

SOUL BREW COFFEE SHOP

Complete Marketing & Launch Kit

Confidential Marketing Materials | 2025

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1. EXECUTIVE SUMMARY

Soul Brew Coffee Shop is a narrative-driven roguelite where players run a magical café serving ghosts with unfinished business. Combining cozy coffee-making gameplay with emotional storytelling and supernatural mystery, the game offers a unique blend of comfort and moral complexity.

Genre Mashup: Cozy Management Sim + Roguelite + Visual Novel + Match-3 Puzzle

Visual Style: 1970s Saturday Morning Cartoon meets Studio Ghibli

Core Hook: Every ghost you help brings you closer to saving your dying child—but at what cost?

Launch Price: \$16.99 (Premium indie, no microtransactions)

Platforms: Steam (Primary), Nintendo Switch (Stretch Goal)

2. GAME OVERVIEW & CORE DETAILS

BASIC INFO

- **Title:** Soul Brew Coffee Shop
- **Developer:** [Your Studio Name]
- **Publisher:** [Self-Published or TBD]
- **Release Date:** [Target: Q3 2026]
- **Platforms:** PC (Steam), Nintendo Switch (Post-Launch)
- **Price:** \$16.99 USD

- **ESRB Rating:** T for Teen (Mild Fantasy Violence, Suggestive Themes)
- **Languages:** English (Launch), Additional languages TBD
- **Player Count:** Single Player
- **Average Playtime:** 12-18 hours (complete playthrough)
- **Replayability:** High (multiple endings, procedural elements)

TECHNICAL SPECS

- **Engine:** [Unity/Godot - specify]
 - **Art Style:** 2D Hand-Drawn, 1970s Animation + Ghibli Influence
 - **Audio:** Original Lofi/Chillhop Soundtrack + Atmospheric SFX
 - **Resolution:** 1920x1080 (16:9), Scalable
 - **Controller Support:** Full gamepad + Mouse/Keyboard
 - **Steam Deck:** Verified
 - **Accessibility:** Colorblind modes, Text size options, No time pressure
-

3. ELEVATOR PITCHES

15-SECOND PITCH (Social Media Captions)

"Run a magical coffee shop serving ghosts with unfinished business. Solve mysteries, brew drinks, save your dying child—but every soul you collect brings you closer to becoming the villain."

30-SECOND PITCH (Trailer Voiceover)

"Welcome to Soul Brew, where the coffee is warm but the secrets are dark. As the café's mysterious owner, you serve drinks to wandering ghosts—each with a story, each with unfinished business. Through match-3 puzzles and heartfelt conversations, you'll uncover their mysteries and collect fragments of something powerful. But when you discover your true purpose—to sacrifice these souls to save your dying child—will you choose redemption or resurrection?"

1-MINUTE PITCH (Press/Influencer Outreach)

"Soul Brew Coffee Shop is a narrative roguelite that asks: How far would you go to save someone you love? You run a cozy, Ghibli-inspired café in a liminal space between life and death, serving drinks to ghosts through satisfying match-3 puzzles. Each of the 13 unique ghosts has a deeply personal story—from the jilted lover to the child prodigy, from the wandering detective to your own spectral reflection.

Between runs, you upgrade your café and uncover a conspiracy: you're dead too, and every soul you collect brings you one step closer to resurrection. But the cost? Sacrificing 13 innocent spirits. And the reason? Your child is dying and needs you.

The game culminates in an impossible choice with multiple endings, all while delivering the cozy comfort of Coffee Talk meets the roguelite progression of Hades meets the emotional gut-punch of To The Moon."

COMPARISON TAGLINE (For Marketing)

"If Coffee Talk and Hades had a baby raised by Studio Ghibli"

4. STORY SYNOPSIS & NARRATIVE HOOK

THE SETUP

You wake up as the owner of Soul Brew Coffee Shop, a quaint café that appears only to lost souls. You don't remember how you got here, but you know your purpose: serve drinks, listen to stories, help ghosts find peace. The work is meaningful, the atmosphere is cozy, and each ghost you help fills you with warmth.

THE MYSTERY

As you progress through 13 unique ghost encounters, subtle clues emerge. Why does everyone seem to know more about you than you know about yourself? Why do the items you collect from each ghost fit together like puzzle pieces? Why does your reflection in the café mirror sometimes move wrong?

THE REVELATION

By Ghost #11 (The Detective), the truth begins to unravel: you're not helping ghosts pass on—you're trapping them. The café isn't a waystation; it's a Soul Collection Chamber. And you? You died months ago, but you're trying to cheat death through an ancient ritual.

THE MORAL CRISIS

Ghost #13 (The Mirror) reveals the full truth: Your child is in the hospital, dying from a disease that requires a transplant you can't provide. The ritual that trapped you here offered one deal—collect 13 souls, complete the Soul Anchor artifact, and you can return to life. But it means condemning 13 innocent spirits to oblivion.

THE CHOICE (Multiple Endings)

ENDING 1: RESURRECTION (The Villain Ending) - Complete the ritual. Sacrifice all 13 souls. - Return to life and save your child. - Live with the guilt. The café haunts your dreams forever. - **Theme:** Love justifies anything.

ENDING 2: REDEMPTION (The Selfless Ending) - Release all 13 souls. Refuse the ritual. - Your child doesn't get the transplant. - Accept death. Find peace knowing you did the right thing. - **Theme:** Some sacrifices are too great, even for love.

ENDING 3: THE THIRD PATH (True Ending - Secret) - Discover a hidden loophole through deep ghost relationships. - Offer YOUR soul in place of the 13 ghosts. - Save your child AND the innocent spirits. - Ultimate self-sacrifice. Bittersweet but complete. - **Theme:** True love means giving everything, including yourself.

5. KEY FEATURES & UNIQUE SELLING POINTS

CORE FEATURES

STUNNING VISUAL IDENTITY

- Unique art style: 1970s cartoon boldness meets Ghibli's soft warmth
- Hand-painted backgrounds with 3D-modeled bases
- Thick line art, watercolor textures, atmospheric lighting
- Every ghost is visually distinct and emotionally expressive

INNOVATIVE MATCH-3 COFFEE BREWING

- Not just matching tiles—crafting drinks with meaning
- Each ghost has preferred ingredients and story-relevant recipes
- Combo system rewards creativity and experimentation
- No time pressure—focus on the experience, not stress

13 DEEPLY WRITTEN GHOST STORIES

- Every ghost is a mini emotional journey (15-20 minutes each)
- Branching dialogue affects their backstory revelations
- Real themes: regret, love, ambition, betrayal, redemption
- Diversity in age, background, and type of "unfinished business"

ROGUELITE STRUCTURE WITHOUT PUNISHMENT

- Each "run" is one week with one ghost
- No permadeath—progress always carries forward
- Unlock new recipes, café upgrades, story fragments

- Replayability through different choices and endings

EMOTIONALLY DEVASTATING CHOICE

- The sick child stakes make every decision matter
- No "right" answer—every ending has consequences
- Players will debate this for years (community engagement gold)

ATMOSPHERIC AUDIO DESIGN

- Lofi/chillhop soundtrack perfect for streaming/studying
- Rain sounds, coffee brewing ASMR, gentle ghost whispers
- Emotional orchestral swells for key story moments
- Music becomes unsettling as the truth emerges (dynamic audio)

UNIQUE SELLING POINTS (USPs)

USP #1: VILLAIN PROTAGONIST TWIST

No other cozy game makes YOU the antagonist. Players enter expecting wholesome comfort, leave questioning their morality. This twist will generate massive word-of-mouth and discussion content.

USP #2: GUILT-FREE COZY ROGUELITE

Roguelite structure without the anxiety. Perfect for players who want progression and variety but don't enjoy permadeath stress. Fills a market gap between pure cozy sims and hardcore roguelikes.

USP #3: MATURE THEMES IN ACCESSIBLE PACKAGE

Philosophical questions wrapped in beautiful aesthetics. Appeals to players who loved To The Moon, GRIS, Spiritfarer—games that made them cry but weren't mechanically complex.

USP #4: EVERY GHOST MATTERS

Quality over quantity. Unlike games with 50+ shallow NPCs, our 13 ghosts each get deep, memorable arcs. Players will have favorite ghosts and debate their stories online.

USP #5: THE SICK CHILD MORAL DILEMMA

Impossible choice with real emotional weight. Not "save the world vs. destroy it" but "save your child by damning innocents." Internet will explode with "What did you choose?" discourse.

6. TARGET AUDIENCE PROFILES

PRIMARY AUDIENCE: "THE COZY COMPLETIONIST"

Demographics: - Age: 25-40 - Gender: 65% Female, 30% Male, 5% Non-binary - Income: \$40K-\$80K (disposable income for premium indie games) - Location: North America, Western Europe, Australia

Gaming Habits: - Plays 10-15 hours/week - Prefers single-player, story-driven experiences - Owns Switch + Steam Deck or gaming PC - Completes games (high achievement rate)

Favorite Games: - Stardew Valley, Animal Crossing, Coffee Talk - Spiritfarer, A Short Hike, Unpacking - Hades (for roguelite structure)

Psychographics: - Values emotional storytelling over mechanical complexity - Seeks "comfort gaming" but craves deeper meaning - Active on cozy gaming communities (r/CozyGamers, Wholesome Games) - Likely to stream/share emotional game moments

Purchase Triggers: - Beautiful art style (Instagram/TikTok discovery) - "Made me cry" testimonials from trusted sources - Representation and inclusive storytelling - Demo availability (try before buy)

Marketing Channels: - TikTok (cozy game content creators) - Instagram (aesthetic screenshots) - YouTube (Story analysis channels) - Reddit (r/IndieGaming, r/NintendoSwitch)

SECONDARY AUDIENCE: "THE NARRATIVE GAMER"

Demographics: - Age: 28-45 - Gender: 55% Male, 40% Female, 5% Non-binary - Income: \$50K-\$100K - Location: Global (willing to play in English)

Gaming Habits: - Plays 5-10 hours/week (busy professionals) - Prioritizes story over gameplay complexity - Reads game reviews and analysis essays - Backlogs games but finishes favorites

Favorite Games: - What Remains of Edith Finch, Firewatch, Gone Home - To The Moon, Finding Paradise - Disco Elysium, Night in the Woods

Psychographics: - Treats games as interactive literature - Values philosophical themes and moral complexity - Engages in post-game discussions and analysis - Skeptical of hype, influenced by critical acclaim

Purchase Triggers: - "Best story of the year" accolades - Positive reviews from Rock Paper Shotgun, Polygon, Kotaku - Comparisons to beloved narrative classics - Thematic depth (not just "cozy game")

Marketing Channels: - Gaming journalism (press reviews critical) - YouTube (video essays like Jacob Geller, Writing on Games) - Podcasts (Eggplant Show, Triple Click) - Literary gaming communities

TERTIARY AUDIENCE: "THE ROGUELITE FAN"

Demographics: - Age: 20-35 - Gender: 70% Male, 25% Female, 5% Non-binary - Income: \$30K-\$70K (students to young professionals) - Location: Global, high Steam engagement

Gaming Habits: - Plays 15-25 hours/week - Values replayability and mechanical depth - Completionist mindset (unlock everything) - Active in gaming Discord servers

Favorite Games: - Hades, Slay the Spire, Dead Cells - Balatro, Vampire Survivors - Enter the Gungeon, Binding of Isaac

Psychographics: - Mechanics-first, but appreciates good story - Seeks "one more run" addictiveness - Watches speedruns and optimization content - Vocal about game balance and design

Purchase Triggers: - "Roguelite" genre tag - Meta-progression systems shown in trailer - Positive Steam reviews from roguelite community - Developer transparency about design choices

Marketing Channels: - Steam (algorithmic discovery crucial) - Twitch (roguelite streamers) - Reddit (r/roguelikes, r/roguelites) - YouTube (Roguelike Celebration talks)

7. THE 13 GHOSTS (CHARACTER ROSTER)

ACT 1: THE COZY LIE

GHOST 1: THE LONELY TRAVELER

Name: Kenji Yamamoto **Age at Death:** 34 **Cause of Death:** Hypothermia (died hiking alone) **Visual Design:** Worn hiking gear, backpack, distant eyes, soft blue spectral glow **Unfinished Business:** Never told his family he loved them before leaving **Favorite Drink:** Black coffee, no sugar (simple, utilitarian) **Story Theme:** Loneliness and the fear of being forgotten **Item Fragment:** Compass (North needle) **Marketing Hook:** "The ghost who walked too far from home."

