

Post-Launch Client Process Template



Post-Launch Audit: [Game Name]

Client: [Developer Name]

Status: [Select: ● Not Started / ● In Progress / ● Delivered]

Delivery Date: [Date]

Launch Date: [Original Launch Date]

Days Since Launch: [X days]

Report Link: [Paste link to Google Doc Report]

🏁 Phase 1: Project Setup (5 Mins)

Create Client Folder: Create new Google Drive folder [Client Name] - [Game Name] - Post-Launch.

Duplicate Templates: Go to "Master Templates" folder and duplicate the 3 core files.

- [TEMPLATE] Post-Launch Report
- [TEMPLATE] Master Pricing Calculator
- [TEMPLATE] POST-LAUNCH AI MASTER PROMPT

Move & Rename Files: Move new files into the client's folder and rename.

- [Game Name] - Post-Launch Audit Report
- [Game Name] - Pricing Recovery Calculator
- [Game Name] - Post-Launch AI Prompt

Update Client Tracker: Add client to tracker database.

- Set "Stage" to In Progress.

- Set "Audit Type" to Post-Launch Audit.
 - Link to the new [Game Name] - Post-Launch Audit Report Google Doc.
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Phase 2: Performance Data Gathering (60-90 Mins)

Request Steam Partner Access:

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<summary>Click to expand access request email template</summary>

- *Subject:** Steam Partner Access for Post-Launch Audit

Hi [Client Name],

To complete your post-launch audit, I'll need read-only access to your Steam Partner dashboard. This lets me pull:

- Regional sales breakdown
 - Traffic source analytics
 - Conversion funnel data
 - Review sentiment trends
- *To grant access:**

1. Log into partner.steampowered.com
2. Go to Users & Permissions
3. Add: [your email]
4. Permission level: "View Steamworks Settings" (read-only)

I'll revoke my access immediately after pulling the data (typically 24-48 hours).

Thanks!

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Pull Steam Partner Data:

- Sales Data:** Go to Reports → Sales & Activations
 - Export lifetime sales by region (CSV)
 - Export weekly sales trend (CSV)
 - Screenshot revenue curve chart
- Traffic Data:** Go to Marketing & Visibility
 - Export traffic sources breakdown (CSV)
 - Export capsule CTR by placement (CSV)
 - Screenshot impressions vs. clicks chart

- Review Data:** Go to Community → Reviews
 - Export all reviews (CSV)
 - Screenshot review score trend chart
- Refund Data:** Go to Reports → Refunds
 - Note overall refund rate %
- Pull SteamDB Data:**
 - Get Tag Rankings:**

<details>

<summary>Click to expand Tag ranking instructions</summary>

 1. Go to **SteamDB.info/app/[their app ID]**
 2. Click the "Tags" tab
 3. For each of their top 10 tags, note:
 - Tag name
 - Total games in tag
 - Their rank in that tag (e.g., "#234 of 1,200")
 - Follower count
 4. Paste this into the '[CLIENT DATA INPUT]' section

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 - ****Get Competitor Performance:****

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<summary>Click to expand Competitor data instructions</summary>

 1. Identify 2-3 similar games (same genre, similar price, launched in last 12 months)
 2. For each competitor on SteamDB:
 - Current review score
 - Total review count
 - Estimated revenue (SteamDB premium feature if you have it)
 - Screenshot count
 - Current sale participation
 3. Paste this into the '[CLIENT DATA INPUT]' section

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 - Analyze Review Sentiment Manually:**
 - Read the 20 most recent negative reviews
 - Identify top 3 recurring complaints
 - Note specific bugs/issues mentioned
 - Read the 10 most recent positive reviews

- Identify top 3 praised features
 - Paste findings into [CLIENT DATA INPUT]
 - Check Discord/Community (if exists):**
 - Note total member count
 - Check last 7 days of messages (rough estimate)
 - Identify 3-5 most active/valuable community members
 - Note top 3 community complaints/requests
 - Paste findings into [CLIENT DATA INPUT]
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Phase 3: AI Analysis (30-45 Mins)

