

VRGMG

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[Image by Freepik](#)

# VR GAME MARKETING GUIDE

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# ABOUT ME

14 years marketing experience across Software, Automotive, Consumer Electronics industries. Specialising in Campaign Management, Conversion Rate Optimisation, Martech.

Interests: Gaming (VR of course), programming (Python), AI, languages (including Japanese, Toki Pona).



# ABOUT THIS GUIDE

The VR Game Marketing Guide is designed to provide game developers with tried and tested marketing principles that apply to most industries. These tactics should help developers market their games and software effectively.

This Guide is written to provide insights into what is important when marketing VR games, and to guide studios in developing effective marketing strategies.

However, it is important to note that even with the Guide, marketing efforts will require significant effort and resources to achieve success. For this reason, studios may want to consider employing a marketing expert to help them make the most of the strategies outlined in the Guide.

It's worth mentioning that the Guide was written by a VR game lover who wanted to give back to the industry by sharing their knowledge and experience with others. I have not worked in VR gaming specifically but have worked in software and gaming hardware marketing.

I hope that this guide serves as some inspiration to get your game in the hands of players that you deserve.

- Daniel Lynch



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01

# PREP

What needs to be defined before marketing can be effective.



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# BUDGET

The first step in creating a comprehensive VR game marketing plan would involve defining your budget for various marketing channels. With regards to advertising, this means evaluating various ad formats across different social media platforms that best suit your campaign goals and objectives. It's best to work backwards from your sale projections to determine how much you can afford to spend on marketing and advertising. This is called a cost per acquisition (CPA), this can be calculated by dividing total cost of advertising by sales generated. Monitoring CPA and driving it down over time is essential to optimize ad spend.

Research has shown that VR content performs exceptionally well on platforms like YouTube and Twitch due to their massive reach, which translates to more eyeballs on your ads. However, paid ad units such as Facebook Ads, Instagram Sponsored Posts, TikTok and Reddit Promoted Posts also offer powerful features that enable targeted advertising based on interests, behaviors, location, age group, gender, and many other demographics.

By allocating enough budget toward advertising on these platforms, especially during major events or product launches, VR developers can effectively generate buzz and drive traffic to their websites or store pages. Investments in influencer collaborations or cross-promotion campaigns with complementary brands or businesses within the gaming community can help extend reach even further, thereby enhancing brand awareness and credibility.



# BUDGET

continued...

Another aspect to consider is how your marketing budget will impact other aspects of your VR project lifecycle, including development and testing cycles. Balancing advertising expenditure while maintaining flexibility for iterative improvements remains crucial to keeping players engaged throughout development until release day. Therefore, it becomes important to analyze your marketing calendar and determine which portions are more vital than others, allowing you to fine-tune spending patterns accordingly.

For instance, reducing paid ad spend during minor updates might prove prudent compared to focusing heavily on special occasions to build excitement for significant releases or major announcements that warrant more attention. Ultimately, finding the right balance between effective messaging techniques to connect with your player base and financial stewardship takes deliberate effort and regular monitoring.

Always remember to track your return on investment (ROI) using analytics tools provided by social media sites or third-party services, analyzing key performance indicators (KPIs), and adapting strategy wherever possible to optimize future efforts. While building sustainable growth strategies might not happen immediately, continuous improvement through data analysis and refined tactics should lead to better results.

# TARGET MARKET

Understanding your target audience is crucial when determining which types of advertisements will resonate best with potential players. In this section, I'll provide guidance on how to identify key demographics groups that are likely to show interest in purchasing and playing your VR game.

To begin, you should consider creating buyer personas, which are fictional characters that represent different segments of your target market. These personas should encompass relevant characteristics such as age, gender, interests, occupation, spending habits, and more. By developing these profiles, you'll gain a better understanding of who is most likely to buy your game. Also when selecting segments on advertising platforms you'll be able to target customers that are more likely to purchase your game.