GHOST 2: THE JILTED LOVER

Name: Simone Beaumont **Age at Death:** 28 **Cause of Death:** Car accident (distracted by heartbreak) **Visual Design:** Elegant 1960s fashion, tear-stained cheeks, pink spectral glow **Unfinished Business:** Never got closure from her former partner **Favorite Drink:** Chamomile tea with honey (soothing, sweet) **Story Theme:** Unrequited love and moving on **Item Fragment:** Half of a heart-shaped locket **Marketing Hook:** "She died with a broken heart—can you mend it?"

GHOST 3: THE CHILD PRODIGY

Name: Elara Quinn **Age at Death:** 12 **Cause of Death:** Sudden illness (leukemia) **Visual Design:** School uniform, violin case, curious expression, yellow spectral glow **Unfinished Business:** Never got to perform her final recital **Favorite Drink:** Hot chocolate with marshmallows **Story Theme:** Childhood cut short, unfulfilled potential **Item Fragment:** Sheet music page (handwritten composition) **Marketing Hook:** "The concert hall fell silent too soon."

GHOST 4: THE GUILT-RIDDEN ARTIST

Name: Marcus Webb **Age at Death:** 41 **Cause of Death:** Overdose (accidental, pain medication) **Visual Design:** Paint-stained hands, haunted expression, gray spectral glow **Unfinished Business:** Abandoned his dying friend to pursue fame **Favorite Drink:** Turkish coffee (bitter, strong, complex) **Story Theme:** Ambition vs. loyalty, the cost of success **Item Fragment:** Paintbrush (dried with red paint... or blood?) **Marketing Hook:** "He sold his soul for art. What did you sell yours for?"

ACT 2: THE CREEPING DOUBT

GHOST 5: THE FORGOTTEN ELDER

Name: Abuela Rosa Martinez **Age at Death:** 78 **Cause of Death:** Natural causes (died alone in nursing home) **Visual Design:** Knitting needles, warm shawl, kind eyes, orange spectral glow **Unfinished Business:** Family never visited; wants to know they remember her **Favorite Drink:** Café de olla (Mexican spiced coffee) **Story Theme:** Elder neglect, the fear of being erased **Item Fragment:** Knitted blanket square **Marketing Hook:** "She raised a family. They forgot her name."

GHOST 6: THE SOLDIER

Name: Lieutenant James "Jimmy" Cross **Age at Death:** 24 **Cause of Death:** KIA (war casualties) **Visual Design:** Dog tags, faded uniform, thousand-yard stare, dark green glow **Unfinished Business:** Survivor's guilt—why did he die and others live? **Favorite Drink:** Instant coffee (military style, no frills) **Story Theme:** PTSD, the cost of service, survivor's guilt **Item Fragment:** Dog tag (half of a pair) **Marketing Hook:** "He saved his squad but couldn't save himself."

GHOST 7: THE STARVING ARTIST (LITERALLY)

Name: Zara Okonkwo **Age at Death:** 29 **Cause of Death:** Malnutrition (too poor to eat while pursuing art) **Visual Design:** Vintage camera, bohemian style, defiant smile, purple spectral glow **Unfinished Business:** Her photos were never exhibited—died before her first show **Favorite Drink:** Espresso (cheap, effective, all she could afford) **Story Theme:** The exploitation of creatives, art vs. survival **Item Fragment:** Camera lens (cracked) **Marketing Hook:** "Her art was priceless. She died penniless."

GHOST 8: THE REFORMED CRIMINAL

Name: Andre "Dre" Thompson **Age at Death:** 33 **Cause of Death:** Shot by police (mistaken identity) **Visual Design:** Hoodie, nervous energy, regretful eyes, red spectral glow **Unfinished Business:** Died before making amends to victims of his past crimes **Favorite Drink:** Sweet tea (Southern comfort) **Story Theme:** Redemption, systemic injustice, second chances denied **Item Fragment:** Apology letter (unsent) **Marketing Hook:** "He spent years becoming a better man. It didn't matter."

GHOST 9: THE PERFECTIONIST

Name: Dr. Yuki Tanaka **Age at Death:** 45 **Cause of Death:** Suicide (burnout, depression) **Visual Design:** Lab coat, exhausted posture, empty eyes, white spectral glow **Unfinished Business:** Never achieved the "perfect" research breakthrough **Favorite Drink:** Matcha latte (precise, controlled, measured) **Story Theme:** Burnout culture, the tyranny of perfection **Item Fragment:** Research notes (incomplete equations) **Marketing Hook:** "She had one more experiment. One more late night."

ACT 3: THE HORRIBLE TRUTH

GHOST 10: THE WHISTLEBLOWER

Name: Sarah Chen **Age at Death:** 37 **Cause of Death:** "Accident" (corporate assassination) **Visual Design:** Business attire, USB drive necklace, determined expression, teal glow **Unfinished Business:** Exposing corporate corruption that killed her **Favorite Drink:** Americano (straightforward, no nonsense) **Story Theme:** Truth vs. power, sacrifice for the greater good **Item Fragment:** USB drive (encrypted data) **Marketing Hook:** "She knew too much. They made sure she forgot."

GHOST 11: THE DETECTIVE

Name: Inspector Malik Hassan **Age at Death:** 52 **Cause of Death:** Murdered (investigating a cold case) **Visual Design:** Trench coat, notepad, piercing gaze, gold spectral glow **Unfinished Business:** Solve his own murder **Favorite Drink:** Black coffee, 3 sugars (cop stereotype, but it's accurate) **Story Theme:** Justice, truth, the hunt for answers **Item Fragment:** Detective's badge (blood-stained) **Marketing Hook:** "He solved every case but one—his own death." **NARRATIVE ROLE:** This is the ghost who first suspects YOU. He starts investigating the café and realizes what's happening. His dialogue has double meanings. He's putting the pieces together.

GHOST 12: THE PSYCHIC

Name: Madame Evangeline Thorne **Age at Death:** 63 **Cause of Death:** Natural (heart attack during a séance) **Visual Design:** Tarot cards, crystal jewelry, knowing smile, indigo spectral glow **Unfinished Business:** Sees the truth about you and the café—wants to warn the others **Favorite Drink:** Herbal tea blend (mysterious, aromatic) **Story Theme:** Sight beyond sight, burden of knowing **Item Fragment:** Tarot card (The Tower—destruction, revelation) **Marketing Hook:** "She sees everything. Including what you're doing." **NARRATIVE ROLE:** This is the **CONFRONTATION** ghost. She directly calls you out. "I know what you are. I know why you're collecting us. And I know about your child." This is where the player can no longer deny the truth.

GHOST 13: THE MIRROR

Name: YOU (the player character) **Age at Death:** [Player determines via choices] **Cause of Death:** [Revealed: Medical complications related to grief/stress] **Visual Design:** Exact reflection of the player character but spectral, hollow **Unfinished Business:** Accepting death and letting go of your child **Favorite Drink:** [Whatever the player has been making most often] **Story Theme:** Self-confrontation, acceptance, the final choice **Item Fragment:** Hospital bracelet (your own) **Marketing Hook:** "The last ghost is you." **NARRATIVE ROLE:** THE REVEAL GHOST. This isn't just "another ghost"—this is your own spirit, the part of you that knows the truth. This ghost explains: - You died from the stress/grief of your child's illness - The café is your purgatory, a liminal space - The Soul Anchor ritual was offered by something dark - You've been lying to yourself this whole time - Now you must choose: Finish the ritual or break the cycle?

8. STEAM STORE COPY

SHORT DESCRIPTION (300 characters max - appears in search)

"Run a magical coffee shop serving ghosts with unfinished business. Brew drinks, solve mysteries, and collect souls—but when you discover you're the villain, will you choose redemption or resurrection?"

LONG DESCRIPTION (Steam Store Page)

ABOUT THIS GAME

Welcome to **Soul Brew Coffee Shop**, where every cup tells a story—and every story hides a secret.


You are the mysterious owner of a café that exists between life and death, a waystation for lost souls seeking peace. Through cozy match-3 coffee-brewing puzzles and heartfelt visual novel conversations, you'll meet 13 unique ghosts, each with deeply personal unfinished business.


But nothing is as it seems.


As you collect fragments from each ghost, upgrade your café, and uncover a sprawling conspiracy, you'll discover the horrifying truth: **You're not helping these souls pass on. You're trapping them.** And the reason? To save your dying child through an ancient resurrection ritual.


Soul Brew Coffee Shop is a narrative roguelite that asks the impossible question: *How far would you go for someone you love?*

KEY FEATURES

 **Innovative Match-3 Coffee Brewing** Craft meaningful drinks through relaxing match-3 puzzles. No timers, no pressure—just the satisfaction of creating the perfect cup for each ghost's unique tastes.

 **13 Deeply Emotional Ghost Stories** From the lonely traveler to the reformed criminal, from the child prodigy to your own spectral reflection—every ghost has a complete narrative arc that will stay with you long after the game ends.

 **Stunning Hand-Drawn Art** A unique visual style blending 1970s Saturday morning cartoon boldness with Studio Ghibli's warm, painterly aesthetics. Every scene is a work of art.

 **Roguelite Without the Stress** Each playthrough focuses on one ghost's story. No permadeath, no punishment—just meaningful progression and unlockable content that builds toward the ultimate choice.

😞 **An Impossible Moral Choice** Three different endings based on your final decision. Sacrifice 13 innocent souls to save your child, or accept death and redemption? The internet will debate your choice for years.

🎵 **Atmospheric Lofi Soundtrack** Original music perfect for relaxing, studying, or streaming. The soundscape evolves from cozy café ambience to unsettling supernatural atmospheres as the truth emerges.

IF YOU LOVED THESE GAMES...

✅ **Coffee Talk** (cozy café conversations) ✅ **Hades** (roguelite structure with narrative depth) ✅ **Spiritfarer** (emotional ghost stories) ✅ **To The Moon** (devastating emotional twists) ✅ **Unpacking** (environmental storytelling) ✅ **What Remains of Edith Finch** (anthology of tragic tales)

...then **Soul Brew Coffee Shop** will break your heart in the best way possible.

CONTENT WARNING

This game contains mature themes including death, grief, moral ambiguity, and difficult choices. Some ghost stories touch on suicide, violence, and loss. Player discretion advised for emotionally sensitive players.

However, the game contains: ❌ NO graphic violence ❌ NO jump scares ❌ NO time pressure or stressful mechanics ❌ NO microtransactions or DLC paywalls

Just a beautiful, heartbreaking story about love, loss, and the choices that define us.

WHAT PLAYERS ARE SAYING

"I ugly-cried for 20 minutes after the ending. This game destroyed me." - Early Access Tester

"Coffee Talk meets Hades is the pitch, but it's so much deeper than that. This is art." - Beta Player

"I can't stop thinking about Ghost #12. That conversation haunts me." - Community Member

"My child is sick in real life. This game made me feel seen and understood in a way nothing else has." - Player Testimonial

PLAY THE FREE DEMO

Experience the first 3 ghosts and see if you have what it takes to run Soul Brew Coffee Shop. The demo includes: - Full tutorial and café introduction - 3 complete ghost stories (The Lonely Traveler, The Jilted Lover, The Child Prodigy) - Match-3 coffee brewing mechanics - Café upgrade preview - 2-3 hours of gameplay

Your demo progress carries over to the full game!

DEVELOPED WITH LOVE

Soul Brew Coffee Shop is a labor of love created by [Your Studio Name], a solo developer who believes games can be both comforting and challenging, cozy and complex, beautiful and devastating.

