

PROMOTION FOR
DIGI-INDIES

JORDAN HEMENWAY
MARCH 2012

SO, WHO ARE WE?

- I'm Jordan Hemenway (@torcht)
- Before DigiPen, worked during high school at small online company
- Worked on Search Engine Optimization (SEO) and marketing

Search terms (1)

| Keyword | Competition | Global Monthly Searches | Local Monthly Searches |
|----------------|-------------|-------------------------|------------------------|
| address labels | High | 301,000 | 246,000 |

Keyword ideas (100)

| Keyword | Competition | Global Monthly Searches | Local Monthly Searches |
|-----------------------------|-------------|-------------------------|------------------------|
| personalized address labels | High | 14,800 | 12,100 |
| return address labels | High | 74,000 | 60,500 |
| family address labels | High | 2,400 | 1,900 |
| address label | High | 246,000 | 201,000 |
| address labels custom | High | 14,800 | 12,100 |

Google search results for "rubber stamps". The search bar shows "rubber stamps". The results page indicates about 11,700,000 results found in 0.21 seconds. The left sidebar shows navigation links: +You, Search, Images, Maps, YouTube, News, Gmail, Documents, Calendar, More, and a location set to Redmond, WA. The main search results area displays several ads and organic search results. Ads include "Rubber Stamps - Free Ship | RubberStamps.com" and "Custom Rubber Stamps - Save Up to 80% on Rubber Stamps.". Organic search results include "Rubber Stamps - 70% Off | Vistaprint.com" and "Impress Rubber Stamps: rubber stamps...". A sidebar on the right shows a location pin for "258 Bellevue Sq Ste A, Bellevue, (425) 453-2748".

BEFORE DIGIPEN

Solace



NITRONIC RUSH

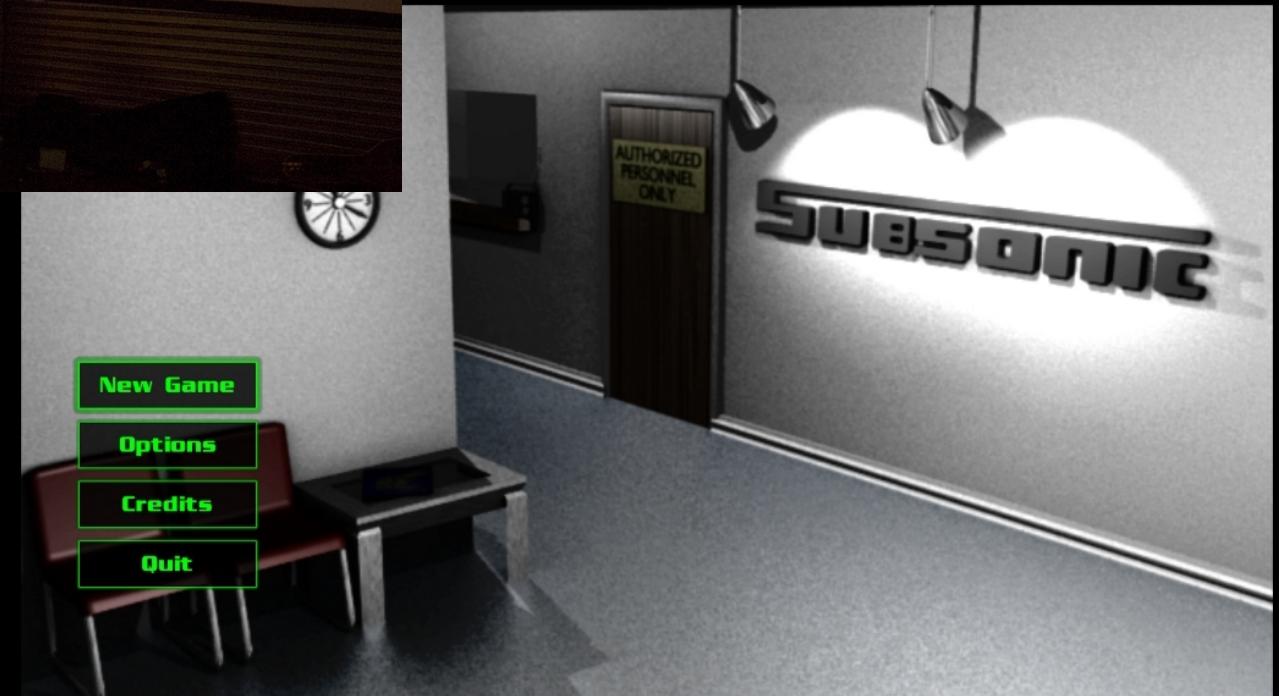
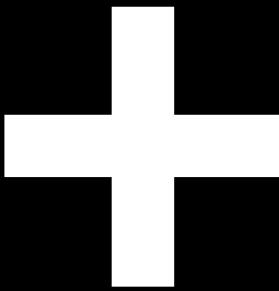


Solstice



PRETTY MUCH MY LIFE

Sowlar (IndieCade) - Kyle Holdwick



A BIT MORE HELP

Subsonic (IGC finalist) - Jason Nollan

**WHY PROMOTE
YOUR GAME?**

Despite the awards, most popular game I worked on != Solace



761,000+ GAME LAUNCHES

~3,000 GAME LAUNCHES A DAY

500,000+ DOWNLOADS (EST.)

4,173 FACEBOOK FANS

1,408 FORUM POSTS

688 TWITTER FOLLOWERS

3,326 FEEDBACK FORM RESPONSES

1,240 YOUTUBE GAMEPLAY VIDEOS

AS OF MARCH 2012

THE STATS

YouTube nitronic rush

Search results for **nitronic rush**

Filter ▾

Nitronic Rush: Release Announcement Trailer
Facebook: fb.me | Twitter: twitter.com **Nitronic Rush** is an experimental survival driving game developed by students at DigiPen Institute of ...
HD by NitronicRush 4 months ago 296,826 views

WTFREE is Nitronic Rush ?
teamdiscotank.com TotalBiscuit takes a look at a student project from the DigiPen Institute called **Nitronic Rush**, a "survival" racing game in a ...
HD by TotalHalibut 4 months ago 188,280 views

Nitronic Rush - Let's Play
Nitronic Rush is an experimental survival driving game developed by students at DigiPen Institute of Technology. This time we will be playing ...
HD by AnOrangePikachu 4 months ago 5,692 views