Start by brainstorming which types of people may find value in experiencing immersive virtual worlds through their headsets. Some examples include tech enthusiasts, gamers looking for new forms of entertainment, fans of sci-fi or fantasy genres, or anyone curious about emerging technologies. It's likely that different subsets within these larger categories will exhibit varying preferences when selecting games, so try to be as specific as possible with your personas. For instance, you might create separate personas for casual vs serious gamers or young adult males versus middle-aged professionals.



# TARGET MARKET

continued...

Once you understand whom you're seeking out via marketing, tailoring messaging becomes easier. You'll know which thematic elements appeal best to each group, which type of imagery they respond well to, or even what time of day or days of the week tend to see the highest engagement. This personalization helps ensure that each viewer sees ad content particularly suited to their tastes.

If you still aren't certain who you're speaking to, reviewing sales data can offer valuable insights into demographic breakdowns of past customers. Alternatively, running surveys targeted directly to those interested in your field but not yet aware of your project can help gather feedback related to motivations for engaging in VR experiences as well as other influential factors.

# TARGET MARKET (PERSONAS)

In developing your target market, it's important to building personas. See below steps to get started and example on the next page.

## 1. Identify broad characteristics:

Start by listing general traits like age, gender, education level, job title, income level, interests, hobbies etc. that define the personality types you think might enjoy your game. Be sure to also list factors that could exclude someone from being part of the intended playerbase. Avoid making assumptions about things like political beliefs, religious affiliation, lifestyle choices, etc unless they are vital components of your game.

## 2. Flesh out details:

Once you've got basic categories listed, dive deeper into the aspects that shape someone's attitudes, behaviors, motivations, fears/desires etc. Make adjustments to avoid oversimplifying complex human nuances. Consider unique traits, strengths, weaknesses, etc. While no two people share identical personalities, basing personas around realistic archetypes will assist later in visualizing how your target audiences interact with your product.

## 3. Give context and background:

Expand upon details established earlier by incorporating environmental variables affecting decisions, social dynamics, educational influence, life milestones, economic factors, cultural norms etc. These dimensions guide how an individual perceives the world around them - providing a foundation for constructing empathetic personas. Making note of common pain points and aspirations associated with the chosen personas leads to highly targeted communication methods during promotion campaigns.



# TARGET MARKET (PERSONAS)

Continued...

## 4. Refine, Refine, REFINE!

Continuously update personas over time based on additional data collected from target market analytics to direct user feedback. Monitor industry trends influencing changes in overall tastes, technological advancements altering expectations for gaming experiences, and new research techniques revealing better ways to communicate brand values. Pay close attention to shifting preferences across different generational cohorts, regional groups, and other distinct audience segments you identified through segmentation exercises.

Keeping personas current ultimately guarantees more effective messaging, improved resonance between users and your company brand, stronger relationships built between players and developers, enhanced customer satisfaction leading to repeat business and positive word-of-mouth, and greater long-term sustainability due to reduced wasted investment into ineffective promotional channels.

# TARGET MARKET (PERSONAS)

Example persona:

- **Name:** Sarah Johnson
- **Age:** 28
- **Occupation:** Software Engineer
- **Income Level:** Upper Middle Class
- **Education Level:** Bachelor's Degree in Computer Science
- **Interests:** Video games, programming, traveling, cooking
- **Hobbies:** Rock climbing, reading fantasy novels
- **Personal Traits:** Determined, creative problem solver, introverted
- **Family Status:** Single, no children
- **Living Situation:** Rents an apartment with her best friend
- **Demographics:** Asian American female

Based on this information, we can create a detailed picture of who Sarah is as a potential player for our game. We know she has a technical mindset as both a software engineer and computer science graduate, so she may be drawn to puzzle elements or strategic planning aspects in games. However, being single, introverted and having limited free time, suggests she might appreciate cooperative multiplayer elements where she can play alongside friends without needing extensive coordination beyond setting aside some consecutive hours at home or online. She enjoys video games, but balancing work and leisure activities makes high stakes competitive titles less appealing than those offering flexibility on engagement.