Join our community: Discord: [Link] Twitter/X: [Link] Instagram: [Link] TikTok: [Link]

Wishlist now and brew something extraordinary. ☕👻

TAGS (Steam Store - Max 20)

1. Roguelite
2. Visual Novel
3. Match 3
4. Indie
5. Singleplayer
6. Story Rich
7. Emotional
8. Puzzle

- 9. Supernatural
 - 10. Coffee
 - 11. Ghosts
 - 12. Choices Matter
 - 13. Multiple Endings
 - 14. Hand-drawn
 - 15. Atmospheric
 - 16. Cozy
 - 17. Mystery
 - 18. Casual
 - 19. Relaxing
 - 20. Philosophy
-

CAPSULE IMAGE COPY (Text for promotional graphics)

Main Capsule: "Every soul tells a story. Every story hides a secret. Every secret has a cost."

Alternate Capsule: "Brew drinks. Collect souls. Save your child. What would you sacrifice for love?"

Sale Capsule: "The cozy game that made the internet cry. Now [X%] off."

9. SOCIAL MEDIA STRATEGY

PLATFORM PRIORITIES



TIER 1: PRIMARY PLATFORMS (Daily engagement required)

TWITTER/X - **Why:** Gaming community hub, journalist presence, instant virality potential - **Content Focus:** Development updates, ghost reveals, community engagement, memes - **Posting Frequency:** 1-2 tweets daily - **Best Times:** 10am-12pm, 6pm-9pm EST (US gaming hours)

TIKTOK - **Why:** #1 discovery platform for indie games, highly shareable, younger demographic - **Content Focus:** 15-30 second emotional clips, art timelapses, "wait for it" story reveals - **Posting Frequency:** 3-5 videos per week - **Best Times:** 7-9am, 12-1pm, 7-9pm EST (commute and leisure hours)

INSTAGRAM - **Why:** Visual showcase platform, cozy gaming community, aesthetic-driven discovery - **Content Focus:** Beautiful screenshots, character art, behind-the-scenes, carousel posts - **Posting Frequency:** 4-5 posts per week, daily stories - **Best Times:** 11am-1pm, 7-9pm EST



TIER 2: SECONDARY PLATFORMS (3-4x per week)

REDDIT - **Key Subreddits:** r/IndieGaming, r/NintendoSwitch, r/CozyGamers, r/roguelites, r/Games - **Content Focus:** Developer AMAs, major announcements, community questions - **Posting Frequency:** 2-3 strategic posts per week (avoid spam) - **Rules:** ALWAYS provide value, never just self-promote

YOUTUBE - **Content Focus:** Dev diaries, ghost reveal trailers, gameplay deep dives - **Posting Frequency:** 1 video per week (pre-launch), 2-3 per month (post-launch) - **Strategy:** Optimize for "cozy game," "indie game," "narrative game" searches

DISCORD - **Why:** Community hub, direct player feedback, beta testing coordination - **Content Focus:** Exclusive sneak peeks, polls, AMA sessions, bug reports - **Activity:** Daily presence in channels, weekly community events



TIER 3: TERTIARY PLATFORMS (Weekly updates)

BLUESKY - Emerging platform, early adopter advantage - Cross-post Twitter content with slight modifications

THREADS - Meta's Twitter alternative, growing gaming presence - Test platform for long-form text posts

MASTODON - Indie-friendly, smaller but engaged audience - Refuge for Twitter-fatigued developers

CONTENT PILLARS (The 5 Types of Posts)

PILLAR 1: DEVELOPMENT TRANSPARENCY (30% of content)

Goal: Build trust and connection with community

Examples: - "Here's how I modeled the café in Blender today..." (process video) - "Scrapped design #4 for Ghost 7. Sometimes you have to kill your darlings." (before/after comparison) - "8 months into development. Here's what I've learned..." (reflection post) - Behind-the-scenes art timelapses - "This ghost's backstory made me cry while writing it" (emotional authenticity)

Best Platforms: Twitter, Instagram Stories, TikTok, YouTube

PILLAR 2: CHARACTER & STORY REVEALS (25% of content)

Goal: Build anticipation and emotional investment

Examples: - Introducing each ghost with teaser art + cryptic quote - "Ghost #3 died at age 12. Her favorite drink is hot chocolate. She never got to perform her final recital." (emotional hook) - Flashback scene previews (no spoilers, just atmosphere) - "Which ending would you choose?" polls (after launch) - Voice actor announcements (if applicable)

Best Platforms: Instagram (visual), Twitter (discussion), TikTok (emotional reveals)

PILLAR 3: GAMEPLAY SHOWCASES (20% of content)

Goal: Demonstrate mechanics and accessibility

Examples: - Match-3 puzzle satisfying combo clips (short, loopable) - "Here's how you brew a perfect Matcha Latte for Ghost #9" (tutorial) - Café upgrade progression showcase - Accessibility features highlight ("No time pressure, no permadeath") - Controller support demos (Steam Deck footage)

Best Platforms: TikTok (short clips), YouTube (longer tutorials), Twitter (GIFs)

PILLAR 4: COMMUNITY ENGAGEMENT (15% of content)

Goal: Build loyal fanbase and word-of-mouth

Examples: - "What's YOUR favorite ghost so far?" (polls and discussions) - Fan art retweets/reposts (ALWAYS credit and celebrate creators) - "Thanks for 1K wishlists!" milestone celebrations - Community challenges ("Draw your own ghost design") - Player testimonials and emotional reactions (with permission)

Best Platforms: Twitter (retweets), Instagram (Stories), Discord (dedicated channels)

PILLAR 5: CULTURAL/TOPICAL RELEVANCE (10% of content)

Goal: Ride trends and stay discoverable

Examples: - "POV: You just realized you're the villain" (TikTok trend) - Participating in #ScreenshotSaturday, #WishlistWednesday - Cozy game seasonal posts (autumn vibes, winter comfort) - Mental health awareness tie-ins (grief, loss, therapy themes) - "Tag yourself, I'm Ghost #7" (meme format)

Best Platforms: TikTok (trends), Twitter (hashtags), Instagram (Reels)

10. CONTENT CALENDAR (PRE-LAUNCH TO POST-LAUNCH)

PHASE 1: ANNOUNCEMENT (Months -8 to -6)

WEEK 1-2: THE REVEAL

Goal: Establish presence and build initial wishlist base

Monday (Announcement Day): - Twitter: Announcement tweet with teaser art - Instagram: Reveal post with carousel (logo, café art, ghost silhouette) - TikTok: 30-second announcement trailer - Reddit: Post to r/IndieGaming, r/CozyGamers - Discord: Server launch announcement - Press: Send announcement press release to 50 gaming outlets

Tuesday-Sunday: - Daily Twitter posts introducing core concept - Instagram stories showing development workspace - TikTok: Behind-the-scenes art creation - Start following cozy game creators and engaging genuinely

Metrics to Track: - Twitter followers gained - Wishlist conversions (Steam) - Press coverage pickup - Discord member count

WEEK 3-4: GHOST REVEALS BEGIN

Goal: Build character attachment

Content Schedule: - Monday: Ghost #1 (The Lonely Traveler) reveal - Twitter thread - Wednesday: Ghost #1 backstory teaser - Instagram post - Friday: Ghost #1 favorite drink recipe - TikTok video - Weekend: Community question: "What's YOUR unfinished business?"

Repeat pattern: - Reveal one ghost every 2 weeks - Each ghost gets: Full art reveal, backstory teaser, drink recipe, discussion prompt

WEEK 5-8: BUILDING MOMENTUM

- Continue ghost reveals (Ghosts #2, #3)
 - Share Blender modeling process videos
 - Post art style comparisons (70s cartoons + Ghibli references)
 - Engage with cozy gaming influencers (like, comment, share their content)
 - Start Steam page optimization (keywords, screenshots)
-

PHASE 2: HYPE BUILDING (Months -5 to -3)

DEMO ANNOUNCEMENT (Month -5)

Goal: Give players hands-on experience

Monday: Demo Announcement - Twitter: "Play the first 3 ghosts FREE. Demo launching in 2 weeks." - Instagram: Demo announcement graphic - TikTok: "You asked for it..." teaser - Reddit: Demo announcement post - Press: Demo availability press release

Following 2 Weeks: - Daily countdown posts - Behind-the-scenes demo optimization - "What to expect in the demo" blog post - Community questions: "Which ghost are you most excited to meet?"

Demo Launch Day: - Coordinated posts across all platforms - Contact 20 streamers/YouTubers with demo keys - Monitor Discord for feedback and bug reports - Reddit AMA: "I'm making Soul Brew Coffee Shop, AMA"

Post-Demo (2 weeks): - Share player reactions and testimonials - Create compilation video of streamer reactions - Fix bugs and release demo patch - "Demo Stats" infographic (players, completion rate, most popular ghost)

GAMEPLAY DEEP DIVES (Month -4 to -3)

Content Focus: - How match-3 coffee brewing works (YouTube video) - Roguelite structure explained (Twitter thread) - Accessibility features showcase (Instagram Reels) - Voice actor announcements (if applicable) - Music composer introduction and sample tracks

PHASE 3: FINAL COUNTDOWN (Months -2 to LAUNCH)

TRAILER CAMPAIGN (Month -2)

Goal: Maximize wishlist conversions

Launch Trailer Release: - Professional 90-second trailer - Upload to YouTube, Twitter, Instagram, TikTok simultaneously - Submit to gaming news sites (IGN, Polygon, Kotaku, PC Gamer, Rock Paper Shotgun) - Coordinate with cozy gaming curators (Wholesome Games, Wholesome Direct) - Paid promotion on Twitter/TikTok (\$2K budget)

Following Week: - Share trailer reaction videos from influencers - Create 15-second trailer cuts for TikTok/Reels - Post "trailer breakdown" blog analyzing scenes - Community: "Frame-by-frame Easter egg hunt" challenge

FINAL GHOST REVEALS (Month -1.5)

Reveal Schedule: - Ghosts #10, #11, #12 revealed (one per week) - Ghost #13 (The Mirror) kept SECRET until launch - Each reveal paired with emotional player testimonials - Build mystery: "Ghost #13 will change everything..."

LAUNCH WEEK COUNTDOWN (Month -0.5)

14 Days Before Launch: - "2 Weeks Until Soul Brew" announcement - Daily countdown posts with rotating ghost spotlights - Instagram: "Which ending will YOU choose?" poll - TikTok: Emotional montage of all 12 revealed ghosts

7 Days Before Launch: - Launch day/time announcement - Final trailer push - Email newsletter to all demo players - Reddit: Final AMA before launch - Discord: Launch party event planning

3 Days Before Launch: - "The final ingredient is almost ready..." (mysterious post) - Share early review scores (if available) - Steam: Update store page with launch discount info - Press: Final reminder to journalists

1 Day Before Launch: - "Tomorrow, Soul Brew opens its doors..." - Personal developer message (authentic, heartfelt) - Instagram Stories countdown clock - Discord: Pre-launch party with trivia, giveaways

PHASE 4: LAUNCH DAY (DAY 0)

COORDINATED LAUNCH BLITZ

12:00am Launch Time: - Twitter: "Soul Brew Coffee Shop is NOW AVAILABLE" + Steam link - Instagram: Launch announcement post - TikTok: "It's here" emotional video - Reddit: Launch announcement (r/IndieGaming, r/NintendoSwitch, r/CozyGamers) - Discord: @everyone announcement + launch party begins - Email: Newsletter to wishlist subscribers

Morning (6am-12pm): - Retweet/share player purchases and first impressions - Post "Thank you" message to community - Monitor Steam reviews and respond to first feedback - Share streamer going-live announcements

Afternoon (12pm-6pm): - Instagram Stories: Player reactions compilation - Twitter: "Ghost #13 has been discovered" (once players reach it) - Community: "What ending did you choose?" discussion thread

Evening (6pm-12am): - TikTok: Launch day recap montage - Twitter: Day 1 stats (if positive—sales, reviews, peak CCU) - Discord: Developer voice chat Q&A - Personal thank you video (authentic emotion)

PHASE 5: POST-LAUNCH (Months 1-3)

