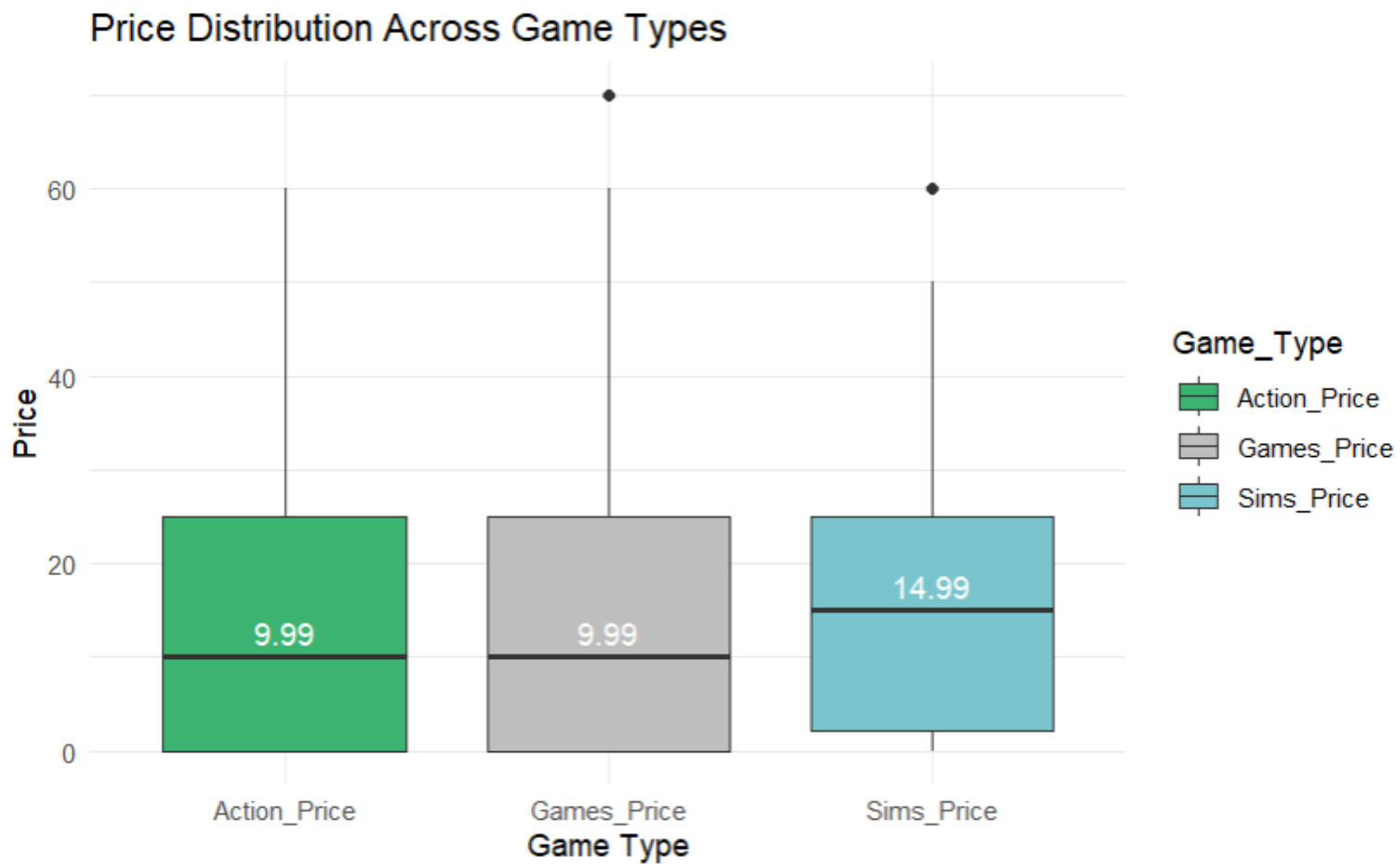
Percent Free to Play (Top Sims)



Percent Free to Play (Top Action)



Accessibility Vs. Quality*



Price Difference Between Genres

Conclusions

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

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

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

Quality is more important than sheer affordability.

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

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

Summary: A Great Game is a Great Game



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