# POSITIONING

Positioning refers to the process of identifying and creating a unique image or impression in the minds of consumers for a particular product or service. It involves selecting certain attributes or benefits of a product and emphasizing them over others in order to differentiate it from competitors and appeal to a specific target audience. This can involve strategies such as pricing, packaging, advertising, and promotions that are designed to create a clear and compelling value proposition in the mind of the consumer. Ultimately, effective positioning helps a brand stand out in a crowded marketplace and build strong relationships with its customers.

Developers should keep these key principles in mind when determining the optimal VR market positioning strategy for their project:

1. Understanding core marketplace competition
2. Articulating value proposition compared to similar offerings
3. Assigning pricing to meet market demand
4. Identifying potential customer types or niche markets for targeted advertising efforts (see last section on personas)
5. Planning roll-outs at appropriate moments of market readiness based on software availability to achieve highest sales volume possible during launch windows.  
Consider other game launches, holidays, peak sales periods.
6. Continuously monitoring performance metrics then optimizing pricing strategies, feature sets, and distribution methods to maximize profits over product lifecycle.

As touched upon briefly earlier, keeping the target audience profiled by Personas in mind greatly influences each step along this process.



# TIMELINE

When developing a marketing plan for your video game, it's important to establish a timeline that allows you to execute all necessary tasks effectively. Generally speaking, six to eight months before launching games is an ideal timeframe for starting your marketing efforts. Here are some key reasons why:

1. **Time to develop a comprehensive strategy:** Developing a successful marketing campaign takes careful planning and coordination across different channels and platforms. By starting early, you have enough time to research your target audience, define your messaging, and develop a cohesive strategy that aligns with your overall goals.
2. **Opportunity to build and maintain buzz:** A well-executed pre-launch marketing campaign can help generate excitement and anticipation among potential players. Starting early gives you more opportunities to engage with your community through social media, influencer partnerships, and other tactics that can drive interest and awareness leading up to release day.
3. **Allows for adjustments along the way:** Marketing plans don't always go according to schedule, which is why having extra time built into your timeline is crucial. With additional weeks or even months, you have room to adapt your approach based on data insights and feedback from your fans.
4. **Builds momentum for post-release support:** Finally, an early start on marketing allows you to set the stage for continued success after your game has launched. You can leverage positive reviews, player testimonials, and other proof points to keep building hype and attract new audiences in the days, weeks, and months following release.



# OTHER

Other tasks that should be considered while preparing to market your game:

- **Discord:**

Set up discord and associated automations/bots. Consider if you need a community manager to manage the constant stream of customer contact.

- **Social accounts:**

Configure as many accounts as you're able to effectively manage that makes sense for your studio and target audience. Consider Reddit, Instagram, Facebook, TikTok, LinkedIn. Consider if you're creating accounts for engagement only or if you wish to post regularly to these platforms to generate interest either organically or through paid advertising.

- **Game or Studio Website:**

If you want to maintain a blog, development updates and other information outside of the game marketplaces, consider setting up a website. Ensure it's maintained regularly so it's not out of date. Consider easy to set up websites including Wordpress, Wix or Squarespace. Note that you may wish to apply SEO best practice to the website to gain organic traffic. Don't forget to submit your website to search engines so they can be indexed.





02

# DISCOVERY

How to get the game out there and improve visibility with the target audience.

**ADVERTISING**

**01**

**02**

**INFLUENCERS**

**03**

**COMMUNITY**

**04**

**DEMO/TRIAL**

**05**

**PR**

# ADVERTISING

In this section we will discover important marketing channels, explain best practices and give paid and free examples.

## **Facebook and Instagram Advertising:**

Social media advertising on Facebook and Instagram is an effective way to reach a large audience of potential VR gamers. These platforms offer targeted advertising options that allow you to reach specific demographics and interests. When creating social media ads, it's important to use visually appealing images or videos that highlight the immersive experience of VR gaming. Including engaging copy and hashtags that capture the attention of the target audience and a clear call-to-action can help drive traffic to your website or landing page.