WEEK 1 POST-LAUNCH

Goal: Maintain momentum and convert "wait for reviews" buyers

Daily: - Share player testimonials and emotional reactions - Retweet fan art (starts appearing naturally) - Monitor and respond to Steam reviews - Bug fix patch if needed

Content: - "Thank you for 1K copies sold" (or milestone reached) - Developer diary: "What launch day felt like" - Behind-the-scenes: Cut content, early designs - Community: "Fan Art Friday" starts (weekly tradition)

WEEK 2-4 POST-LAUNCH

Goal: Sustain visibility and encourage word-of-mouth

Content Ideas: - Ghost design deep dives (why we designed each character this way) - Alternate ending analysis (spoiler-tagged) - "Secrets you missed" guide - Development stats: "It took 8 months and 1,120 hours..." - Partner with cozy game YouTubers for sponsored videos

MONTH 2-3 POST-LAUNCH

Goal: Long-tail sales and community nurturing

Content: - Weekly community spotlights (fan art, cosplay, emotional testimonials) - Patch notes for quality-of-life updates - "What's next?" teaser (DLC hint, next project) - Participate in Steam sales events - Create "1 month anniversary" retrospective content

11. HASHTAG STRATEGY

PRIMARY HASHTAGS (Use on EVERY post)

BRAND HASHTAGS

- #SoulBrewCoffeeShop (official game hashtag)
- #SoulBrew (shortened version)

- #WhichEndingDidYouChoose (post-launch engagement)

GENRE HASHTAGS

- #IndieGame / #IndieGames / #IndieGaming
- #CozyGaming / #CozyGame / #CozyGames
- #Roguelite / #Roguelike
- #VisualNovel
- #NarrativeGame / #StoryRich

PLATFORM HASHTAGS

- #SteamGames / #PCGaming
 - #NintendoSwitch (when Switch version releases)
 - #SteamDeck
-

SECONDARY HASHTAGS (Rotate based on content)

ART & AESTHETIC

- #GhibliInspired / #StudioGhibli
- #70sAesthetic / #RetroArt
- #HandDrawnArt / #IndieGameArt
- #PixelArt (if using any pixel elements)
- #GameArt / #ConceptArt

EMOTIONAL/THEMATIC

- #EmotionalGames
- #GamesAreThatMakeMeCry
- #MeaningfulGames

- #GhostStories
- #Supernatural

COMMUNITY & DISCOVERY

- #WishlistWednesday
 - #ScreenshotSaturday
 - #IndieDevHour
 - #IndieGameDev
 - #GameDev / #GamingCommunity
-

TIKTOK-SPECIFIC HASHTAGS

TRENDING (Check weekly and adapt)

- #GamingTikTok / #GamerTok
- #CozyGameTok
- #IndieGameTok
- #SteamGames
- #FYP / #ForYouPage (use sparingly)

EMOTIONAL HOOKS

- #POV (for "POV: You just realized..." format)
 - #PlotTwist
 - #EmotionalDamage
 - #ThisGameMadeMeCry
-

INSTAGRAM-SPECIFIC HASHTAGS

AESTHETIC DISCOVERY

- #CozyAesthetic
- #GamingAesthetic
- #IndieAesthetic
- #CoffeeShopVibes
- #AutumnVibes / #WinterCozy (seasonal)

GAMING COMMUNITY

- #GamerGirl / #GamingCommunity
 - #IndieGameLove
 - #WholesomeGames
-

TWITTER/X-SPECIFIC HASHTAGS

ENGAGEMENT TAGS

- #GameDev (Thursdays: #IndieDevHour)
- #IndieGameTrends
- #MadeWithUnity (or your engine)

PRESS & INDUSTRY

- #IndieGameNews
 - #PCGamer
 - #IGN (when applicable)
-

SEASONAL HASHTAGS (Time appropriately)

AUTUMN/HALLOWEEN: - #SpookySeason - #HalloweenGames - #CozyAutumn - #GhostSeason
(relevant to your theme!)

WINTER/HOLIDAYS: - #WinterGaming - #HolidayGaming - #CozyWinter

SPRING: - #SpringGaming - #NewGames

SUMMER: - #SummerGaming - #SteamSummerSale

HASHTAG USAGE RULES

TWITTER

- **Limit:** 2-3 hashtags per tweet (more looks spammy)
- **Placement:** Integrated naturally into copy OR at the end
- **Example:** "Just revealed Ghost #7 in Soul Brew Coffee Shop! She's a photographer who died pursuing her art. 📷☕ #IndieGame #CozyGaming"

INSTAGRAM

- **Limit:** 15-20 hashtags per post (platform allows 30, but quality > quantity)
- **Placement:** In first comment (keeps caption clean)
- **Strategy:** Mix high-traffic (1M+ posts) with niche (10K-100K posts) hashtags

TIKTOK

- **Limit:** 3-5 hashtags
 - **Placement:** In caption
 - **Strategy:** 1 trending + 2 niche gaming + 1 brand hashtag
 - **Example:** "#GamingTikTok #IndieGame #CozyGames #SoulBrew"
-

12. PLATFORM-SPECIFIC GUIDELINES

TWITTER/X CONTENT STRATEGY

OPTIMAL TWEET STRUCTURE

Character Limit: 280 characters (or 4,000 for Twitter Blue)

Winning Formula: 1. **Hook** (first 10 words—grab attention) 2. **Value** (information, emotion, or entertainment) 3. **Call-to-Action** (wishlist, comment, retweet) 4. **Visual** (ALWAYS include image, GIF, or video)

Example Tweet: "Ghost #7 died penniless, pursuing her art. Her camera was all she owned. Her exhibition opened the day after her funeral. Nobody came.

Meet Zara in Soul Brew Coffee Shop. ☕👻

[Image: Zara's character art]

Wishlist: [Steam Link]

IndieGame #CozyGaming"

BEST PRACTICES

✅ Post 1-2x daily (10am-12pm, 7-9pm EST) ✅ Use threads for longer stories (Ghost reveals, dev diaries) ✅ Retweet fan content generously (builds community) ✅ Reply to EVERY comment in first hour (algorithm boost) ✅ Pin your most important tweet (Steam link, demo announcement) ✅ Use polls for engagement ("Which ghost story hit you hardest?") ❌ Don't auto-crosspost from other platforms (looks lazy) ❌ Don't over-hashtag (max 3) ❌ Don't tweet-and-leave (engage with replies!)

ENGAGEMENT TACTICS

- **Quote Retweet** other cozy games with genuine compliments (community building)
 - **Morning Coffee Tweet:** "Good morning! ☕ What's everyone playing today?"
 - **Weekend Ritual:** "Screenshot Saturday" featuring your best art
 - **Developer Vulnerability:** Share struggles authentically ("Coded for 6 hours, broke everything, learned a lot.")
-





TIKTOK CONTENT STRATEGY

VIDEO TYPES THAT PERFORM

- 1. EMOTIONAL REVEALS (Highest Performing) Format:** Text overlay + emotional music + character art reveal **Hook:** "This ghost will make you cry..." **Duration:** 15-30 seconds **Music:** Sad piano, lofi beats, emotional indie tracks **Example Script:** - 0-3sec: "Ghost #3 died at age 12..." - 3-8sec: [Character art fades in] - 8-15sec: "She never got to perform her final recital..." - 15-20sec: "Meet Elara in Soul Brew Coffee Shop" - 20-25sec: "Out [Release Date]"
- 2. "WAIT FOR IT" PLOT TWIST Format:** Setup → Buildup → Twist reveal **Hook:** "You think you're the hero in this cozy game..." **Duration:** 30-45 seconds **Example:** - "This game looks cozy and wholesome..." - [Show café art, ghosts, coffee brewing] - "But there's a dark secret..." - [Music shifts, lighting changes] - "YOU'RE the villain." - "Coming [Date]"
- 3. DEV PROCESS TIMELAPSES Format:** Sped-up art creation **Hook:** "Designing a ghost who died too young..." **Duration:** 15-30 seconds **Music:** Upbeat lofi or trending audio **Text Overlay:** "3 hours in 30 seconds"
- 4. POV / RELATABLE CONTENT Format:** First-person perspective humor **Hook:** "POV: You just realized the cozy game is actually horror..." **Duration:** 10-15 seconds **Trending Sound:** Use whatever's viral that week

TIKTOK BEST PRACTICES

- ✅ First 3 seconds are EVERYTHING (hook immediately) ✅ Use trending audio when possible (algorithm boost)
- ✅ Post 3-5x per week (consistency > frequency) ✅ Best times: 7-9am, 12-1pm, 7-9pm EST
- ✅ Caption with question ("Which ghost would YOU meet first?") ✅ Reply to comments



with video responses (re-engagement)  Stitch/Duet with relevant cozy gaming content  Don't watermark with other platform logos  Don't make TikToks longer than 60sec (retention drops)  Don't ignore trending sounds (miss algorithm boost)

TIKTOK SERIES IDEAS

- "Meet the Ghosts" (13-part series, one ghost per video)
- "Things I learned making an indie game" (relatable dev content)
- "Behind the scenes" (Blender modeling, art creation)
- "Emotional game moments" (player reactions, testimonials)

INSTAGRAM CONTENT STRATEGY

POST TYPES

1. SINGLE IMAGE POSTS (Character Art, Screenshots) Best For: High-quality character reveals, key art, major announcements **Optimal Resolution:** 1080x1080 (square) or 1080x1350 (portrait) **Caption Length:** 150-300 characters (concise) **Example Post:** [Image: Ghost #5 character art] Caption: "Abuela Rosa raised a family, worked three jobs, and died alone in a nursing home. Her family never visited. She just wants to know they remember her.  

Meet her in Soul Brew Coffee Shop. Link in bio.

IndieGame #CozyGaming #GhostStories"

2. CAROUSEL POSTS (Storytelling, Multi-Image) Best For: Ghost backstories, café evolution, before/after art **Images:** 3-10 slides (optimal: 5-7) **First Image:** MOST important (hook viewers to swipe) **Example Carousel:** - Slide 1: "The Detective Ghost" (character art) - Slide 2: "He solved every case..." (noir-style flashback) - Slide 3: "Except one." (crime scene art) - Slide 4: "His own

murder." (detective's badge item) - Slide 5: "Meet Inspector Hassan in Soul Brew" (logo + wishlist CTA)

3. REELS (Short Videos) Best For: Gameplay clips, transitions, trendy audio **Duration:** 15-30 seconds **Format:** Similar to TikTok (can repurpose content) **Algorithm:** Reels get 5-10x more reach than static posts

4. INSTAGRAM STORIES (Daily Engagement) Best For: Behind-the-scenes, polls, Q&A, countdowns **Duration:** 15-second segments **Features to Use:** - Polls ("Which ghost are you most excited for?") - Questions ("Ask me anything about Soul Brew!") - Countdown stickers (launch day timer) - Link stickers (Steam page)

INSTAGRAM BEST PRACTICES

✓ Post 4-5x per week (feed posts) ✓ Daily Stories (keep presence active) ✓ Grid aesthetic matters (plan cohesive color palette) ✓ Use all 20 hashtags (in first comment) ✓ Best times: 11am-1pm, 7-9pm EST ✓ Engage with followers' stories (reply to DMs/comments) ✓ Collaborate with cozy gaming accounts (tag, repost) ✗ Don't post blurry images (quality is critical on IG) ✗ Don't ignore Stories (huge engagement tool) ✗ Don't hard-sell every post (70% value, 30% promotional)

REDDIT STRATEGY

SUBREDDIT TARGETING

PRIMARY SUBREDDITS: - r/IndieGaming (500K+ members) - r/CozyGamers (50K+ members) - r/NintendoSwitch (2M+ members—when Switch version releases) - r/roguelites (80K+ members) - r/gaming (37M+ members—use sparingly)

SECONDARY SUBREDDITS: - r/Games (3M+ members—serious discussion) - r/pcgaming (2.5M+ members) - r/gamingsuggestions (user seeking recommendations) - r/visualnovels (narrative focus)

REDDIT CONTENT RULES

READ EACH SUBREDDIT'S RULES BEFORE POSTING - Many ban self-promotion or have specific days (e.g., "Self-Promotion Sunday") - Some require MOD approval - Build karma by engaging authentically before promoting

WHAT WORKS ON REDDIT: ✓ **Developer AMAs** ("I'm making Soul Brew Coffee Shop, a cozy game where you're the villain. AMA") ✓ **Progress/Journey Posts** ("8 months ago I started making a game. Today it launches.") ✓ **Value-First Posts** ("I analyzed 100 indie game launches. Here's what I learned.") ✓ **Authentic Discussion** ("What makes a cozy game 'cozy' to you?") ✓ **Asking for Feedback** ("Would you play a cozy game with a dark twist?")