- Fill in the Post-Launch AI Master Prompt:**
 - Open the client's [Game Name] - Post-Launch AI Prompt file.
 - Fill in every field in the [CLIENT DATA INPUT] section using the data you gathered.
 - Include ALL the CSV data, charts, and manual research from Phase 2.
- Run the "Super-Prompt" in Claude:**
 - Select **all text** in the completed [Game Name] - Post-Launch AI Prompt file.
 - Copy and paste this single, massive prompt into a new Claude Pro chat.
- Populate the Report:**
 - Copy and paste each completed section from Claude's output into the corresponding section of the [Game Name] - Post-Launch Audit Report doc.

 Tip: The AI handles the heavy lifting on competitive benchmarking, content strategy, and roadmap structure. You'll add the financial analysis and expert recommendations in Phase 4.

Phase 4: Expert Analysis & Financial Modeling (90-120 Mins)

Section 1: Performance Diagnostics

- Build the sales performance table using real Steam data
- Calculate regional revenue recovery opportunities
- Assess conversion funnel against benchmarks
- Write the "Critical Issues" section with \$ impact estimates

Section 2: Store Page Optimization

- Review AI recommendations for capsule/description/tags
- Cross-reference with actual CTR and conversion data
- Calculate estimated revenue impact of each fix
- Rewrite hook if AI version isn't strong enough

Section 3: Pricing Recovery

- Open the [\[Game Name\] - Pricing Recovery Calculator](#) Google Sheet
- Input current regional prices from Steam data
- Input actual units sold per region
- Identify underpriced markets (high volume, low revenue)
- Identify overpriced markets (low volume vs. traffic)
- Generate recommended pricing adjustments
- Calculate 90-day revenue recovery potential
- Build the sale calendar based on upcoming Steam events
- Copy pricing tables into Section 3 of report
- Export [pricing_recovery_\[gamename\].csv](#) from sheet

Section 4: Community & Reviews

- Review AI-generated review response templates
- Customize templates to match client's tone
- Build the review score improvement plan
- Calculate reviews needed to reach next tier

- Identify content creator opportunities
- Write custom outreach emails for top 3 creators

Section 5: 90-Day Roadmap

- Review AI-generated roadmap structure
- Adjust based on client's dev capacity (ask if needed)
- Build the revenue projection table
- Calculate baseline vs. with-plan scenarios
- Add the "Marble pitch" at the bottom

⚠ Critical: This is where you earn your fee. The AI gives you structure, but YOU provide the financial rigor and strategic insight.

Phase 5: Finalization & Delivery (20-30 Mins)

Write Executive Summary (Do this LAST):

- Calculate the total revenue recovery potential
- Pull the top 3 immediate actions from Section 1
- Write the "What's Working / What's Broken" summary
- Fill in all benchmark comparison metrics

Create Supporting Files:

- Create `review_response_templates.txt` with the customized templates
- Create `content_roadmap_tracker.xlsx` with the 90-day plan as an editable checklist

Final Polish:

- Search (Ctrl+F) the report for any remaining `[BRACKETS]` you missed
- Verify all \$ estimates are realistic and defensible
- Export the `[Game Name] - Post-Launch Audit Report` as a **PDF**

Deliver to Client:

- Draft the delivery email

Attach Files:

- [Game Name] - Post-Launch Audit Report.pdf
- pricing_recovery_[gamename].csv (from Google Sheet)
- review_response_templates.txt
- content_roadmap_tracker.xlsx

Paste your Calendly link for the 30-minute strategy call

Send!

Update Client Tracker:

- Change "Stage" to Delivered
 - Set a "Follow-up Date" for 30 days (to check progress)
 - Note the estimated revenue recovery potential in "Notes"
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