Best practices for social media advertising on Facebook and Instagram include:

- Use targeting options to reach the right audience based on demographics, interests and behaviors.
- Test different ad formats like images, videos, and carousels to see which performs best.
- Keep the ad copy concise and to the point. Consider using AI tools like ChatGPT to write content more efficiently.
- Use eye-catching visuals that showcase the VR gaming experience, including Mixed Reality videos.
- Use clear calls-to-action to encourage clicks.

Run paid social media ads to reach a larger audience or create organic posts to engage existing followers and generate buzz around the game. Paid advertising on Facebook and Instagram can help reach a large audience of potential VR gamers, while organic social media posts can engage existing followers and generate buzz around the game.



# ADVERTISING

## TikTok Advertising:

TikTok advertising can be a highly effective way to reach a targeted audience interested in VR gaming. When creating ads for TikTok, it's important to create visually appealing content that captures the attention of the target audience. Best practices for TikTok advertising include:

- Keep your ads short and engaging to capture the attention of the user.
- Use popular music, hashtags, and trends to make your ads more relatable and shareable.
- Show actual gameplay footage or visually stunning graphics to give users a taste of the game.
- Consider using influencers or user-generated content to promote your game and reach a wider audience.
- Optimize your ads for mobile devices and ensure they are compatible with different screen sizes and resolutions.
- Test and experiment with different ad formats, such as in-feed ads, branded effects, or sponsored challenges, to find what works best for your game.



**Paid:** Running paid ads on TikTok can help reach a targeted audience interested in VR gaming. You can create visually appealing content that showcases the VR gaming experience and use targeting options to reach the right audience.

**Unpaid:** You can also reach out to influencers and gaming communities on TikTok to promote your VR video game. This can include collaborating with influencers to create sponsored content or partnering with gaming communities to host VR gaming events.

# ADVERTISING

## **Youtube Advertising:**

YouTube is a popular platform for gamers, and advertising on the platform can be an effective way to reach a large audience. When creating YouTube ads, it's important to create engaging video ads that showcase the VR gaming experience. This can be achieved by using high-quality footage that highlights the immersive experience of VR gaming. It's also important to use targeting options to reach the right audience, and to include a clear call-to-action that encourages viewers to visit your website or landing page.

Best practices for YouTube advertising include:

- Use targeting options to reach the right audience.
- Create visually appealing video ads that showcase the VR gaming experience.
- Keep the ad copy concise and to the point.
- Use clear calls-to-action to encourage clicks.
- Test different ad formats (skippable, non-skippable, bumper) to see which performs best.

**Paid:** Running paid YouTube ads can help reach a large audience of gamers. You can create visually appealing video ads that showcase the VR gaming experience, use targeting options to reach specific demographics and interests, and include a clear call-to-action to encourage viewers to visit your website or landing page. Paid YouTube advertising can be effective in driving traffic and increasing conversions.

**Unpaid:** You can also create organic YouTube content to promote VR video games. This can include creating gameplay videos, tutorials, and reviews that showcase the VR gaming experience. By creating engaging content that appeals to gamers, you can build a following on YouTube and promote your game to a wider audience.



# ADVERTISING

## Display Advertising:

Display advertising on gaming websites and forums can be effective in reaching a targeted audience interested in VR gaming. When creating banner ads for display advertising, it's important to create visually appealing ads that capture the attention of the target audience. This can be achieved by using high-quality graphics or images that showcase the VR gaming experience. It's also important to use targeting options to reach the right audience, and to optimize the ads for different devices.

Best practices for display advertising include:

- **Use ad extensions:** Ad extensions are additional features that can be added to your Google Ads to make them more informative and appealing to potential players. For example, adding a location extension can show players the closest physical location where they can try the VR game, while adding a call extension can encourage players to call and learn more about the game.
- **Use negative keywords:** Negative keywords are keywords that you don't want your ad to show up for. This is important to prevent your ad from showing up for irrelevant searches and wasting your ad spend. For example, if you are promoting a VR game for PlayStation, you may want to add negative keywords such as "Xbox" or "PC".
- **Use ad scheduling:** Ad scheduling allows you to control when your ads show up, which can be important for reaching your target audience at the right time. For example, if you are promoting a VR game that is more popular during weekends, you can schedule your ads to show up more frequently on Saturdays and Sundays.