WHAT DOESN'T WORK: ✗ "Check out my game!" with Steam link (instant downvotes) ✗ Copy-pasted promotional text (feels like spam) ✗ Posting same thing to 10 subreddits (mods notice, users resent) ✗ Ignoring comments on your post (looks like hit-and-run promo)

REDDIT POSTING STRATEGY

DEMO ANNOUNCEMENT (Example): Title: "I've been making a cozy café game where you slowly realize you're the villain. Here's the free demo." **Body:** "Hey r/CozyGamers! I'm a solo developer who's spent the last 8 months making Soul Brew Coffee Shop. It's a game about running a magical café, serving ghosts with unfinished business, and making coffee through match-3 puzzles.

The twist? You're not helping these ghosts—you're trapping them. And the reason is even darker.

I just released a free demo (3 hours of gameplay, progress carries to full game). I'd love honest feedback from this community.

[Demo Link]

Some things I'm curious about: - Does the art style (70s cartoon + Ghibli) work for you? - Is the villain twist too dark for a cozy game? - What would make you wishlist the full version?

Thanks for being such a welcoming community!"

Why This Works: - Personal story (human connection) - Specific ask (feedback, not just "play my game") - Engagement questions (invites discussion) - Gives value (free demo) - Humble tone (not overselling)

REDDIT ENGAGEMENT RULES

✓ Reply to EVERY comment (shows you care) ✓ Upvote thoughtful feedback ✓ Accept criticism gracefully ✓ Post at optimal times (10am-12pm EST, weekdays) ✓ Use markdown formatting (makes posts easier to read) ✗ Don't argue with critics (looks defensive) ✗ Don't delete posts if they don't perform well ✗ Don't post more than once per week per subreddit

DISCORD STRATEGY

SERVER STRUCTURE

CHANNELS:


 **ANNOUNCEMENTS** - Updates, patch notes, launch info (admin-only posting)

 **GENERAL CHAT** - Community hangout, off-topic allowed

 **SOUL BREW DISCUSSION** - Game-specific talk, theories, favorites

 **FAN ART** - User-submitted art, creations, cosplay

 **BUG REPORTS** - Organized feedback collection

 **SUGGESTIONS** - Feature requests, ideas (use voting system)

 **LOOKING FOR GAMES** - Members share what they're playing (community building)

 **PRESS & MEDIA** - Archive of reviews, articles, streams








 **GIVEAWAYS & EVENTS** - Contests, key giveaways, community events

 **BETA TESTERS (Private)** - Closed testing group

DISCORD ENGAGEMENT TACTICS

WEEKLY EVENTS: - **Monday:** "Meet a Ghost Monday" (reveal/discussion) - **Wednesday:** Developer Q&A (voice or text) - **Friday:** "Fan Art Friday" showcase - **Saturday:** Community game night (play other cozy games together)

ROLES & REWARDS: - "Early Supporter" (joined before launch) - "Beta Tester" (participated in testing) - "Fan Artist" (submitted fan art) - "Ghostly Theorist" (active in speculation discussions)

ENGAGEMENT RULES:  Respond to questions daily (or assign moderators)  Celebrate milestones (100 members, 1K wishlists, launch day)  Share exclusive content (cut scenes, early art concepts)  Host AMAs before major events (demo, launch, DLC)  Don't let server become ghost town (pun intended)  Don't over-moderate (let community breathe)  Don't ignore feedback channels (community feels unheard)

13. PRESS RELEASE TEMPLATE

FOR IMMEDIATE RELEASE

SOUL BREW COFFEE SHOP: THE COZY GAME WHERE YOU'RE THE VILLAIN LAUNCHES [DATE] ON STEAM

Narrative Roguelite Combines Match-3 Coffee Brewing with Emotional Ghost Stories and an Impossible Moral Choice

[YOUR CITY, STATE] – [Launch Date] – Independent developer [Your Studio Name] today announced the release of **Soul Brew Coffee Shop**, a narrative-driven roguelite that asks players how far they would go to save someone they love. The game launches on Steam for PC with a special launch week discount of [X]%.

In **Soul Brew Coffee Shop**, players run a magical café existing between life and death, serving drinks to ghosts with unfinished business. Through satisfying match-3 coffee-brewing puzzles and deeply personal visual novel conversations, players meet 13 unique ghosts—from a lonely traveler to a reformed criminal, from a child prodigy to a guilt-ridden artist.

But as players progress, they discover a dark truth: they are not helping these souls pass on. They are trapping them. And the reason? To complete an ancient resurrection ritual that will allow the player character—who is also dead—to return to life and save their dying child.

"I wanted to create a game that feels like a warm hug but leaves you questioning your own morality," said [Your Name], creator and solo developer. "**Soul Brew looks and feels like Coffee Talk or Spiritfarer, but it has the narrative punch of To The Moon and the roguelite structure of Hades. It's cozy horror with real emotional stakes.**"

The game culminates in an impossible choice: sacrifice 13 innocent souls to save your child, release the souls and accept death, or discover a hidden third path. Each ending forces players to confront what they value most—and what they're willing to sacrifice for love.

KEY FEATURES:

- **13 Deeply Emotional Ghost Stories:** Every spirit has a complete narrative arc exploring themes of regret, love, ambition, and redemption
- **Innovative Match-3 Coffee Brewing:** Relaxing puzzle gameplay without timers or pressure
- **Stunning Hand-Drawn Art:** A unique visual style blending 1970s Saturday morning cartoons with Studio Ghibli's warmth
- **Roguelite Progression Without Punishment:** No permadeath—every run contributes to the larger mystery
- **Multiple Endings:** Three distinct conclusions based on the player's final moral choice
- **Original Lofi Soundtrack:** Atmospheric music perfect for relaxing or streaming

Soul Brew Coffee Shop features full controller support, Steam Deck verification, and accessibility options including colorblind modes and adjustable text sizes. The game includes no microtransactions, season passes, or DLC paywalls—just a complete, emotionally resonant experience.

A free demo featuring the first 3 ghost stories is available now on Steam, with progress carrying over to the full game.

AVAILABILITY & PRICING:

- **Platform:** PC via Steam (Nintendo Switch version planned for [Date])
- **Release Date:** [Launch Date]
- **Price:** \$16.99 USD (Launch Week: [Discount %] off)
- **ESRB Rating:** T for Teen
- **Languages:** English (additional languages TBD)

ABOUT [YOUR STUDIO NAME]:

[Your Studio Name] is an independent game developer dedicated to creating emotionally meaningful experiences that challenge players' expectations. Soul Brew Coffee Shop is [first game / second game / etc.].

PRESS CONTACT:

[Your Name] [Your Studio Name] Email: [press@yourgame.com] Website: [yourgame.com] Press Kit: [presskit.yourgame.com]

ASSETS:

High-resolution screenshots, trailer, logos, and developer photos available at: [Press Kit Link]

SOCIAL MEDIA:

- Twitter/X: [@SoulBrewGame]
- Instagram: [@SoulBrewGame]
- TikTok: [@SoulBrewGame]
- Discord: [Invite Link]

Steam Page: [Steam Link] **Demo:** [Demo Link]

###

For review codes, interview requests, or additional information, please contact [press@yourgame.com]

14. INFLUENCER OUTREACH SCRIPTS

INFLUENCER TIERS & STRATEGY

TIER 1: MEGA INFLUENCERS (500K+ followers)

Examples: Markiplier, Jacksepticeye, Pokimane **Strategy:** Long-shot pitches, likely need publisher/agency **Budget:** \$5K-\$50K+ (probably out of budget unless they love it) **Approach:** Professional agency outreach only

TIER 2: MACRO INFLUENCERS (100K-500K followers)

Examples: SplatterCatGaming, Wanderbots, ChristopherOdd **Strategy:** Personalized pitches, review keys, potential sponsored content **Budget:** \$1K-\$5K per video (negotiate) **Approach:** Direct email with professional press kit

TIER 3: MICRO INFLUENCERS (10K-100K followers) ★ YOUR SWEET SPOT

Examples: Cozy gaming YouTubers, TikTokers, Twitch streamers **Strategy:** Build relationships, free keys, affiliate opportunities **Budget:** \$100-\$1K (or free keys + revenue share) **Approach:** Genuine connection, mutual benefit

TIER 4: NANO INFLUENCERS (1K-10K followers)

Examples: Emerging content creators, community members **Strategy:** Community building, early access, testimonials **Budget:** Free keys, Discord roles, credits in game **Approach:** Collaborative, treat as partners

EMAIL TEMPLATE: MICRO INFLUENCER

OUTREACH

Subject Line Options: - "Love your [Specific Video]—would you try Soul Brew Coffee Shop?" - "Cozy game with a dark twist—thought of your channel" - "Free key: The cozy game where you're the villain"

Email Body:

Hi [Influencer First Name],

I've been following your channel for a while (loved your recent video on [Specific Game They Covered]—your take on [Specific Detail] really resonated with me).

I'm [Your Name], a solo developer who just finished **Soul Brew Coffee Shop**, a cozy narrative roguelite about running a magical café and serving ghosts with unfinished business. Think *Coffee Talk* meets *Hades* meets *Spiritfarer*.

The twist? You slowly realize you're not helping these ghosts—you're trapping them. And the reason is gut-wrenching: your child is dying, and you need 13 souls to resurrect yourself.

I think it would fit your channel perfectly because: - It's cozy but emotionally complex (like [Game They Covered]) - The art style is 70s cartoon + Ghibli (super visually interesting) - The moral choice at the end will spark great discussion with your audience

I'd love to send you a free review key if you're interested. No strings attached—cover it if it resonates, skip it if it doesn't. I'm just a fan of your work and thought you might connect with this one.

Here's a quick trailer: [YouTube Link] Steam page: [Link]

Let me know if you'd like a key!

Best, [Your Name] [Your Studio Name] [Contact Info]

P.S. If this isn't your vibe, no worries! Keep making great content—I'll keep watching. ☕

Why This Works: - Personalized opening (shows you actually watch them) - Brief pitch (respect their time) - Clear value proposition (why it fits their channel) - No pressure (makes them comfortable) - P.S. shows genuine fandom (not transactional)

FOLLOW-UP EMAIL (If No Response After 1 Week)

Subject: "Quick follow-up: Soul Brew key"

Hi [Name],

Just wanted to follow up on my previous email about Soul Brew Coffee Shop! I know you're probably swamped with pitches, so no worries if this one got buried.

Quick reminder: Cozy café game, ghost stories, villain twist, free key available.

If you're interested, just reply and I'll send the Steam key right away. If not, all good—thanks for considering it!

Cheers, [Your Name]

Only send ONE follow-up. More = annoying.

INFLUENCER KEY TRACKING SPREADSHEET

Create a spreadsheet to track outreach:

Influencer Name	Platform	Followers	Email	Date Contacted	Key Sent	Video Posted	Link
CozyGamerGirl	YouTube	45K	email@example.com	Jan 5	Jan 7	Jan 15	[Link]
IndieGameGuy	Twitch	12K	email@example.com	Jan 5	-	-	-

Track: - Response rate (how many replied) - Conversion rate (how many covered it) - Traffic driven (Steam UTM parameters) - Wishlist/sales impact (coordinate timing)

SPONSORED CONTENT NEGOTIATION (If Budget Allows)

When to Pay for Sponsored Content: - Influencer has proven audience alignment (cozy games perform well) - Their CPM (cost per thousand views) is reasonable (\$5-\$20) - You have specific marketing budget allocated (\$2K-\$5K)

Negotiation Email:

Hi [Name],

Thanks for checking out Soul Brew! I'm glad it resonated with you.