Let's Look At - Nitronic Rush
nitronic-rush.com **Nitronic Rush** is a free "survival racing" game that actually kicks ass. Check it out if you grew up loving games like **Rush** 2049.
HD by Northernlion 4 months ago 8,907 views

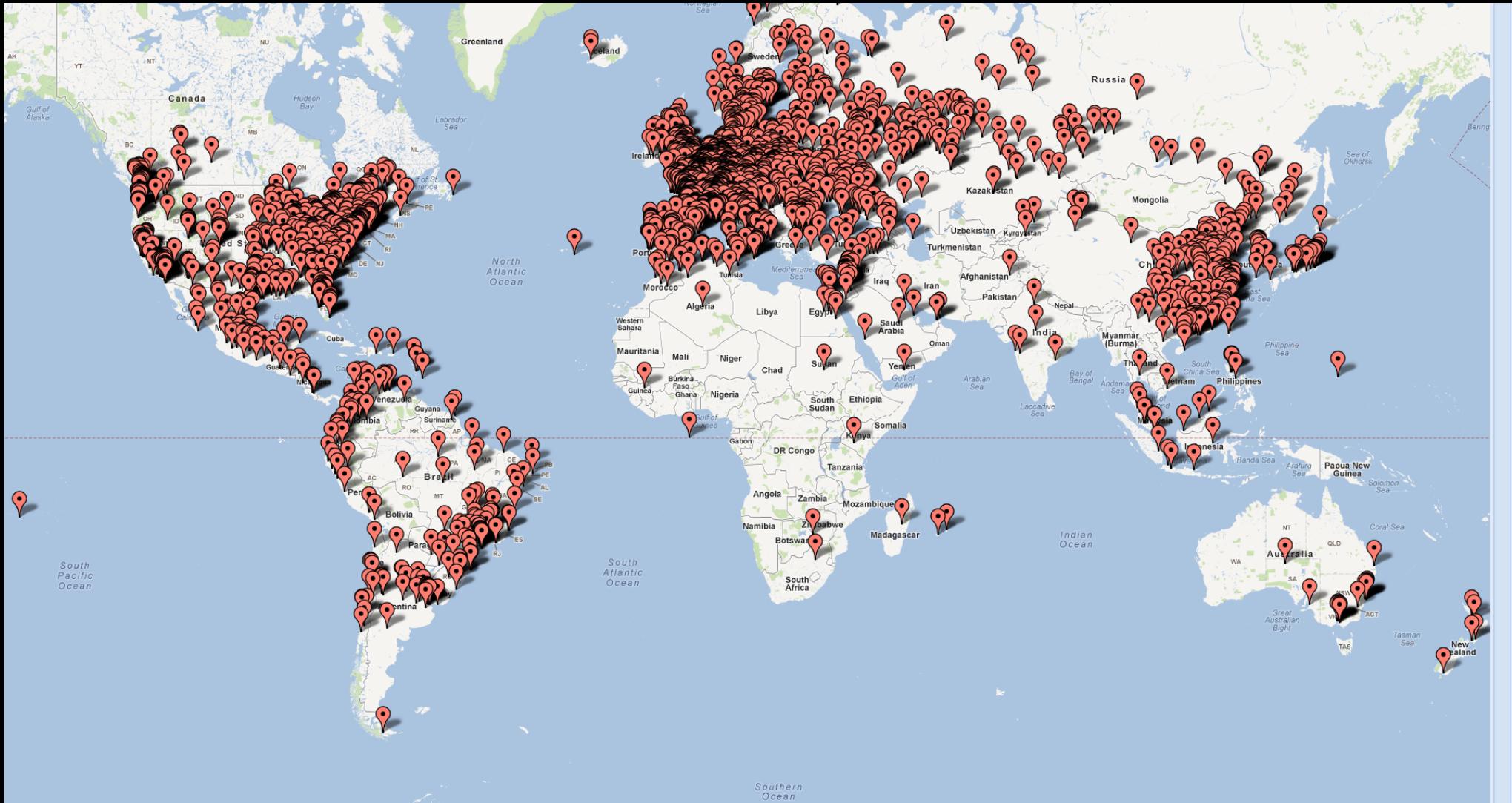
Nitronic Rush: Hardcore Mode Gameplay
Facebook: fb.me | Twitter: twitter.com Hardcore mode in **Nitronic Rush** takes elements of intensely challenging, gravity-defying gameplay and fuses ...
HD by NitronicRush 4 months ago 17,049 views

FLOATING PHYSICS - Nitronic Rush - (Part 12)
Don't wanna miss videos? Follow my Facebook/Twitter/Tumblr! Links below. Honestly one of the best games I've played all year, I really can't say ...
HD by azuritereaction 1 month ago 4,638 views

ROADBLOCK - Nitronic Rush - (Part 11)
Don't wanna miss videos? Follow my Facebook/Twitter/Tumblr! Links below. Honestly one of the best games I've played all year, I really can't say ...
HD by azuritereaction 2 months ago 5,354 views

RAGE DRIVING - Nitronic Rush - (Part 13)
Don't wanna miss videos? Follow my Facebook/Twitter/Tumblr! Links below. Honestly one of the best games I've played all year, I really can't say ...
HD by azuritereaction 1 month ago 3,376 views

Let's Play Nitronic Rush - 01 - Story Mode
Be sure to subscribe, like/dislike, and favorite (or don't). Description: **Nitronic Rush** is an experimental survival driving game developed by ...
HD by fuse4gaming 4 months ago 1,261 views



A week of game launches (January 2012)

THE STATS

Featured on Ars Technica, MSNBC, Joystiq, Kotaku, PCGamer, Destructoid, Jeuxvideo, CanardPC, GD Magazine, etc.

Won 40% of the vote in the Indie Game Challenge Gamer's Choice Award thanks to our fans!

Several AAA companies requested to speak with us specifically at GDC.