# INFLUENCERS

Influencer marketing has become an important part of the overall marketing strategy for many industries, and VR gaming is no exception. Here are some reasons why influencers are important in VR game marketing:

- **Targeted Reach:** Influencers have a following of dedicated fans who trust their opinions and recommendations. This means that VR game creators can reach a targeted audience that is interested in the VR gaming industry.
- **Increased Visibility:** Working with influencers can increase the visibility of VR video games. Influencers have a strong presence on social media and can help spread the word about the game to their followers.
- **Authenticity:** Influencers are known for being authentic and genuine in their recommendations. This means that when an influencer promotes a VR game, their followers are more likely to trust and act on that recommendation.
- **Cost-Effective:** Influencer marketing can be a cost-effective way to promote VR video games. Compared to traditional advertising channels like TV or print, influencer marketing can be much more affordable and have a higher return on investment.
- **Creative Collaborations:** Working with influencers can lead to creative collaborations that showcase VR video games in new and exciting ways. Influencers are often open to trying out new products and sharing their experiences with their audience, which can lead to innovative marketing campaigns.



# INFLUENCERS

Continued...

There are several ways to collaborate with influencers to showcase VR video games:

- **Gameplay Videos:** VR game creators can work with influencers to create gameplay videos that showcase the game's immersive experience. This can include live streaming, recorded gameplay sessions, or highlight reels.
- **Reviews and Recommendations:** Influencers can provide reviews and recommendations of the game to their audience. This can include written reviews, video reviews, or social media posts.
- **Giveaways and Contests:** VR game creators can work with influencers to host giveaways and contests that promote the game. This can include offering game keys or other prizes to the influencer's audience.
- **Sponsored Content:** VR game creators can sponsor influencer content that showcases the game. This can include sponsored blog posts, sponsored social media posts, or sponsored videos.

Make sure to measure and analyze results:

After working with influencers, it's important to measure and analyze the results of the campaign. VR game creators can use tracking links, discount codes, or other methods to track the effectiveness of the campaign. They can also analyze engagement metrics like likes, comments, shares, and clicks to determine the success of the influencer marketing campaign.

# INFLUENCERS (PODCASTS)

Podcast influencers can be a valuable addition to a game developer's marketing mix as they offer a unique opportunity to connect with a highly engaged and dedicated audience. Here's how game developers can use podcast influencers in their marketing mix:

- **Identify relevant podcasts:** The first step is to identify podcasts that are relevant to the game's genre or audience. Developers can research and compile a list of relevant podcasts to target.
- **Reach out to the podcast host:** Once the developer has identified a relevant podcast, they can reach out to the host to explore potential partnership opportunities. Developers can offer the podcast host early access to the game, exclusive content, or other incentives to promote the game on their podcast.
- **Plan the podcast episode:** Developers can work with the podcast host to plan the podcast episode, which may include discussing the game's development process, features, and unique selling points. The developer can provide the host with talking points, a script, or other materials to help guide the conversation.
- **Promote the podcast episode:** Once the podcast episode is recorded, the developer can promote it on their social media channels and website to drive traffic to the podcast. They can also encourage their audience to share the episode with their friends and family.
- **Measure the results:** Developers should measure the impact of their podcast influencer marketing efforts by tracking metrics such as downloads, social media engagement, and website traffic. They can use this data to refine their approach and optimize their marketing mix.



# COMMUNITY

Community marketing is an important strategy for VR game developers because it allows them to engage with their target audience, build brand loyalty, and create a sense of community around their game. Here are some reasons why community marketing is important for VR game developers:

- **Engage with Target Audience:** Community marketing allows VR game developers to engage with their target audience on a deeper level. By participating in online communities and forums, developers can learn about the preferences and needs of their audience, as well as gather feedback on their game.
- **Build Brand Loyalty:** By fostering a sense of community around their game, VR game developers can build brand loyalty among their audience. This can lead to increased sales and positive word-of-mouth marketing.
- **Increase Word-of-Mouth Marketing:** Word-of-mouth marketing is a powerful tool for VR game developers. By creating a positive community around their game, developers can encourage their audience to share their experiences with others, which can lead to increased visibility and sales.
- **Create Advocates:** Community marketing can create advocates for the VR game. By fostering a sense of community and engaging with their audience, developers can create loyal fans who are more likely to recommend the game to others.