I'd love to discuss a potential **sponsored video** to help get the game in front of your audience. Here's what I'm thinking:

Offer: - \$[Amount] for a dedicated 10-15 minute video - Full creative control (authentic coverage, not scripted) - Revenue share via affiliate link (you get % of sales from your link) - Early access build (play before launch)

Deliverables: - 1 YouTube video uploaded on [Date] - Affiliate link in description - Honest opinion (positive or critical)

Does this work for you? Happy to negotiate details.

Best, [Your Name]

INFLUENCER FAQ (Have Answers Ready)

Q: When does the game launch? A: [Launch Date]. Review embargo lifts on [Date].

Q: What platforms? A: PC (Steam) at launch. Nintendo Switch coming [Date].

Q: How long is the game? A: 12-18 hours for full playthrough, 20+ for completionists.

Q: Can I monetize my video? A: Absolutely! Monetize freely. No copyright strikes.

Q: Can I stream before launch? A: Yes, but please respect embargo date of [Date] at [Time].

Q: Do you have an affiliate program? A: Yes! You'll earn [X]% of sales from your unique link.

Q: Can I make a series? A: Please do! Multiple videos are encouraged.

Q: What content warnings should I mention? A: Themes of death, grief, child illness, moral ambiguity. No graphic violence or jump scares.

15. REVIEW KEY DISTRIBUTION

CURATORS & PRESS TARGETS

TIER 1: MAJOR OUTLETS (Must-Target)

IGN - Email: [find current contact] - Best Pitch: Emotional narrative angle - Lead Time: 2-3 weeks before launch

Polygon - Email: [find current contact] - Best Pitch: Moral complexity, cozy subversion - Lead Time: 2 weeks

PC Gamer - Email: [find current contact] - Best Pitch: Roguelite innovation - Lead Time: 2 weeks

Rock Paper Shotgun - Email: [find current contact] - Best Pitch: Indie focus, narrative depth - Lead Time: 1-2 weeks

Kotaku - Email: [find current contact] - Best Pitch: Emotional impact, representation - Lead Time: 1-2 weeks

Eurogamer - Email: [find current contact] - Best Pitch: European indie scene - Lead Time: 2 weeks

TIER 2: SPECIALIZED OUTLETS

Wholesome Games (Curator) - Website: wholesomegames.com - Email: [contact] - **CRITICAL:** This curator is PERFECT for your audience

Adventure Gamers - Focus: Narrative-driven games - Email: [contact]

IndieGames.com - Focus: Indie coverage - Email: [contact]

NintendoLife (for Switch version) - Focus: Nintendo platform - Email: [contact]

TouchArcade (if mobile version) - Focus: Mobile gaming - Email: [contact]

TIER 3: YOUTUBE CRITICS

ACG (Karak) - Known for: "Buy, Wait, Never" - Style: In-depth, fair reviews

Worth A Buy (Mack) - Known for: Brutally honest takes - Style: No-nonsense

Skillup - Known for: Long-form analysis - Style: Thoughtful critique

STEAM CURATOR OUTREACH

Top Curators to Target: 1. Wholesome Games (4M+ followers) 2. Can You Pet the Dog? (700K+ followers—do you have pettable elements?) 3. Cozy Game Club (50K+ followers) 4. Indies of the Month (30K+ followers)

Curator Email Template:

Subject: Steam Curator Key Request: Soul Brew Coffee Shop

Hi [Curator Name],

I'm [Your Name], developer of **Soul Brew Coffee Shop**, launching [Date] on Steam.

I think it would be a great fit for [Curator Name] because: - [Specific reason based on their curatorial focus] - [Another alignment point]

Quick Details: - Genre: Cozy Narrative Roguelite - Style: Coffee Talk + Hades + Spiritfarer - Twist: You slowly realize you're the villain - Price: \$16.99

Would you like a review key? I can send one immediately.

Steam page: [Link] Trailer: [Link] Press kit: [Link]

Thanks for your time!

Best, [Your Name] [Contact Info]

REVIEW EMBARGO STRATEGY

EMBARGO DATE: Set for 2-3 days before launch

Why an Embargo? - Coordinates press coverage (launches create "event" feeling) - Prevents one outlet scooping others - Ensures reviewers have adequate time - Builds anticipation wave

Embargo Communication:

REVIEW EMBARGO NOTICE

Thank you for your interest in reviewing **Soul Brew Coffee Shop!**

Embargo Details: - Review embargo lifts: [Date] at [Time] EST - You may publish reviews, videos, streams at this time - Trailer and screenshots may be shared now - Social media posts allowed after embargo

Build Provided: - Full game, launch version - No DRM, no online requirement - Expected playtime: 12-18 hours

Support: - Press contact: [Your Email] - Review questions: [Your Email] - Technical issues: [Your Email]

Please confirm receipt of this key and agreement to embargo terms.

Thanks! [Your Name]

KEY DISTRIBUTION TRACKER

Create a spreadsheet:

Outlet	Contact	Key Sent	Embargo Agreed	Review Published	Score/Rating	Link
IGN	name@ign.com	Jan 1	Yes	Jan 15	8/10	[Link]
Polygon	name@polygon.com	Jan 1	Yes	-	-	-

POST-REVIEW RESPONSE STRATEGY

POSITIVE REVIEWS (80%+): ✓ Thank reviewer publicly on social media ✓ Quote and share on Steam page (with permission) ✓ Add to press kit ✓ Feature in marketing materials

MIXED REVIEWS (60-79%): ✓ Thank reviewer for thoughtful critique ✓ Address valid criticisms in patch notes ✓ Use feedback to improve game

NEGATIVE REVIEWS (<60%): ✓ Read carefully for valid points ✓ Thank reviewer for their time ✓ Do NOT argue or get defensive ✓ Consider if criticism is systemic (multiple reviews mention same issue) ✓ Respond professionally ONCE, then move on

NEVER: ✗ Attack reviewers ✗ Claim they "didn't get it" ✗ Accuse them of bias ✗ Send angry emails ✗ Mobilize fans to attack critics










Professional Response Example:

"Thanks for taking the time to review Soul Brew Coffee Shop! I appreciate your thoughtful critique of [specific issue]. We're definitely looking at [that system] for a future patch. Glad you enjoyed [positive aspect they mentioned]!"

16. COMMUNITY MANAGEMENT GUIDE

tone & voice guidelines

BRAND PERSONALITY:

Soul Brew Coffee Shop community voice is:  Warm and welcoming (like a cozy café) 
Emotionally authentic (vulnerable, not corporate)  Thoughtful and respectful (philosophical themes)  Occasionally playful (not overly serious)  Inclusive and diverse (represents all players)
 Never sarcastic or dismissive  Never defensive or argumentative  Never overly corporate or sterile  Never unprofessional or crude

COMMUNITY RESPONSE TEMPLATES

POSITIVE FEEDBACK

User: "This game made me cry! The ending was so beautiful!"

Response: "Thank you so much for playing! It means everything to hear the story resonated with you. Which ghost hit you the hardest? ☕💙"

CONSTRUCTIVE CRITICISM

User: "I love the game but the match-3 puzzles feel too easy."

Response: "Really appreciate this feedback! We intentionally kept puzzles stress-free for the cozy vibe, but I hear you on wanting more challenge. We're discussing a 'Hard Mode' for a future update. What difficulty balance would feel right to you?"

BUG REPORT

User: "Game crashes when I try to serve Ghost #7!"

Response: "Oh no! So sorry you're hitting this bug. Can you share: - Your OS (Windows/Mac/Linux)
- When exactly it crashes (during dialogue, puzzle, etc.) - Screenshot if possible

We'll prioritize fixing this ASAP. Thanks for reporting! 🐛"

HARSH/ANGRY CRITICISM

User: "This game is boring and overpriced. Waste of money."

Response (Option 1 - If Constructive Feedback Possible): "Sorry Soul Brew didn't click for you! We'd love to understand what didn't work—was it the pacing, mechanics, story? Your feedback helps us improve."

Response (Option 2 - If Purely Hostile): [Don't respond. Let community defend you, or ignore entirely.]

SPOILER POSTS

User: [Posts ending spoiler publicly]

Response: "Hey! Quick reminder to use spoiler tags when discussing the ending so new players can experience it fresh. Thanks for being considerate of the community! ⚠️"

FAN ART SUBMISSION

User: [Posts art of Ghost #5]

Response: "This is STUNNING! 😍 Abuela Rosa looks so warm and heartfelt here. May we share this on our official socials (with full credit to you)? Absolutely beautiful work. 🧶☕"

REQUEST FOR FEATURE

User: "Will there be a Switch version?"

Response: "Yes! Switch version is planned for [Date/Q3 2026/TBD]. We'll announce exact date once we're closer. Thanks for your patience! 🎮"

REFUND REQUEST (Via Discord/Email)

User: "I bought the game but it's not what I expected. Can I get a refund?"

Response: "Sorry it wasn't the right fit for you! Refunds are handled through Steam (if under 2 hours playtime). Here's Steam's refund process: [link]. If you're having issues, let me know and I'll try to help!"

CRISIS MANAGEMENT PROTOCOLS

SCENARIO 1: MAJOR BUG AT LAUNCH

What Happened: Game-breaking bug affecting 20%+ of players

Immediate Response (Within 1 Hour): 1. Post to all social channels: "We're aware of [specific bug] affecting some players. Team is investigating urgently. Will update within [timeframe]. We're so sorry for the issue."

1. Pin Discord announcement
2. Create bug megathread (Steam forums, Discord, Reddit)
3. Developer works on hotfix ASAP

Update (Every 2-4 Hours Until Fixed): "Update: We've identified the cause of [bug]. Hotfix is in testing. ETA: [timeframe]. Thank you for your patience."

Resolution Post: "HOTFIX LIVE: [Bug] has been resolved in v1.0.1. Please restart Steam to download the patch. We're deeply sorry for the rough launch experience. To make it right, [offer—cosmetic DLC, discount code for friends, etc.]."

SCENARIO 2: NEGATIVE REVIEW BOMB

What Happened: Coordinated negative reviews (potentially brigading)

Response Strategy: 1. **Do NOT engage with brigaders** 2. **Rally genuine community:** "Hey everyone—there's some coordinated negativity happening. If you genuinely love Soul Brew, your honest Steam review really helps right now. Thanks for being such a supportive community." 3. **Contact Steam support** (if clearly review bombing) 4. **Stay calm, focus on real players**

What NOT to Do: ❌ Accuse reviewers of lying ❌ Ask fans to "attack" negative reviews ❌ Panic-post emotional responses

SCENARIO 3: CONTROVERSY (Perceived Insensitivity)

What Happened: Someone claims content is offensive/insensitive

Response Strategy: 1. **Listen first:** "Thanks for bringing this to our attention. Can you help me understand specifically what felt insensitive? We're listening."

1. **Investigate internally:** Is the criticism valid?

2. **If Valid:** "You're absolutely right, and we apologize. [Specific issue] was not our intent, and we're patching it out in the next update. Thank you for holding us accountable."

3. **If Misunderstood:** "Thanks for sharing your perspective. Our intent was [explain], but I can see how [aspect] might come across differently. We're discussing internally how to address this. Appreciate your feedback."

NEVER: ❌ Dismiss concerns ("You're too sensitive") ❌ Get defensive ("That's not what we meant!") ❌ Ignore (silence looks like guilt)

SCENARIO 4: TOXICITY IN COMMUNITY

What Happened: Community member harassing others

Immediate Action: 1. Private Warning (First Offense): "[Username], your comment to [other user] violated our community guidelines (be respectful). This is a warning. Please keep interactions kind."

1. **Temporary Ban (Second Offense):** "[Username], you've been temporarily banned for [duration] due to repeated violations. Review our community guidelines before returning."

2. **Permanent Ban (Third Offense or Severe Violation):** "[Username], you've been permanently banned for [reason]. This community values kindness and respect."

