Personal Online Marketing Research

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# Industry Methods

Analysis of the current methods used by the game development industry to market individuals and their work.

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| **Method** | **Pros** | **Cons** |
| YouTube | - Content easily linked to or embedded (e.g. in a portfolio).  - Shows the journey and growth over time of a dev.  - Free.  - Can be used as a blog alternative. | - Extremely time consuming to produce and edit content.  - Hard to get noticed. |
| Devlogs (blog sites) | - Loads of hosting & design options.  - Can be worked into a portfolio site.  - Shows growth.  - Can be used as a retrospective of personal growth. | - Hard to get people interested enough to read anything more than a few sentences.  - Extremely hard to get noticed.  - Requires additional website setup.  - Takes time to produce content. |
| Social Media | - Highly accessible.  - Can be seen by anyone anywhere.  - Chance to go viral and have your name known.  - Free. | - Not always seen by the desired audience (recruiters/studios).  - Requires consistent activity to grow and build presence on the platform. |
| IGDA / LFGD etc. | - Audience is exclusively Industry recruiters, studios and other devs.  - Easy to receive industry feedback.  - Frequent job listings  - Free. | - Not a lot of online community activity. |
| Industry events such as GCAP & GDC | - Loads of networking opportunities.  - Attendees both give and receive knowledge, show what you know.  - Be seen by industry professionals.  - Be seen by studios. | - Expensive to attend.  - Can cost to get there (accommodation & transport).  - Easy to contract impostor syndrome.  - Can be hard to get time off for it. |
| Local events such as Beer n Pixels | - Seen in detail by local devs and occasionally studios.  - Great place to get testing and feedback on your projects.  - Free (unless you buy a lot of beers). | - Takes time to attend. |

## References:

1. <https://www.youtube.com/watch?v=_wlFLyAVJqQ>

# Portfolio Platforms

Analysis of the top portfolio hosting methods used by game developers in the industry.

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| **Method** | **Pros** | **Cons** |
| Custom HTML website | - Complete flexibility in design and content.  - Creation of a website from scratch can double as a portfolio piece. | - Time consuming to create.  - Slow and difficult to learn.  - Requires a high level of HTML knowledge to make it look good and function well.  - Requires manual optimization to look good on mobile displays. |
| Wordpress | - Loads of good templates.  - Free options.  - Cheap to upgrade.  - Flexible design options.  - Automatically optimized for mobile displays.  - Long lived service, unlikely to be taken down. | - Must pay to remove .wordpress from domain name.  - Limited file storage. |
| Behance | - Doubles as networking.  - Easy to promote yourself and network through their social media style platform.  - Easy to create and navigate.  - Pro features are free with adobe subscription. | - Very limited design options.  - Hard to get WebGL games directly onto it.  - File size limitations. |
| Squarespace | - Unlimited file storage.  - Easy to set up & use.  - Lots of good templates.  - Decent design flexibility. | - No free plan. |
| Itch.io | - Free.  - Looks good with minimal effort.  - Easily embeds playable WebGL games within the page. | - Not very professional.  - Can be perceived as lazy.  - Difficult to add content other than game files.  - Very limited design options. |
| Other free hosting platforms (weebly, wix etc.) | - Free.  - Often quick & easy to set up. | - Usually shows advertisements on your webpages.  - URL includes host domain name.  - Often less flexible design options.  - Limited file storage. |

## References:

1. <https://www.websitebuilderexpert.com/website-builders/portfolio/#section-1>

2. <https://designshack.net/articles/software/5-online-portfolio-services-tools-compared/>

# Networking & Resumes

Analysis of resume marketing and networking opportunities in the games industry.

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| **Method** | **Pros** | **Cons** |
| Local events such as Beer n Pixels | - Easy to meet other local devs and industry professionals.  - Free.  - Happens every month.  - Less scary than meeting one on one. | - Time.  - Inconsistent networking opportunities (sometimes there’s nobody there that you want to network with). |
| Industry events such as GCAP & GDC | - Learn from other professionals.  - Meet equally driven industry people.  - High quality content.  - Specifically organized networking opportunities within these events. | - Expensive.  - Time consuming, spans multiple days.  - Travel. |
| Including your resume in your online portfolio | - Allows potential employers to see all the information quickly and easily.  - Allows people in your network to easily bring up and share your resume with others. | - *Might* bloat your portfolio. (probably fine in a link or sub-page though). |
| LinkedIn | - Allows network to find you and connect with you on a professional level.  - Provides potential employees quick access to a summary of your achievements.  - Can serve as a highly visible platform to link your online portfolio. | - Must be kept up to date.  - Must be curated to include only relevant information. |

## References:

1. GCAP 2020 - Pathways to Connect (which I attended).

# Identified Opportunities

In summary there are a lot of great opportunities for personal online marketing. I have identified that one of my most valuable resources is **time**, and as such I will primarily be pursuing time effective opportunities that give me the most value for timeand I should be prepared to spend some money in order to make the most of what little time I do have.

**Here’s what that looks like for me:**

* **Portfolio:** 
  + Hosted on WordPress as I already have the framework built there, and I can easily transfer hosting to other platforms.
  + I am supplementing my portfolio with my Itch.io account, and linking to this from my portfolio as a way to show off my “other works” such as game jams.
* **Resume:**
  + I have an up to date 1 page PDF resume that I can easily link to from my online portfolio.
* **Marketing:**
  + Currently I’m using Twitter <https://twitter.com/ElricMilton> as a primary self promotion platform. This is helping me to see what other devs are doing, as well as show off small snippets of my work and dev journey.
  + I also post on IGDA’s #screenshotsaturday thread whenever I can so that I can get feedback and also share my progress with a portion of our local Australian dev scene.
  + I’d also like to consider YouTube devlogs as an option, however I think I’ll avoid sinking any time into that until I have a time effective way to do it well. This *might* mean finding a friend to help me with video editing.
  + An alternative to YouTube devlogs could be to experiment with TikTok devlogs. This might be a more time effective experimental method, which I’ll keep in mind for the near future.
* **Networking:**
  + I’ve been attending virtual Beer n Pixels for the past few months in order to personally meet some local developers, which I’ll continue to do when BnP goes back to in-person meetups.
  + I have also managed to find a mentor which I continue to meet with on a fortnightly basis.
  + I also plan to join any future industry events (GCAP, GDC) that are online. That way I can join from home, and save time travelling to and from the event, as well as being able to tune in and out of specific events.
  + LinkedIn is also a platform I am using as an easy way for industry recruiters to find me and see my achievements.