# COMMUNITY

continued...

The most popular platform to manage communities is Discord. Discord is a chat platform that allows users to create servers for specific topics and interests. VR game developers can create their own Discord servers to build a community around their game, answer questions, and provide updates on development. They can also participate in other VR gaming Discord servers to engage with the broader community and promote their game.

For example, the VR game "Beat Saber" has a Discord server with over 230,000 members (note this is an unofficial server). The developers use the server to provide updates on the game, answer questions, and engage with the community. They also host contests and events to keep the community engaged.

As mentioned previously, word-of-mouth marketing and referrals are also important for VR game developers. By creating a positive community around their game, developers can encourage their audience to share their experiences with others. This can lead to increased sales and positive reviews, which can in turn lead to more referrals and sales. Encouraging players to share their experiences on social media or review sites can also help generate positive word-of-mouth marketing for the game.

Overall, community marketing is an important strategy for VR game developers. By engaging with their audience, building brand loyalty, and creating a sense of community around their game, developers can increase sales, generate positive word-of-mouth marketing, and create loyal advocates for their game.

# DEMO/TRIAL

Providing users with demos or trials of their VR game can provide better sales for several reasons:

- **Allows Users to Test the Game:**

By providing a demo or trial, users can test the game and determine if it's something they would be interested in purchasing. This can help users make more informed decisions about whether or not to buy the game, which can lead to increased sales.

- **Builds Trust:**

By providing a demo or trial, VR game developers can build trust with their audience. Users are more likely to trust a game developer who is willing to let them test the game before they buy it, which can lead to increased sales and positive word-of-mouth marketing.

- **Creates a Positive User Experience:**

By providing a demo or trial, VR game developers can create a positive user experience for their audience. This can lead to increased customer satisfaction, which can in turn lead to increased sales and positive reviews.

- **Increases Visibility:**

By providing a demo or trial, VR game developers can increase the visibility of their game. Users who enjoy the demo or trial are more likely to share their experience with others, which can lead to increased sales and positive word-of-mouth marketing.



# DEMO/TRIAL

Continued

- **Reduces Buyer's Remorse:**

Providing a demo or trial can reduce buyer's remorse for users who purchase the game. Users are more likely to be satisfied with their purchase if they have had the opportunity to test the game beforehand, which can lead to increased customer satisfaction and positive reviews.

# PR

A PR (Public Relations) strategy is a planned approach that aims to create a positive image of a product, service, or company by communicating with different stakeholders, such as customers, media outlets, and investors. It involves developing and distributing information that promotes the product, service, or company and its brand image to the public.

For VR game developers, a PR strategy is essential to ensure that their game receives the attention it deserves from the target audience, gaming media outlets, and potential investors. A well-crafted PR strategy can help VR game developers to generate buzz about their game and create awareness among the gaming community. This can help to increase the visibility of the game, attract potential customers, and build a loyal fan base.

A successful PR strategy for VR game developers can involve creating press releases, scheduling interviews with media outlets, conducting promotional events, and utilizing social media platforms to engage with their audience. The PR strategy should aim to communicate the unique features and benefits of the VR game to the target audience, generating positive reviews and testimonials that can be leveraged for future marketing campaigns.

A robust PR strategy can also help to manage any negative feedback or criticism that the VR game may receive. By proactively engaging with customers and media outlets, VR game developers can respond to negative comments or reviews, address any concerns, and improve the product based on the feedback received. This can help to build trust with the gaming community and maintain a positive image for the VR game.



# PR

Continued...

