**Personal Online Marketing Research**

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**Industry Methods**

Online marketing methods used by industry and industry professionals.

* Twitch
  + Pros
    - A wide-reaching audience
    - Industry specific market
    - Easily accessible content
    - Free
  + Cons
    - Audience can be volatile.
    - While industry specific, the audience can be very fickle regarding content.
    - Requires constant updates to keep an engaged audience.
* YouTube
  + Pros
    - Free
    - Can be used to broaden the target audience.
    - Chance for content to become viral.
  + Cons
    - Content can be censored.
    - It relies on complex algorithms to reach the front page of the YouTube page.
    - Requires maintenance and updates over time.
    - Editing takes time.
* Conventions/Events
  + Pros
    - One on one chance to familiarise prospective clients of work and skills that can be offered.
    - Greater exposure to industry professionals.
  + Cons
    - They can be very costly utilizing these events for the best exposure.
    - Difficult to engage during the time of an epidemic where events have become remote.

**Portfolio Platforms**

Hosting portfolio methods in the game developer’s industry

* Itch.io
  + Pros
    - Easy to host portfolio content.
    - Large online community
    - Constructive feedback
  + Cons
    - Very large community, difficult to stand out.
    - Lacks a professional look/feel.
    - Hosting content is very specific, difficult to add files other than game specific.
* Custom Website
  + Pros
    - Can be customized to one’s own style.
    - Content is self-regulated.
  + Cons
    - It takes time.
    - Can be costly with domain name and yearly subscriptions.
    - May require learning HTML code.
* Canva
  + Pros
    - Free webhosting
    - Templates to use to cute time on coding HTML.
    - User friendly
  + Cons
    - Limited customization (cannot create custom graphics)
    - Templates can be generic.
    - May not be adaptable for mobile phones.

**Resumes & Networking**

Resume marketing and networking in the games industry

* Linked-In
  + Pros
    - Social media that can be catered for your industry.
    - Large online presence and active community
    - Accessible Online portfolio can be made/linked.
  + Cons
    - Constant updating is needed.
    - Content must be carefully curated for relevant information.
* Local Events (Beer & Pixels)
  + Pros
    - Regular monthly event
    - Easy to showcase work in person to industry professionals.
    - Conducive environment (Beer)
  + Cons
    - For now, it is remote(online) making it difficult to network properly.
    - Timing, if one can not set the time, it is about a month wait until next time.

**Opportunities**

While opportunities do exist, it takes time and effort; and are worthwhile pursuing, the larger issue is with time and having the resources to produce work to demonstrate, catching up with the latest trends and tech relative to the gaming industry. I have no issues where effort is concerned so long as increases my chance to gain experience in the industry that I can utilise.

* Portfolio
  + I need to create a web portfolio that will showcase my current work as well as upcoming projects.
  + Itchi.io is currently the only place where my work is hosted.
* Resume
  + I need to create a resume catered for the gaming industry.
* Marketing
  + I currently use Instagram, Facebook, Twitter and Tumblr but to a very minimal use.
  + I need to expand more of a presence through LinkedIn.
  + I have some experience with YouTube, video editing etc, this is certainly a way to expand my presence
* Networking
  + As the Pandemic is easing with vaccinations becoming more available over time, it would be ideal to start going to events in person to meet and greet with local developers
  + Attend more Dev events both online and offline