OTHER COOL STUFF



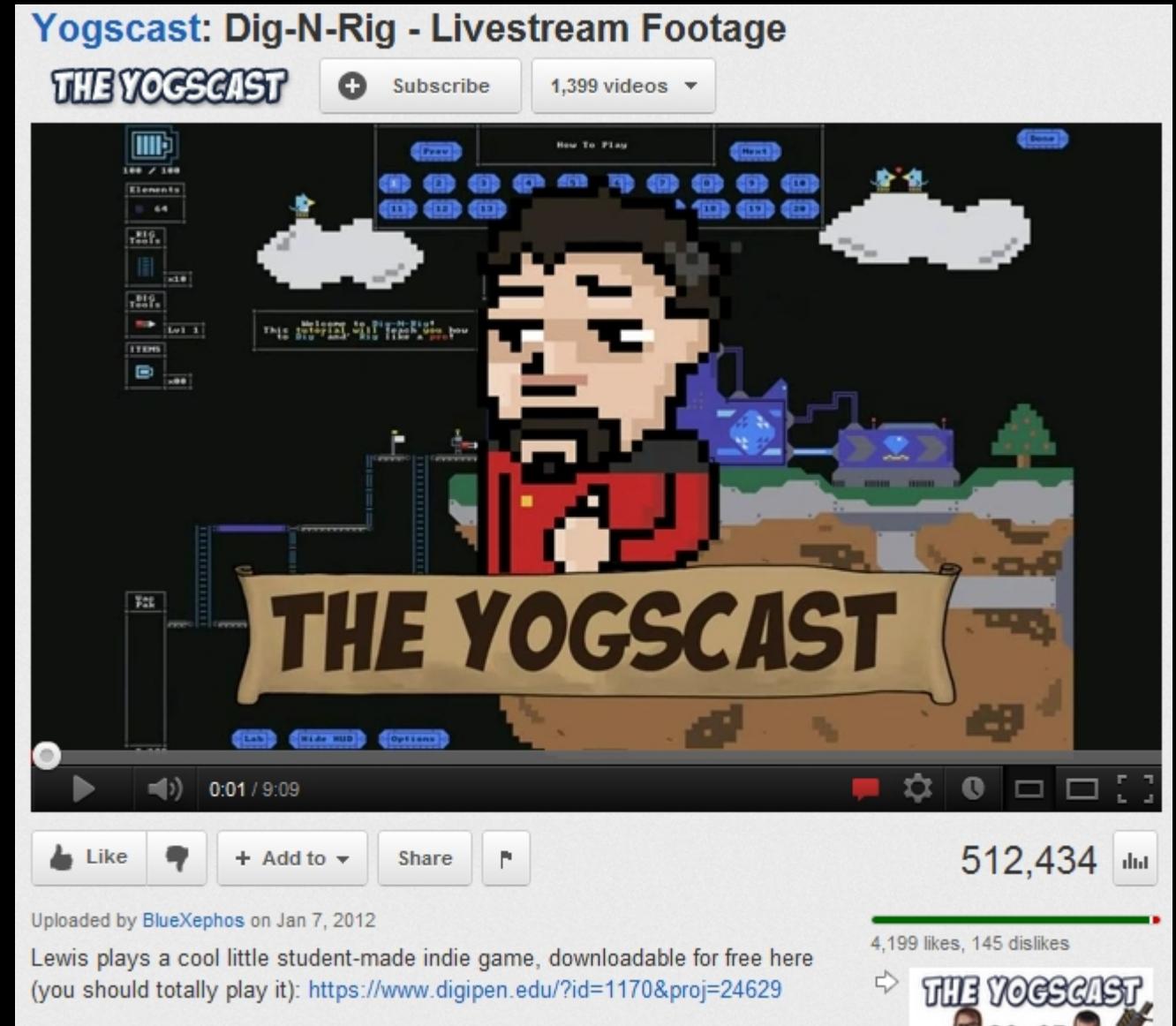
OnLive booth at GDC



OTHER COOL STUFF

Cliff Bleszinski playing Nitronic Rush

Not really that crazy though...



**SOUNDS GOOD,
NOW WHAT?**

Marketing is an art, not a science.

Instead of showing a step-by-step on how to make your game popular, I'll talk about our mindset when spreading our game.

It also takes a metric ton of work outside of class,
so you'll need a bit of patience.

DISCLAIMER #1: PATIENCE IS A VIRTUE

This also isn't about making you or your game "famous."
It's about connecting with a community.

Your mindset needs to be:
I'm a real developer making real games for real people.

DISCLAIMER #2: IT'S FOR REALZ

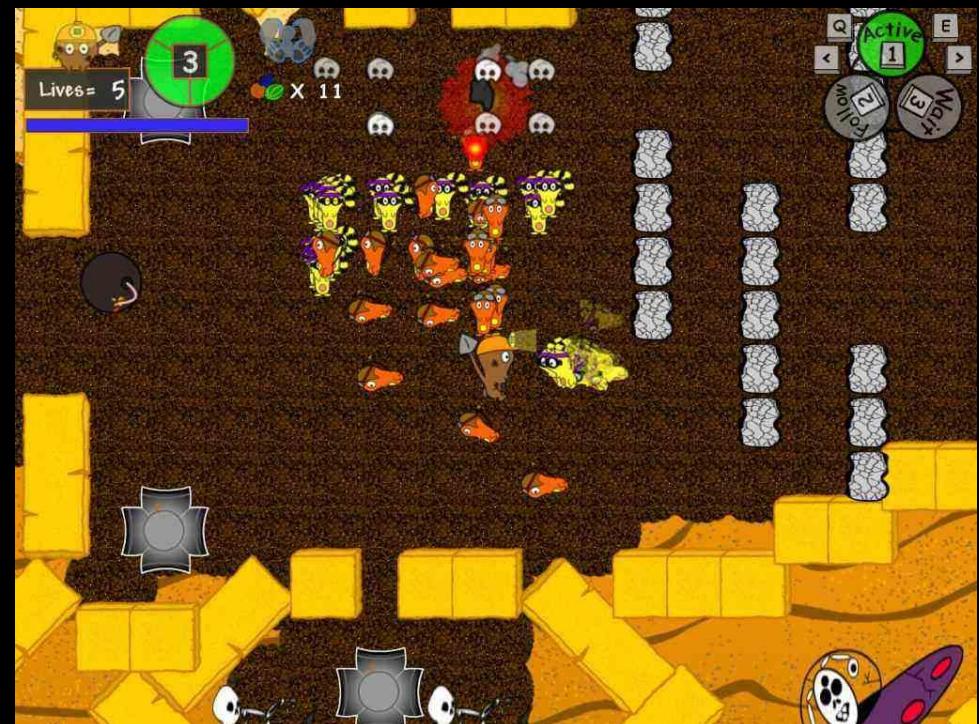
Step #1:

MAKE A GOOD GAME

It's a bit more of a challenge to market a mediocre game than an awesome game.