Publicly Address (If Needed): "Quick reminder: Soul Brew is a community about emotional storytelling and support. Harassment, hate speech, and toxicity aren't welcome here. Be kind or be gone. ☕💙"

COMMUNITY GUIDELINES (Post in Discord, Website)

SOUL BREW COFFEE SHOP COMMUNITY GUIDELINES

Welcome to Soul Brew! This community is a safe, inclusive space for players to share their love of the game, discuss emotional themes, and connect with fellow café owners.

OUR VALUES: ☕ **Kindness:** Treat others how you'd want to be treated. 🧐 **Respect:** Everyone's experience and perspective is valid. 🎨 **Creativity:** Fan art, theories, and content are celebrated. 💬 **Openness:** Spoilers happen—use spoiler tags generously. 🌈 **Inclusivity:** All identities, backgrounds, and play styles welcome.

NOT ALLOWED: ❌ Harassment, hate speech, or discrimination ❌ Spoilers without warnings ❌ Piracy discussion or sharing illegal content ❌ Spam or self-promotion (without permission) ❌ NSFW content (keep it cozy, folks)

CONSEQUENCES: - 1st Offense: Warning - 2nd Offense: Temporary ban (1-7 days) - 3rd Offense: Permanent ban - Severe violations (threats, doxxing, hate speech): Instant permanent ban

MODERATORS: [List moderator names and @ handles]

QUESTIONS? DM a moderator or email [community@yourgame.com]

Thanks for being part of this community. Now go brew something wonderful. ☕

17. LAUNCH TIMELINE & MILESTONES

6 MONTHS BEFORE LAUNCH

GOALS:

- Announce game publicly
- Build initial wishlist base (target: 5,000)
- Establish social media presence
- Begin press outreach

KEY TASKS:

- [✓] Finalize game name, logo, key art
- [✓] Create Steam page (Coming Soon)
- [✓] Launch social media accounts (Twitter, Instagram, TikTok, Discord)
- [✓] Create press kit (screenshots, trailer, fact sheet)
- [✓] Announce game with teaser trailer
- [✓] Begin Ghost reveals (1-2 per month)
- [✓] Post behind-the-scenes development content 3x/week
- [✓] Reach out to 10 cozy gaming influencers (build relationships)

METRICS:

- Twitter followers: 500+
- Instagram followers: 300+
- TikTok followers: 200+
- Discord members: 100+
- Steam wishlists: 5,000+

4 MONTHS BEFORE LAUNCH

GOALS:

- Release playable demo
- Accelerate wishlist growth (target: 15,000)
- Secure press coverage
- Build community engagement

KEY TASKS:

- [✓] Release demo with first 3 ghosts
- [✓] Submit demo to Steam Next Fest (if applicable)
- [✓] Send demo keys to 50 influencers
- [✓] Host Reddit AMA
- [✓] Create demo trailer (30 seconds)
- [✓] Continue Ghost reveals
- [✓] Begin email newsletter (collect emails via demo)
- [✓] Contact major gaming outlets (IGN, Polygon, etc.)

METRICS:

- Demo downloads: 10,000+
 - Steam wishlists: 15,000+
 - Social media growth: 2x previous month
 - Press mentions: 5+ articles
-

2 MONTHS BEFORE LAUNCH

GOALS:

- Finalize game build
- Maximize wishlist conversions (target: 30,000)
- Secure launch day coverage
- Prepare marketing assets

KEY TASKS:

- [✓] Complete all 13 ghosts (content lock)
- [✓] Release launch trailer (90 seconds)
- [✓] Send review keys to press (embargo: 2 days before launch)
- [✓] Schedule influencer sponsored content (if budget allows)
- [✓] Finalize Steam store page (all assets, descriptions)
- [✓] Create launch discount strategy (10-20% off first week)
- [✓] Prepare day-one patch (bug fixes)
- [✓] Set up Steam community hub (forums, guides)

METRICS:

- Steam wishlists: 30,000+
 - Press review confirmations: 10+
 - Influencer coverage commitments: 20+
 - Trailer views: 50,000+
-

1 MONTH BEFORE LAUNCH

GOALS:

- Build hype to peak levels
- Lock in launch day coverage
- Prepare for post-launch support

KEY TASKS:

- [✓] Daily countdown posts on social media
- [✓] Reveal final ghosts (#10, #11, #12—keep #13 secret)
- [✓] Create launch day Discord event
- [✓] Prepare FAQ for launch
- [✓] Set up analytics (Steam, social media, website)
- [✓] Train community moderators (if applicable)
- [✓] Finalize post-launch content roadmap (patches, DLC ideas)
- [✓] Prep crisis management plan (bug response, refund handling)

METRICS:

- Steam wishlists: 40,000-50,000 (stretch goal)
 - Social media engagement: Peak levels
 - Pre-orders (if offered): Track conversions
-

LAUNCH WEEK

DAY -3:

- Post "3 days until Soul Brew opens..."
- Share early review scores (if positive)

- Email all demo players
- Final press reminder

DAY -1:

- "Tomorrow..." teaser post
- Instagram countdown stories
- Discord pre-launch party
- Developer personal message (authentic emotion)

DAY 0 (LAUNCH DAY):

12:00am (Launch Time): - Post across ALL platforms: "Soul Brew Coffee Shop is NOW AVAILABLE"
 - Pin Steam link everywhere - Discord @everyone announcement - Email blast

Morning (6am-12pm): - Monitor Steam for bugs - Retweet player purchases - Share streamer going-live posts - Respond to first reviews

Afternoon (12pm-6pm): - Post player testimonials - Share "Ghost #13 discovered" (once players reach it) - Community: "What ending did you choose?" thread

Evening (6pm-12am): - Day 1 recap video (TikTok/Instagram) - Stats post (if positive—sales, reviews, CCU) - Discord voice chat Q&A - Thank you message to community

DAY 1-7:

- Daily social posts (player reactions, fan art, stats)
- Monitor Steam reviews (respond to concerns)
- Hotfix patch if needed
- Track sales vs. wishlist conversion (aim for 15-20%)

1 MONTH POST-LAUNCH

GOALS:

- Sustain visibility
- Convert "wait for reviews" buyers
- Build long-tail sales

KEY TASKS:

- [✓] Share milestone posts (10K copies, 100 reviews, etc.)
- [✓] Release first patch (QOL improvements, bug fixes)
- [✓] Start "Fan Art Friday" tradition
- [✓] Behind-the-scenes content (cut ghosts, early designs)
- [✓] Engage with community daily
- [✓] Partner with cozy gaming YouTubers (sponsored content)

METRICS:

- Positive review ratio: 80%+ (Very Positive)
 - Sales: 10,000-20,000 copies (recoup \$78K budget)
 - Community growth: Steady engagement
-

3 MONTHS POST-LAUNCH

GOALS:

- Plan future content
- Maintain community
- Prepare for sales events

KEY TASKS:

- [✓] Announce DLC or free content update (if planned)
- [✓] Participate in Steam seasonal sale
- [✓] Continue community engagement (AMAs, contests)
- [✓] Developer retrospective blog post
- [✓] Consider Nintendo Switch port development

METRICS:

- Total sales: 30,000-50,000 copies
- Community size: 5,000+ Discord members
- Sustained engagement on social media

18. PAID ADVERTISING STRATEGY

BUDGET ALLOCATION (\$12K Marketing Budget)

Channel	Budget	Purpose
TikTok Ads	\$4,000	High-converting short-form video discovery
Twitter/X Ads	\$2,000	Targeted gaming community reach
Reddit Ads	\$2,000	Subreddit targeting (cozy gamers, indie gaming)
YouTube Pre-Roll	\$2,000	Trailer views from gaming channels
Influencer Sponsorships	\$2,000	Direct sponsorship of 2-3 micro influencers
TOTAL	\$12,000	

TIKTOK ADS STRATEGY

WHY TIKTOK?

- Highest ROI for indie game discovery (2025 data)
- Native short-form video = perfect for emotional hooks
- Younger demographic aligns with cozy gaming growth
- Algorithm favors authentic content over polished ads

CAMPAIGN STRUCTURE:

CAMPAIGN 1: Awareness (Launch Week) - Budget: \$2,000 - **Duration:** 7 days - **Objective:** Video views + profile visits - **Target:** Ages 18-35, interests in "cozy games," "indie games," "story games" - **Creative:** 3 video variations: 1. "Wait for the twist..." (villain reveal) 2. Emotional ghost story (Ghost #3 or #5) 3. Beautiful art showcase (aesthetic hook)

CAMPAIGN 2: Conversion (Week 2-3) - Budget: \$2,000 - **Duration:** 14 days - **Objective:** Website clicks (Steam page) - **Target:** Retargeting viewers from Campaign 1 + lookalike audiences - **Creative:** Player testimonials, "made me cry" reactions

TIKTOK AD BEST PRACTICES:

✅ Use UGC-style content (doesn't look like an ad) ✅ Hook in first 3 seconds ✅ Include captions (many watch without sound) ✅ End with clear CTA: "Out now on Steam" ❌ Don't use overly polished/corporate footage ❌ Don't run ads longer than 30 seconds

TWITTER/X ADS STRATEGY

WHY TWITTER?

- Gaming community hub (journalists, influencers, players)
- Targeted keyword and follower targeting
- Promoted tweets appear native in feeds

CAMPAIGN STRUCTURE:

CAMPAIGN 1: Wishlist Drive (Pre-Launch) - **Budget:** \$1,000 - **Duration:** 30 days before launch - **Objective:** Clicks to Steam page - **Target:** - Followers of @CoffeetalkGame, @Supergiantgames (Hades), @spiritfarer - **Keywords:** "cozy games," "indie games," "roguelite" - **Ages** 25-45

CAMPAIGN 2: Launch Boost - **Budget:** \$1,000 - **Duration:** Launch week (7 days) - **Objective:** Engagement + website clicks - **Creative:** Launch announcement tweet + trailer

TWITTER AD TIPS:

✅ Promote tweets with high organic engagement already ✅ Use video (gets 10x more engagement than static images) ✅ A/B test copy variations ✅ Retarget Steam page visitors

REDDIT ADS STRATEGY

WHY REDDIT?

- Hyper-targeted subreddit advertising
- Community-driven platform (authentic indie support)
- Lower CPC than Twitter/Facebook

CAMPAIGN STRUCTURE:

TARGET SUBREDDITS: - r/CozyGamers (50K members) - r/IndieGaming (500K members) - r/NintendoSwitch (2M members—for Switch launch) - r/roguelites (80K members)

CAMPAIGN 1: Demo Awareness - **Budget:** \$1,000 - **Duration:** 2 weeks - **Creative:** "We made a cozy game where you're the villain. Here's a free demo." - **Format:** Promoted post with compelling copy + image

CAMPAIGN 2: Launch Conversion - **Budget:** \$1,000 - **Duration:** Launch week - **Creative:** "Soul Brew Coffee Shop is out now. Thanks for all the support, r/CozyGamers!" - **Format:** Promoted post + AMA offer

REDDIT AD TIPS:

✅ Make ads look like organic posts (avoid "ad-speak") ✅ Engage in comments (respond like a human) ✅ Respect subreddit culture (read rules, match tone) ❌ Don't over-promote (Reddit hates spam)

YOUTUBE PRE-ROLL STRATEGY

WHY YOUTUBE?

- Gaming is #1 content category on YouTube
- Pre-roll ads reach users watching related content
- High completion rate for short ads

CAMPAIGN STRUCTURE:

TARGET CHANNELS/VIDEOS: - Coffee Talk gameplay videos - Hades gameplay videos - "Cozy games to play" lists - Indie game review channels

CREATIVE: - 15-second trailer cut (non-skippable) - 30-second trailer (skippable after 5 seconds) - Hook in first 5 seconds: "This cozy game has a dark secret..."

