OPP2 Personal Online Marketing Research

By: Sarthak Saxena

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# Current Digital Methods

## Instagram Game Marketing

Many new game developers currently find this method of game marketing the best for marketing new content and gaining connections to bigger industries. By posting daily updates on games, new content regarding upcoming games, or even discussing game ideas with people online can lead to a bigger following.  
  
The developers can then start using their network of people to promote their games, and or their personal portfolios. This platform is very widely known and has many active users which allows many employers to find good, social and progressive candidates for their companies. Instagram allows the user to target a certain audience depending on what you wish to view and continue viewing. Therefore, the developer can easily gain a very professional audience in the game industry or just normal people who are potential game industry employers.

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| --- | --- |
| PROS | CONS |
| Allows the developer to gain a huge audience in a very short time due to the amount of active users. | It is not as easy to still stand above the masses of game programmers, designers, etc. to display your work to employers. |
| The displayed work will always stay as proof for your resume, and will allow many companies to quickly ‘see’ visually the projects made by you. | Instagram allows anyone to watch your content, which may invite people to ‘hate’ and discourage you based on their response. |

The issues can be subsided by just the continued posting of good content, and only using the platform to gain a professional network rather than a friendly one. This will allow the user to gradually promote more professional content and attract more professional employers and people with similar likings. Based on this, Instagram is a very good choice in terms of marketing projects, allowing many people to quickly grasp your displayed concept ideas and forward it to professional employers.

## YouTube Marketing

The new developers may create a YouTube channel to display their work to people as many of the top viewed videos are gaming videos. By posting your game ideas, concept and prototypes the amount of people viewing may increase and gain attention of potential employers. The platform allows the user to post all types of videos and allow the user to target a specific age range and even see the stats for the type of audience they are attracting. This will allow the user to create more or less of the same type of games, or projects in response to feedback received.

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| PROS | CONS |
| Very simple and easily setup, allowing anyone new to quickly submit their portfolio to YouTube. | Most people will not be seeing it at first, so it will require most users to link their YouTube page in other profiles, such as LinkedIn, Facebook, Instagram, etc. |
| Gives a lot of statistics and offers many ways to receive feedback. This can allow the user to diversify their projects, or look into specific industries based on an educated guess depending on the feedback received. | The competition is very high. So the specific tags used by a user will most likely be similar to your competitors allowing many people to also watch their video and may lead to losing an audience. |

Due to this YouTube by itself can be incredibly well in terms of marketing if many viewers are attracted to it, or incredibly weak by itself if there is no other strategy used to display your posts. In conclusion, if the developer shares their videos across different platforms, and then invites that audience to check their YouTube channel the problem of views can be resolved allowing the audience to grow and invite potential employers.

## LinkedIn

LinkedIn allows many users to make professional connections across the world. The purpose of it is to advertise ‘you’, and your work and allow you to connect to multiple professionals to get a job based on your description. LinkedIn makes this task very easy as it is the world’s largest professional network, making it very common among professional employers, and the platform even has multiple marketing strategies to allow new people to show off their work.

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| PROS | CONS |
| It has many professional employers looking for potential employees. This allows many users to market themselves to approach better business positions and more reliable companies. | LinkedIn can have potential spam requests from people that are irrelevant to your project or approach. They will slow down your process of eliminating and picking potential employers for the users goal. |
| LinkedIn allows you to research the target audience or find information on your competitors with its useful search filters. | Unlike most other marketing strategies, to create and maintain a successful network, a lot of time must be set aside. Credibility in various groups on the site will require regular activity. |

The new user will find it very easy to setup a profile on LinkedIn, and quickly get started in looking for their target audience; potential employers. The issues with LinkedIn aren’t enough to massively reduce the effectiveness of LinkedIn as a marketing strategy. The average user will be able to identify their target audience and organize time for meeting with these groups and remain credible due to their regular activity.

# Platforms Used by Game Industry Professionals to Develop a Resume

## LinkedIn

LinkedIn is a great platform used by game industry people to develop their resume, as LinkedIn allows many game programmers to develop a great, precise resume. The better the resume, the greater chances you will have to get in touch with the bigger companies or potential job employers who may be interested in your work.