Until you have an awesome game, FOCUS ON THAT.

JUST DO IT



Step #2:

BE PASSIONATE ABOUT YOUR GAME

You worked on the game for forever.
Sell it like you mean it.

"I contacted Jordan Hemenway, the game's audio director and composer, to talk about where the game came from, and his passion for the game was more than enough to get me excited for the title's upcoming release on November 11. And one more thing: the PC version will be free."

- Ben Kuchera (Ars Technica)

ONLY YOU CAN START FOREST FIRES

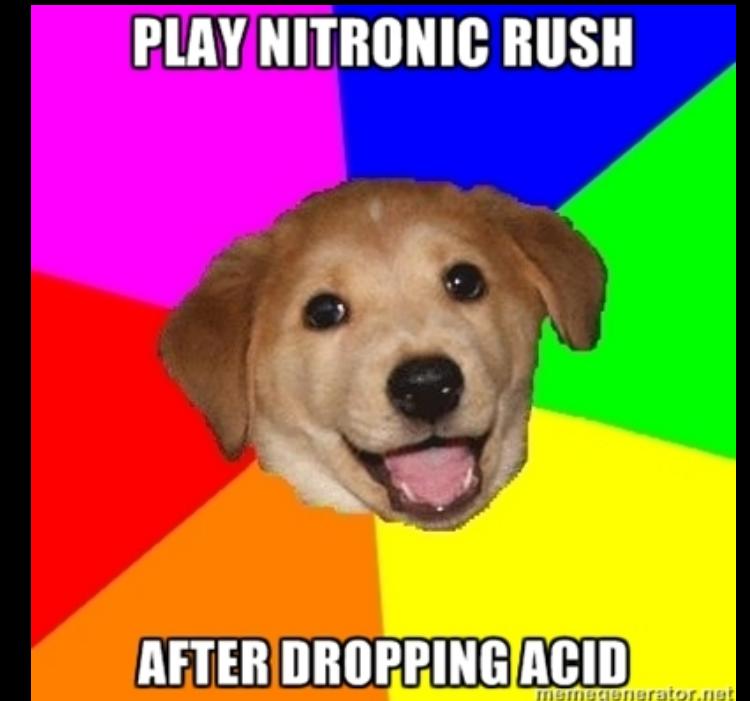
Have a simple story and message.

- What is everything I need to know about your game in a sentence?
- i.e. "Journey is an interactive parable, an anonymous online adventure to experience a person's life passage and their intersections with other's."

Understand your consumer market.

- Who is your audience?
- Where do they come from?
- Is your market more similar to Gears of War or Dear Esther?

ONLY YOU CAN START FOREST FIRES



Step #3:

**DON'T SHARE IT UNTIL
IT'S READY**

- Don't show or release anything until it's ready for the world.
- Once it is, watermark it.
- Media will use anything they can find despite the *year* it was posted.
- Use ambiguous release dates until you know you're ready.



WATERMARK, WATERMARK, WATERMARK...

Step #4:

MAKE SOME FRIENDS

Twitter is awesome, you (personally) should definitely use it.
Befriend game developers, press, everyone!

Understand what the press are looking for.
Time is insanely precious, don't waste
their time or yours.

Research your sources.
i.e. RockPaperShotgun is PC exclusive,
Freeindiegam.es loves experimental games,
IndieGames.com is tied to Gamasutra.

@TORCHT, @TORCHT, @TORCHT

Interactions

-  **Le Blog de Sined** and 4 others followed you 46m 
-  **Alex Nigro** @ferrarimanf355 3h  @NitronicRush You guys should seriously team up with WB Games and do a revival of Rush 2049. You have the chops to do it justice.
-  **Marthene** and 12 others retweeted you 10h 14h: HOLY TOLEDO! Our release trailer is at 296,000 views. RT and sha... 
-  **Vytenis Krukonis** @vyteniskrukonis 13h  @torcht Love your music in @NitronicRush
-  **Vytenis Krukonis** @vyteniskrukonis 13h  @NitronicRush Awesome game, awesome trailer, awesome music. Retweeted. Btw, what did you use to make that trailer? 
-  **Gmr Leon** and **Will S.** favorited your Tweet 14h 14h: HOLY TOLEDO! Our release trailer is at 296,000 views. RT and sha... 
-  **Samuel Mottershaw** @SamWroteDown 21h The nitronic rush guys are awesome! torcht.com/fun/QUBE.mp3 @NitronicRush @torcht (Plus their game is, go get it!)
-  **Kinen★Ben Tucker** retweeted you 23 Mar 4 Mar: We just launched Nitronic Rush Update #3! Check it out: youtube... 

Research your “competitors”.

- Research similarly scoped or similarly themed games.
- See why people liked it.
- Find where they were most successful (Facebook, YouTube, etc.).