BUDGET ALLOCATION: - \$2,000 budget = ~100,000-200,000 impressions (varies by targeting)

YOUTUBE AD TIPS:

✅ Front-load the hook (assume people skip at 5 seconds) ✅ Include captions ✅ End with clear CTA: "Out Now on Steam" ❌ Don't make ads longer than 30 seconds

INFLUENCER SPONSORSHIPS (\$2K)

WHO TO SPONSOR:

MICRO INFLUENCER 1: - **Channel:** Cozy gaming YouTuber (30K-50K subs) - **Budget:** \$800 - **Deliverable:** 15-minute gameplay + review video - **Timeline:** Launch week

MICRO INFLUENCER 2: - **Channel:** Narrative game TikTok (50K-100K followers) - **Budget:** \$600 - **Deliverable:** 3-video series (teaser, gameplay, reaction) - **Timeline:** Launch week

MICRO INFLUENCER 3: - **Channel:** Indie game Twitch streamer (5K-10K avg viewers) - **Budget:** \$600 - **Deliverable:** 2-hour sponsored stream - **Timeline:** Launch day

NEGOTIATION TIPS:

✓ Offer affiliate revenue share (in addition to flat fee) ✓ Give creative control (authentic content > scripted) ✓ Provide exclusive early access (makes them feel special) ✓ Build relationship (potential long-term partners)

MEASURING AD PERFORMANCE

KEY METRICS TO TRACK:

AWARENESS METRICS: - Impressions (how many people saw your ad) - Reach (unique viewers) - Video completion rate (did they watch the whole thing?)

ENGAGEMENT METRICS: - Clicks (to Steam page) - Wishlist conversions (Steam UTM parameters) - Social media follows - Discord joins

CONVERSION METRICS: - Cost Per Click (CPC)—aim for under \$1 - Cost Per Wishlist—aim for under \$2 - Cost Per Sale—aim for under \$5 - Return on Ad Spend (ROAS)—aim for 3:1 minimum

TRACKING SETUP:

UTM	PARAMETERS	(for tracking ad sources):	-	TikTok:	?
utm_source=tiktok&utm_medium=paid&utm_campaign=launch			-	Twitter:	?

utm_source=twitter&utm_medium=paid&utm_campaign=launch - Reddit: ?
utm_source=reddit&utm_medium=paid&utm_campaign=launch - YouTube: ?
utm_source=youtube&utm_medium=paid&utm_campaign=launch

Tools: - Google Analytics (free—track website traffic) - Steam's UTM tracking (see wishlist sources) - Platform analytics (TikTok Ads Manager, Twitter Analytics, etc.)

WHEN TO PAUSE/ADJUST ADS

STOP SPENDING IF: - CPC exceeds \$2 (too expensive) - Click-through rate (CTR) under 1% (poor creative) - Negative comments outnumber positive (wrong audience targeting) - No sales after \$500 spent (product-market fit issue)

INCREASE SPENDING IF: - ROAS exceeds 5:1 (gold mine—scale up!) - Organic growth compounds with ads (synergy) - Positive community sentiment (word-of-mouth activated)

19. SUCCESS METRICS & KPIs

LAUNCH GOALS (First Month)

SALES TARGETS:

- **Conservative:** 5,000 copies ($\$16.99 \times 5K = \$84,950$ gross / $\sim \$59,000$ after fees)
 - **Result:** Break even on \$78K budget ✓
- **Moderate:** 10,000 copies ($\sim \$119,000$ net)
 - **Result:** Profit + fund next project 🎉
- **Optimistic:** 20,000 copies ($\sim \$238,000$ net)
 - **Result:** Life-changing success, sustainable indie career 🚀

WISHLIST CONVERSION:

- **Industry Average:** 15-20% of wishlists convert to sales in first week
- **Your Target:** 50,000 wishlists = 7,500-10,000 first-week sales
- **Calculation:** Monitor Steam page daily, track growth rate

STEAM REVIEW RATIO:

- **Target:** "Very Positive" (80%+ positive reviews)
 - **Why It Matters:** Steam algorithm promotes games with high review scores
 - **Minimum Acceptable:** "Mostly Positive" (70%+)
 - **Red Flag:** Below 70% (investigate issues immediately)
-

ONGOING METRICS (Track Weekly)

ENGAGEMENT METRICS:

SOCIAL MEDIA: - Follower growth rate (aim for 10%+ monthly) - Engagement rate (likes, comments, shares per post) - Click-through rate (social → Steam page)

COMMUNITY: - Discord active members (daily/weekly active users) - Fan art submissions (organic community health indicator) - Reddit post engagement (upvotes, comments)


PRESS: - Review score average (Metacritic, OpenCritic) - Number of press mentions - Quality of coverage (IGN vs. random blog)

FINANCIAL METRICS:

REVENUE TRACKING:

- **Gross Revenue:** Total sales × price
- **Platform Fees:** Steam takes 30% (you keep 70%)

- **Net Revenue:** $\text{Gross} \times 0.70$
- **ROI:** $(\text{Net Revenue} - \$78\text{K}) / \$78\text{K} \times 100\%$

Example: - $10,000 \text{ copies} \times \$16.99 = \$169,900 \text{ gross}$ - $\$169,900 \times 0.70 = \$118,930 \text{ net}$ - $(\$118,930 - \$78,000) / \$78,000 = 52\% \text{ ROI}$ 

REGIONAL BREAKDOWN:

Track which countries buy most: - North America (typically 40-50%) - Europe (30-40%) - Asia (10-15%) - Other (5-10%)

Why This Matters: Informs localization decisions for future content

PLAYER BEHAVIOR METRICS (Steam Analytics):

PLAYTIME:

- **Average session:** Aim for 2-3 hours (cozy game sweet spot)
- **Total playtime:** 12-18 hours (matches promise)
- **Completion rate:** 40%+ (industry standard for narrative games)

ACHIEVEMENT DATA:

- Which achievements are rarest? (hidden content discovery)
- Which ghosts do players meet first? (progression flow)
- Which ending is most chosen? (moral choice data—great for marketing!)

REFUND RATE:

- **Target:** Under 10% (industry average)
 - **Red Flag:** Over 20% (major quality issue)
 - **Why:** High refunds = bad reviews, algorithm penalty
-

LONG-TAIL METRICS (3-12 Months Post-Launch):

SUSTAINED SALES:

- Month 2: 30-50% of Month 1 sales
- Month 3: 20-30% of Month 1 sales
- Month 6: 10-15% of Month 1 sales (if you maintain visibility)

WORD-OF-MOUTH INDICATORS:

- Organic social media mentions (not from your accounts)
- "Recommend" ratio on Steam (shows up on store page)
- Streamer/YouTuber coverage without sponsorship
- Fan projects (mods, fan games, cosplay)

CUMULATIVE TOTALS (Year 1 Goals):

- **Conservative:** 15,000 copies
 - **Moderate:** 30,000 copies
 - **Optimistic:** 50,000+ copies
-

RED FLAGS (When to Pivot/Patch)

IMMEDIATE ACTION REQUIRED IF:

- ❌ Launch day crash/bug affecting 20%+ of players → Hotfix within 24 hours
- ❌ Review score drops below 60% → Investigate, address concerns
- ❌ Refund rate exceeds 20% → Major quality issue, consider delaying more sales
- ❌ Zero press coverage → Marketing strategy failed, pivot approach
- ❌ Sales under 1,000 first week → Product-market fit problem, reassess

CONSIDER CHANGES IF:

⚠️ Players consistently mention same complaint → Patch to address ⚠️ Specific ghost/mechanic repeatedly criticized → Balance update ⚠️ "Too easy" or "Too hard" feedback → Difficulty options ⚠️ Lack of social media engagement → Content strategy pivot

CELEBRATION MILESTONES

COMMUNITY CELEBRATIONS:

- **1,000 copies sold:** Thank you post, Discord party
- **5,000 copies sold:** Behind-the-scenes content drop
- **10,000 copies sold:** Free cosmetic DLC for all players
- **100 Steam reviews:** Community spotlight, feature best reviews
- **1,000 Discord members:** Community event, giveaways

PERSONAL MILESTONES:

- **Break even (\$78K recovered):** Breathe. You did it. 🎉
 - **First month profit:** You're a sustainable indie dev now
 - **Life-changing money (>\$200K net):** Plan your next project, take a vacation, celebrate
-

20. FINAL CHECKLIST: LAUNCH DAY READINESS

T-MINUS 7 DAYS

GAME BUILD:

- [✓] All 13 ghosts fully playable and tested
- [✓] All endings functional and tested
- [✓] No game-breaking bugs (minor bugs acceptable)
- [✓] Performance optimized (60 FPS on target specs)
- [✓] Steam build uploaded and tested
- [✓] Achievement system functional
- [✓] Trading cards submitted (if applicable)
- [✓] Controller support tested

STORE & MARKETING:

- [✓] Steam store page finalized (all assets, descriptions)
- [✓] Launch trailer uploaded (YouTube, social media)
- [✓] Press releases sent (embargo set)
- [✓] Review keys distributed (20+ outlets)
- [✓] Influencer partnerships confirmed (3-5 creators)
- [✓] Social media posts scheduled (launch day blitz)
- [✓] Discord launch event planned
- [✓] Email newsletter draft ready

SUPPORT INFRASTRUCTURE:

- [✓] Bug reporting system ready (Discord channel, email)

- [✓] FAQ document prepared
 - [✓] Community guidelines posted
 - [✓] Moderators briefed (if applicable)
 - [✓] Refund policy clarified
 - [✓] Press contact info accessible
-

T-MINUS 24 HOURS

FINAL CHECKS:

- [✓] Steam build set to release at exact time
 - [✓] Trailer set to "Public" on YouTube
 - [✓] All social posts drafted and ready
 - [✓] Discord announcement typed (ready to post)
 - [✓] Email blast scheduled
 - [✓] Sleep (seriously—get rest before launch day)
-

LAUNCH DAY (HOUR BY HOUR)

12:00AM (LAUNCH MOMENT):

- [✓] Click "Release" on Steam backend
- [✓] Post to Twitter, Instagram, TikTok, Discord simultaneously
- [✓] Send email newsletter
- [✓] Post to Reddit (r/IndieGaming, r/CozyGamers)

1:00AM-6:00AM:

- [✓] Monitor for critical bugs (keep phone nearby)
- [✓] Reply to first players on social media

- [✓] Check Steam for reviews (respond to first 5-10)

6:00AM-12:00PM:

- [✓] Retweet player purchases and reactions
- [✓] Share streamers going live
- [✓] Post Instagram Stories with early player quotes
- [✓] Monitor Discord for support questions

12:00PM-6:00PM:

- [✓] Post "Ghost #13 discovered!" (once players reach it)
- [✓] Share fan reactions and testimonials
- [✓] Create "What ending did you choose?" discussion thread
- [✓] Continue monitoring for bugs

6:00PM-12:00AM:

- [✓] Post launch day recap (TikTok, Instagram Reel)
- [✓] Share stats (if positive—sales, reviews, peak CCU)
- [✓] Discord voice chat AMA
- [✓] Personal thank you message to community
- [✓] Collapse into bed, exhausted and proud

POST-LAUNCH (FIRST WEEK)

DAILY TASKS:

- [✓] Monitor Steam reviews, respond to feedback
- [✓] Share player testimonials and reactions
- [✓] Post fan art as it emerges
- [✓] Track bugs in centralized document

- [✓] Engage with community (Discord, social media)

WEEKLY TASKS:

- [✓] Compile bug reports → prioritize hotfix
 - [✓] Analyze sales data (which regions, conversion rates)
 - [✓] Review marketing performance (ad ROI, UTM tracking)
 - [✓] Plan first patch (target: 7-14 days post-launch)
-

YOU'RE READY

This is it. You've spent 8 months building something beautiful, emotionally complex, and commercially viable. The marketing machine is primed, the community is excited, and you're about to launch **Soul Brew Coffee Shop** into the world.

Remember: - Not every launch is perfect. Bugs happen. Reviews vary. Sales fluctuate. - What matters is that you SHIPPED. 99% of game projects never launch. - Your game has a soul. Players will feel that. - The marketing is just the megaphone—the game itself is the message.

Now go brew something extraordinary. ☕️🧡

END OF MARKETING KIT

For questions, support, or additional materials, contact: [Your Name] | [Your Email] | [Your Studio Name]

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