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| PROS | CONS |
| Due to LinkedIn being the world’s largest professional platform, it is highly reliable to use in creating a resume. | The resume helper is only provided to premium members, and not for the members who have joined for free. |
| LinkedIn allows industry specific resumes, by outlining different examples, samples, reference suited to that industry such as game programming. | LinkedIn can offer the resume to suited for your ideal employer, but it is very cost heavy to be a premium member. There is a loss of 119.98 which could be used for other expenses and or opportunities. |

LinkedIn overall is a good option as it allows the programmer/user to get a more reliable helper than most resume helpers. LinkedIn offers user the specifically create a resume designed to please a specific industry employer, which is why it puts it above the rest making it very reliable and suitable for the job.

## My Perfect Resume

My Perfect Resume is a platform that provides help and tools for game programmers to create their online resume suited to their qualifications. This can be used to create a good concise resume using game programming terms, making it very simple and easy to use.

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| PROS | CONS |
| My Perfect Resume is completely free, allowing anyone to use it, making it very simple for new programmers to build and develop a resume. | It does not offer, or guide the user towards any future employers, or industry that they are going to be presenting the resume to. |
| The resumes that are created are reviewed from in-house resume writers and career experts. These are also the people who will create your resume completely suitable for your industry, if you are a premium member. | Not very good in letting customers know of their current subscription status. Many reviews of people cancelling subscriptions but still finding out that they have paid. |

Due to the technical errors, of many people not being refunded money, and still paying after cancelling subscriptions. It is not reliable enough to spend money on a subscription that isn’t very supportive in letting the customer know of their status and payments. Therefore, it is only a viable option for the customers who would like to use the service for free, with the lack of expertise and help.

# Digital Networking Platforms

## Twitter

Twitter’s main features to be used on topic of networking consists of the ability to tweet, retweet, like, and comment on other posts. This will allow the user to build a following from their target audience by liking their posts and commenting feedback so that they are more likely to comment, and like your content. Following is one of the main features that will allow the user to join in discussions on their interests and therefore build more connections through follows. Many game developers, artists, designers will submit their work on twitter and by following them and establishing those connections, the user can easily be one of the first people to download their assets or invite to work on one project.

## YouTube

YouTube has a like system, which can display what type of content people are interested in. There is also a comment section to allow many people to leave feedback about the posts you will be posting as a developer. The user can also target audiences based on these as YouTube provides information such as the age, location and gender of people watching allowing the user to know their target audience better. By using all of these features all together, someone can easily create connections using YouTube, by commenting on other potential employers, liking their posts, and posting videos and content that is more to their liking.

## Personal Choice

Taking those two networking platforms into consideration, the one that is mostly used in the game industry is Twitter. YouTube doesn’t offer as much ability to show your projects to specific people.

By following people on Twitter, I will be updated on their posts and if they are to follow back they can look at my posts. In the case of YouTube, my videos or posts may get overshadowed and completely lost in the midst of the hundreds of videos, making it difficult to gain a connection in the first place.

Twitter allows me to follow artists who can be a great source of assets that are very difficult to get at a certain level. As well as maintain a following with game employers and designers who share ideas on the new concepts of games, and give valuable feedback on other’s games. This feature isn’t as prominent on YouTube, as not many developers, designers will share their ideas and concepts on their YouTube. Most artists will still display their projects on YouTube, but the same can be found Twitter so it doesn’t exactly make the usage of YouTube better than Twitter.  
  
YouTube is difficult to build a connection on, as search tags aren’t very reliable on YouTube compared to Twitter. Twitter displays who the person you follow, is following but YouTube’s way of showing ‘Liked videos’ isn’t as great in terms of finding multiple people of the same interest.   
  
YouTube can be used as a great source of networking only if you are in touch with an influencer, or you yourself are an influencer. If you are in touch with an influencer, you can easily promote your game and display it to millions of people to get your work to stand out to potential employers and people with the same interests. I do not match any of these conditions so, I won’t be able to use YouTube to its full potential, therefore no point in using it over Twitter.

In conclusion, due to Twitter being the most used platform for networking, for programmers and people from the game industry, it is the better option.