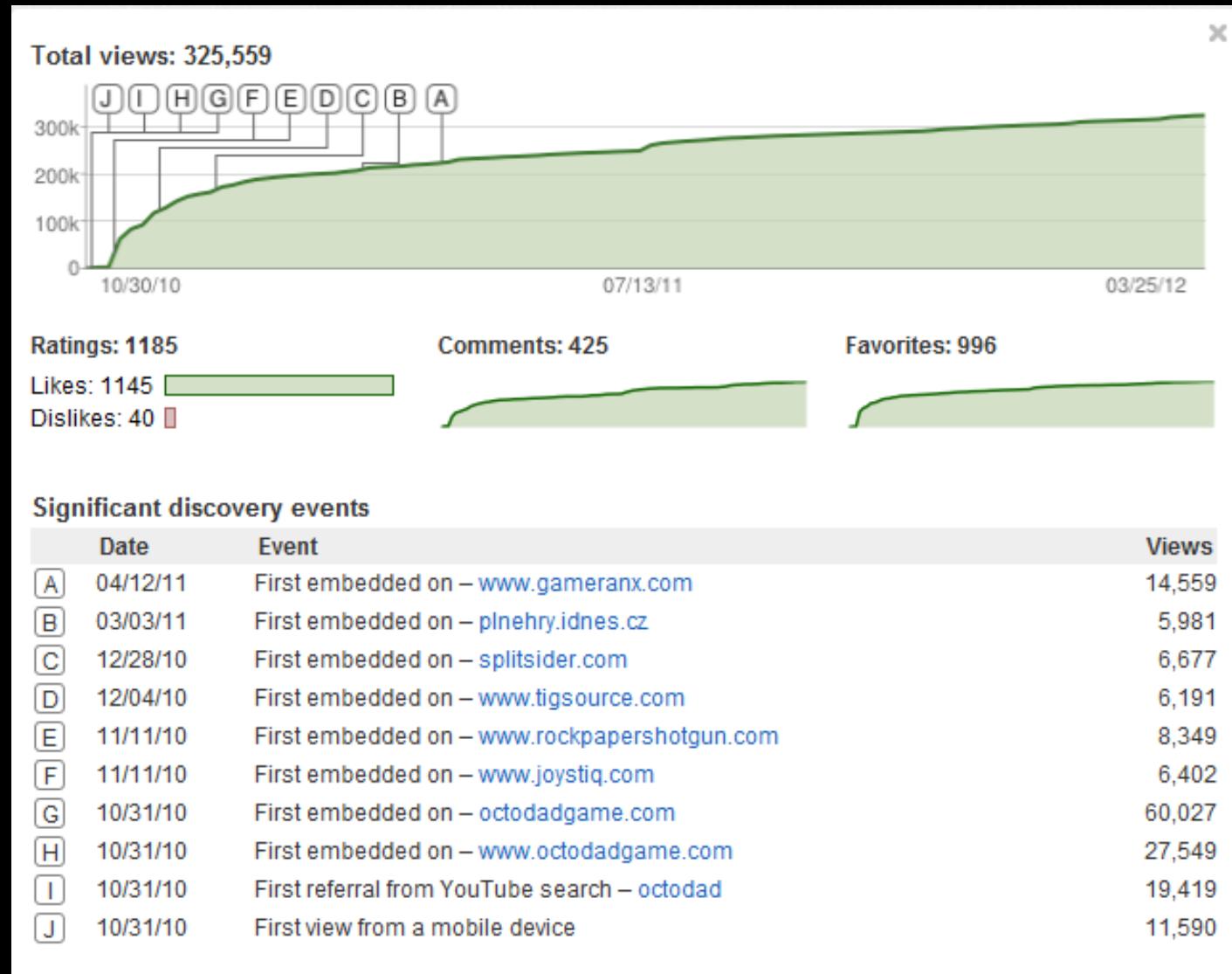
Not everything has to be exclusively business.

Build long-lasting relationships with developers as well as press individuals. They'll come back next year to see what you're up to.

Help promote your new friends!

Be as helpful as you'd like to be helped.

@TORCHT, @TORCHT, @TORCHT



Referring sites for the *Octodad Official Trailer*

@TORCHT, @TORCHT, @TORCHT

Step #5:

**SHARE IT WITH
THE WORLD**

Before launching it into space, let's answer some questions:

- Who's your PR manager (handling email, Twitter, Facebook...)?
- Do you have a website?
- Do you have a trailer?

The PR manager(s) can be anyone, not just the producer.

It will take a lot of time, so make sure these people are willing to put in the hours to make it worth it.

THE AMMO

Make an awesome trailer:

- It's your best shot at attracting random people to play your game.
- Make it short but sweet: 50 - 90 sec (max)
- Engage and entertain your audience in the first 10 sec.
- Create a story with a beginning, middle, and end.
- Tease the viewer that this is only a
glimpse of what's to come.

THE AMMO





TRAILER-BLAZING

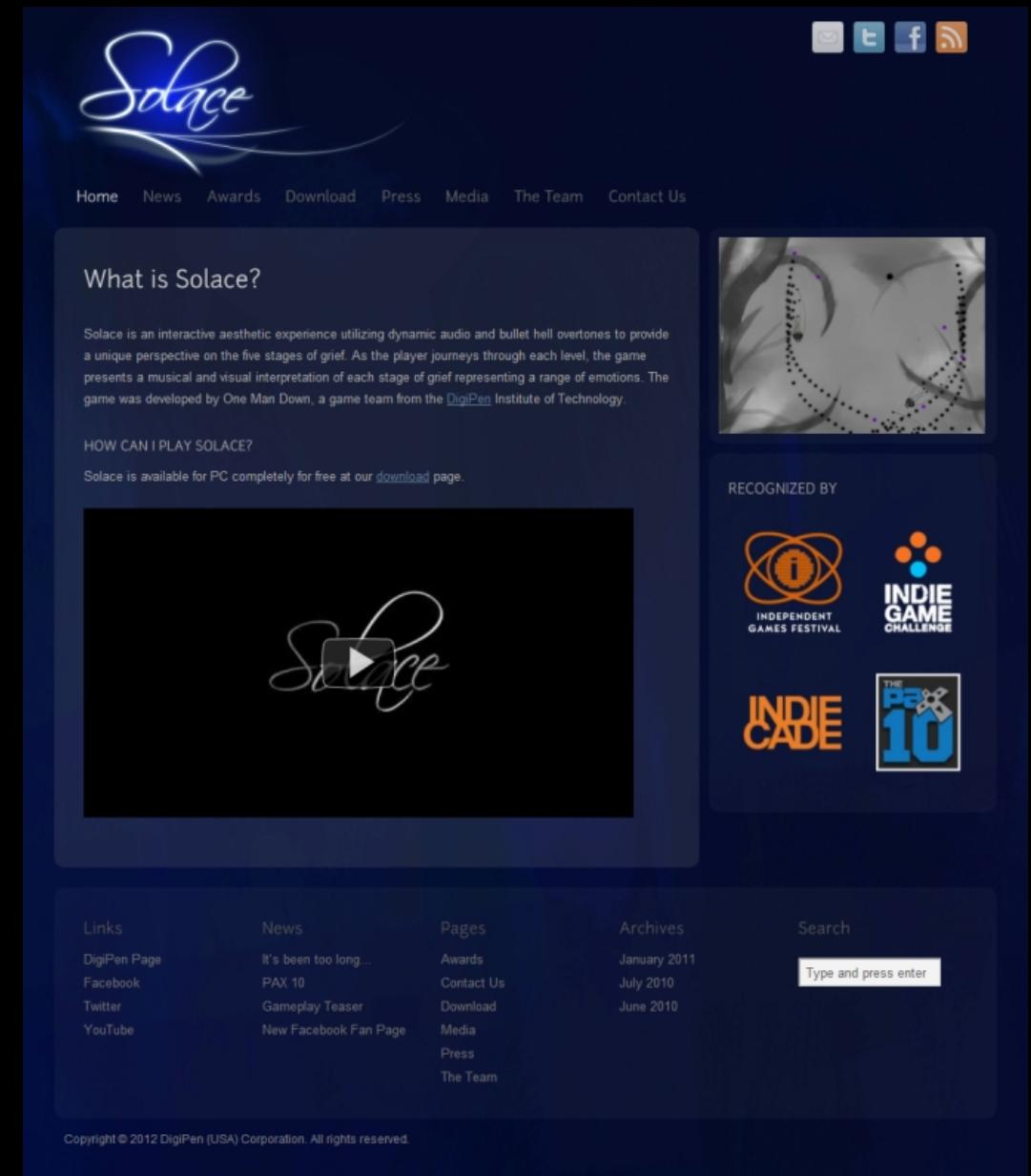
CREATING THE TRAILERS **YOUR GAME DESERVES!**

