

Marketing

Develop a unique selling point

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Give out demos to the public for feedback/ publicity

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Utilize popular social media platforms (TikTok, Youtube, etc..)

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Use Kickstarter, Indiegogo, and other funding platforms not only for money but also as means of marketing

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Post about the games on indie game related discord servers

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Develop consistent branding across all platforms

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Community Engagement

Create and maintain a strong Discord community where fans can interact, discuss, and give feedback.\

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Keep the development team active on social media and forums to engage with the audience personally

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Allow and encourage community modding to extend the game's lifecycle and keep it relevant

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Share the development journey through regular updates on blogs or YouTube

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Website (home page)

Create website that displays the most recent indie games and the developers of them

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Provide links to the game's pages

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provide the description of the game's listed

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Have a search bar

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Website (sub pages)

Have another page for recently updated games

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Have a page for feedback

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Have a page that gives the contact details of devs (discord servers, reddit threads, etc..)

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Hurdles

Funding

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Visibility / publicity

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Competition with bigger websites / platforms

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