For more details on making a trailer for your game:
<http://blog.kertgartner.com/2012/03/making-entertaining-and-engaging-video-game-trailers/>

THE AMMO

Make an awesome website:

- Put your awesome trailer on front page.
- Have easy to find contact info (email, social media plugins).
- Steal from the best (remember your competitors from before)?
- Look up Search Engine Optimization.
- Create a Press Kit:
<http://bit.ly/IndiePressKit>



THE AMMO

Now that you've got your ammo, time to fire the cannon.

- Before release, create a “hype” trailer to get people interested.
- Generate buzz and look for interested media and consumers.
- Eventually, pick a release date.
- Before shipping, send a pre-release build of the game off to appropriate press and reviewers.
- Let the world know via Twitter, Facebook, Reddit, etc.

GO TO TOWN

Step #6:

BUILD A COMMUNITY

Invest deeply in your initial community!

- If anyone is interested at all, reward them for their interest.
- Take the time to answer their emails, tweets, etc.

Be proactive, not reactive.

- Encourage community generated content.
- i.e. Fan created videos, game feedback, custom levels.
- Bias toward action and communication.
- Enable your community to easily share Information about the game.

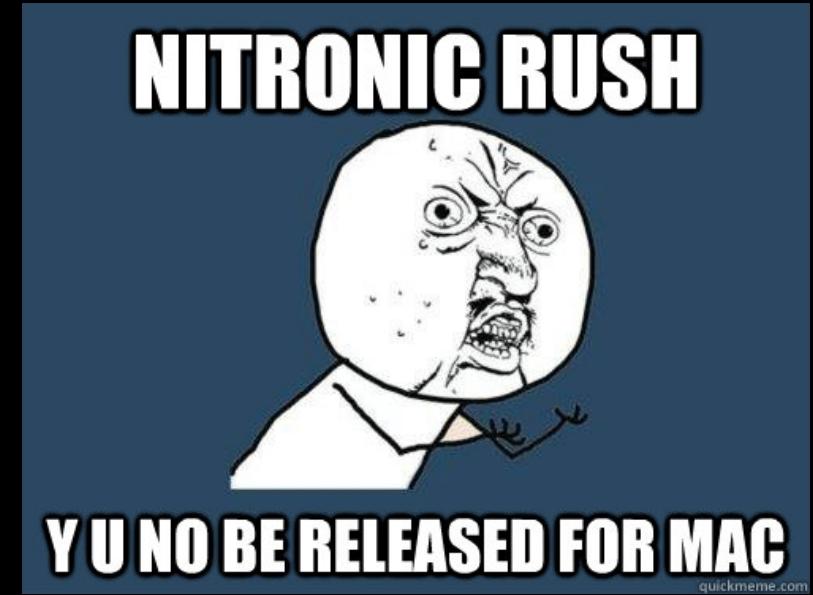


ROUND 'EM UP

Connecting with fans (great places to start):

- Twitter
- Facebook
- Official game forum
- YouTube videos (and comments)
- Reddit (r/gaming)
- Website mailing list

ROUND 'EM UP



Community stuff for Nitronic Rush:

- Based on user feedback, put out new updates.
- Released the soundtrack.
- Shipped the level editor to allow for custom levels.
- Online leaderboards, discussion on the forum.
- Hid secrets for players to find.

ROUND 'EM UP

Share with the Community

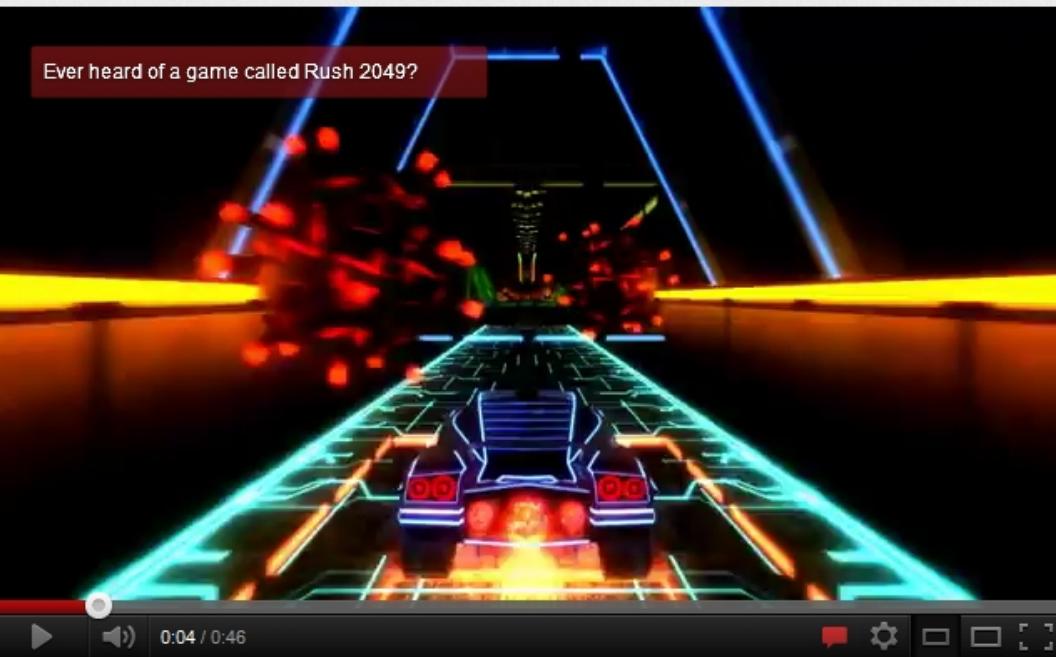
NEWTOPIC * Search this forum...

39 topics • Page 1 of 2 • [1](#) [2](#)

| TOPICS | REPLIES | VIEWS | LAST POST |
|---|---------|-------|--|
| Editor Hot-Key Sheet and Videos by Haligen » Wed Nov 16, 2011 9:34 pm | 29 | 1868 | by Skirmisher  Sun Mar 18, 2012 10:27 am |
| Speedruns and Highest Scores by Stimich » Thu Nov 17, 2011 5:47 am | 110 | 1657 | by Skirmisher  Tue Mar 13, 2012 11:37 am |
| How To Enable The Level Editor by Kyle » Thu Nov 17, 2011 12:15 am | 8 | 1816 | by irenebl  Fri Mar 09, 2012 2:12 am |
| Editor Weirdness by Haligen » Thu Jan 05, 2012 3:33 pm | 3 | 162 | by chiigan  Sat Jan 07, 2012 7:10 am |
| Secret found! by gwuc » Sun Dec 11, 2011 12:56 am | 51 | 1157 | by electronerd  Sat Mar 24, 2012 2:36 am |
| Fan-made vehicle design by Engine » Thu Jan 19, 2012 8:04 pm | 11 | 380 | by Monty  Tue Mar 20, 2012 4:09 pm |
| Fan made gamepad design - looking for suggestions by badpompous » Sat Mar 17, 2012 12:54 am | 6 | 56 | by Mr. Mister  Mon Mar 19, 2012 3:05 am |
| NR is best played with your iPhone by badpompous » Sat Mar 17, 2012 12:55 am | 0 | 27 | by badpompous  Sat Mar 17, 2012 12:55 am |
| My Custom Track: Blue Isn't That Safe by Ciastex » Wed Mar 14, 2012 7:29 am | 4 | 65 | by Ciastex  Thu Mar 15, 2012 2:30 am |
| Custom level (WIP, Epsilon): MrMisterTest (no name yet) by Mr. Mister » Thu Mar 08, 2012 4:41 am | 14 | 179 | by Mr. Mister  Wed Mar 14, 2012 1:29 am |
| Car Recolor by Fliptocat » Sat Dec 17, 2011 11:07 pm | 7 | 379 | by Monty  Sun Mar 11, 2012 7:44 am |
| Cheat? by Azure » Sat Mar 10, 2012 12:30 am | 0 | 56 | by Azure  Sat Mar 10, 2012 12:30 am |
| [Community Map] Can it dance? How to? by DehiXeM » Mon Mar 05, 2012 6:49 pm | 15 | 123 | by Mr. Mister  Fri Mar 09, 2012 3:08 pm |
| Custom level "Insanity Rings" by zarozorak » Fri Mar 09, 2012 12:12 am | 4 | 79 | by zarozorak  Fri Mar 09, 2012 3:19 am |
| All Achievement ID's (Unlock All Achievements) by cadeharrison » Tue Mar 06, 2012 8:41 pm | 6 | 177 | by cadeharrison  Thu Mar 08, 2012 12:36 pm |
| Give the Van a chance, guys. by otdq » Sun Dec 04, 2011 2:49 pm | 4 | 417 | by Mr. Mister  Tue Mar 06, 2012 6:49 am |
| Evil Car-wash run though by KickStand » Mon Nov 21, 2011 7:22 pm | 3 | 291 | by BusinessStream  Fri Mar 02, 2012 9:37 am |
| 01010011011011110110111101101110 by Torch » Thu Mar 01, 2012 8:48 pm | 2 | 85 | by Ciastex  Fri Mar 02, 2012 6:49 am |
| Best Moments by BraveDude8 » Tue Nov 29, 2011 8:40 am | 13 | 365 | by Skirmisher  Tue Feb 28, 2012 3:26 pm |

Nitronic Rush: Update #3 "Gladiator" Preview

NitronicRush  8 videos



Uploaded by NitronicRush on Mar 3, 2012

Facebook: <http://fb.me/NitronicRush> | Twitter: <http://twitter.com/NitronicRush>

Update #3 for Nitronic Rush is now available! Download now at <http://nitronic-rush.com/2012/03/nitronic-rush-update-3/>

Show more

9,046

105 likes, 1 dislikes

As Seen On:
[gaming.reddit: what's...](#)

TORCHT

[Home](#) / [Blog](#) / [Soundtracks](#) / [About](#) / [Contact](#)

Trippy lights, bangin' beats, mystery crates, and a warp zone or two...

Nitronic Rush: Original Soundtrack

by Torcht and The Quiggles

 Follow @torcht  Follow @the_quiggles

>> Download the Soundtrack <<

Immediate download of 23-track album in MP3 320kbps.
Features original music from Nitronic Rush, all fully remastered exclusively for this release.

1. Long Ago by Torcht
2. Abandoned Utopia by Torcht
3. Deeper into the Void by Torcht
4. Storm on the Horizon by Torcht
5. The Sentinel is Watching by Torcht
6. Into the Belly of the Beast by Torcht
7. End to a Violent Heart by Torcht
8. Restoration by Torcht
9. Endgame by The Quiggles
10. Home by Torcht
11. Meet the Core by Torcht
12. Abandoned Utopia (Wubstep Remix) by The Quiggles
13. Deeper into the Void (80s Remix) by The Quiggles
14. Storm on the Horizon (Clockwork Remix) by The Quiggles
15. Into the Belly of the Beast (8-bit Remix) by The Quiggles
16. Home (In Vain Remix) by The Quiggles
17. Arena by The Quiggles
18. Hot Pants by The Quiggles
19. Hot Pants (Corejunk) by The Quiggles
20. Commodore by The Quiggles
21. Neon Skyway by The Quiggles
22. God Rest Ye Merry Gentlemen (Turbo Remix) by The Quiggles
23. Gladiator by The Quiggles



 Tweet 44

ROUND 'EM UP

Step #7:

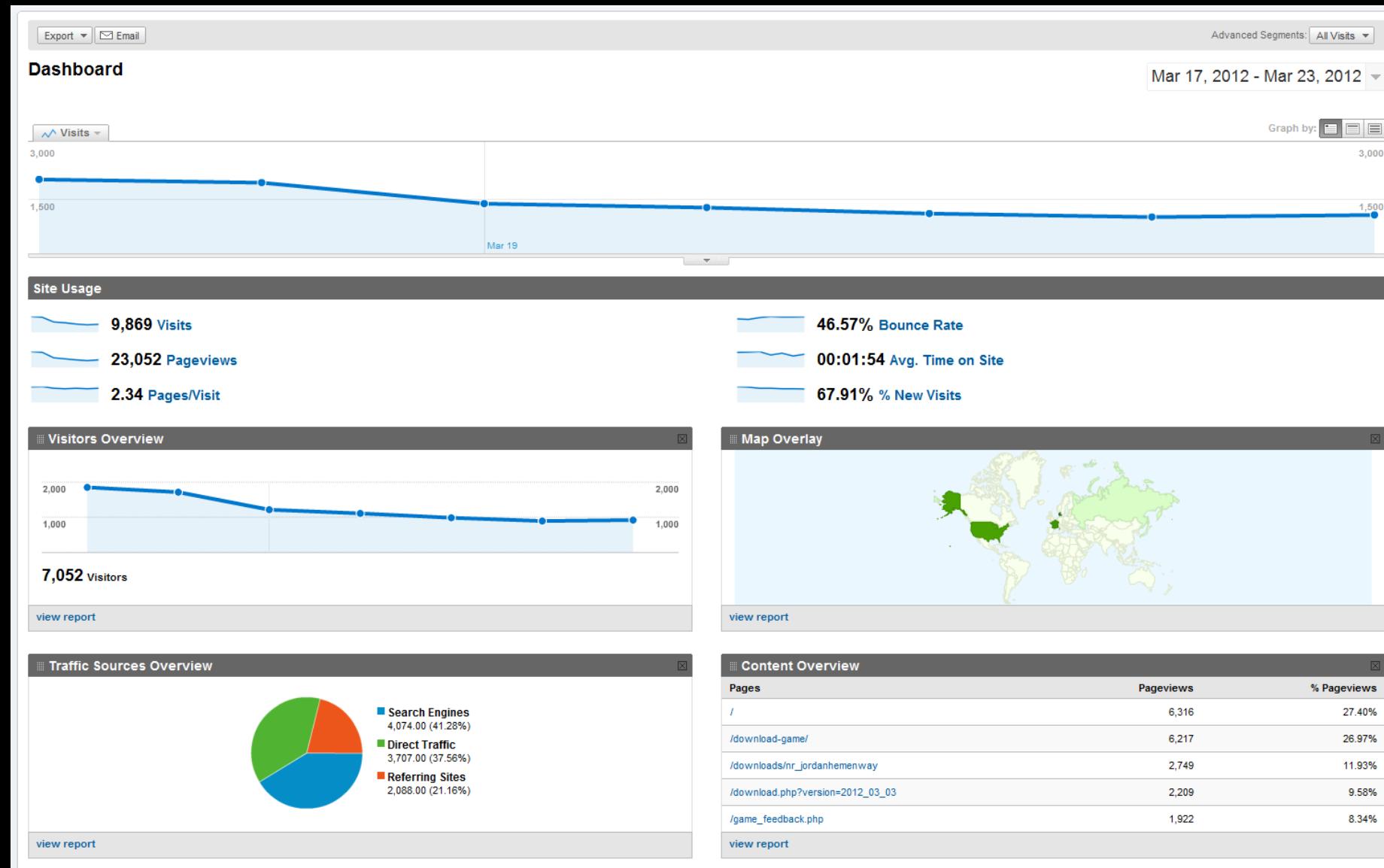
KEEPING THE STATS

Google Analytics is awesome (and free): Google.com/analytics
For your website: tracks visitors, retention rate, traffic sources, demographics, etc.

In-game stats tracking is also awesome
Beyond the scope of this talk, for more info ask us at:
team@nitronic-rush.com

Surveys are pretty cool: Google.com/docs
Put a link to it in your Start Menu or on the Desktop. If you'd like, you can gather email addresses here too.

THE NITTY GRITTY



A week of Google Analytics data

THE NITTY GRITTY

**THERE'S TONS MORE
TO LEARN ONLINE**

TALKING TO PEOPLE – PROMOTION FOR INDIES. MAKE A GOOD GAME. TRY TO GET REVIEWS. TRY TO GET PREVIEWS. START EARLY. BE PATIENT. RESERVE A LOT OF TIME. DECIDE WHO IN YOUR TEAM IS RESPONSIBLE FOR CONTACTING JOURNALISTS. WRITE TO YOUR FAVORITE BLOGS FIRST. BEFORE YOU SEND OFF YOUR EMAIL, KNOW WHO YOU ARE WRITING TO. MAKE THE SUBJECT LINE SIMPLE AND INFORMATIVE. SAY HI, YOU ARE TALKING TO A HUMAN. WRITE CONCISE. GET TO THE POINT. USE A SPELL CHECKER. PROOFREAD YOUR EMAIL. MAKE IT EASY FOR JOURNALISTS TO WRITE ABOUT YOUR GAME. HAVE GOOD COPY-WRITING, JOURNALISTS WILL COPY-PASTE YOUR TEXT. PROVIDE A REVIEW COPY. DON'T SEND THE SAME EMAIL TO EVERYONE. DON'T SEND THE SAME SCREENSHOTS TO EVERYONE. MAKE A GOOD TRAILER. SHARE YOUR KNOWLEDGE. PEOPLE ARE INTERESTED IN YOUR GAME. BE POLITE. DON'T GET SAD.

QUESTIONS?

**DOWNLOAD THE SLIDES AT
TORCHT.COM/BLOG**

JORDAN HEMENWAY

TWITTER: @TORCHT

JORDAN@NITRONIC-RUSH.COM

KYLE HOLDWICK

TWITTER: @KYLEHOLDWICK

KYLE@NITRONIC-RUSH.COM