Creating an effective PR campaign for a VR game can be challenging, especially for a small company that does not have a dedicated PR person. Here are some steps that can be followed to create an effective PR campaign:

- Identify the target audience: Determine who the VR game is aimed at, what their interests are, and where they can be reached. [Use your personas from here.](#)
- Develop key messages: Develop a set of key messages that clearly communicate the unique features and benefits of the VR game. [Try your positioning from here.](#)
- Engage with the gaming community: Leverage social media platforms such as Twitter, Facebook, and Instagram to engage with the gaming community. Respond to comments, share updates, and provide behind-the-scenes insights into the development process.
- Schedule interviews: Reach out to gaming media outlets and schedule interviews with key journalists and bloggers. Provide them with a demo of the game and allow them to ask questions and provide feedback.
- Conduct promotional events: Host promotional events such as game demos, launch parties, and online tournaments to create buzz and generate interest in the game.
- Monitor feedback: Monitor feedback from customers, media outlets, and influencers, and use this feedback to improve the game and refine the PR strategy.

# PR (PRESS KITS)

A press kit is a collection of materials that is used to promote a VR game to media outlets, journalists, bloggers, and other influencers. It should contain all of the necessary information about the game, as well as high-quality visuals that can be used in articles and reviews. Here are some key elements that should be included in a press kit for VR game developers:

- Game and company description: Provide a clear and concise description of the VR game. This should include information about the gameplay, unique features, and any other relevant details. Include information about the company that developed the VR game. This should include the company's name, logo, and a brief overview of its history and mission. Also include contact information for whoever is handling PR so the right person can be contacted for more information.
- Press release: Write a press release that provides an overview of the VR game, including its features, release date, and any other relevant information.
- Screenshots & Videos: Provide a set of high-quality screenshots that showcase the VR game's graphics, gameplay, and features. These should be provided in both high and low-resolution formats to accommodate different media outlets' requirements. Provide a trailer and/or gameplay footage that showcases the VR game's features and gameplay. As mentioned a few times,
- Logos and branding materials: Include the VR game's logo, as well as any other branding materials that can be used in articles and reviews. These should be provided in high-resolution formats and in different file types, such as JPEG and PNG.





01

# CONTENT

What you should create to market your game effectively.



**BLOG** — [ 01 ]

[ 02 ] — **GAME TRAILERS**

**INFLUENCER PACK** — [ 03 ]

[ 04 ] — **SOCIAL CONTENT**

# GAME TRAILERS

Creating a compelling game trailer is a crucial aspect of marketing for VR game developers.  
Make sure to:

- **Highlight the key features of the game:** VR game trailers should showcase the unique features and gameplay mechanics that make the game stand out. For example, if the game has advanced physics or interactive environments, highlight those elements in the trailer. Mixed reality inside trailers helps consumers understand what's involved in the game as they are very different to traditional games.
- **Keep it short and sweet:** Game trailers should be no longer than 2-3 minutes to keep the audience engaged. A short and sweet trailer can create a sense of excitement and leave the audience wanting more.
- **Use high-quality visuals and sound:** The trailer should have high-quality visuals and sound to capture the audience's attention and convey the game's immersive experience. This means using high-resolution footage and high-quality sound effects and music.
- **Use voice-over narration or text overlays:** Voice-over narration or text overlays can help explain the game's story or gameplay mechanics and provide context for the visuals. With advancements in AI, simulated voices with filters often work better than amateur voice over work.



# GAME TRAILERS

continued...

- **Incorporate gameplay footage:** Including gameplay footage in the trailer is essential to showcase the game's mechanics and how it plays. The footage should be captured from within the VR headset to give the audience an accurate sense of the game's perspective.
- **Use a catchy tagline or slogan:** A catchy tagline or slogan can help reinforce the game's unique selling points and create a lasting impression on the audience.

Keep the trailer consistent with the game's branding: The trailer should be consistent with the game's branding and overall tone. This helps to establish a coherent and consistent identity for the game.

Examples of easy ways to create game trailers include using free or low-cost video editing software like iMovie, Adobe Premiere Rush, or OpenShot. Developers can also use gameplay capture software like OBS or Nvidia Shadowplay to capture high-quality footage directly from the VR headset. Finally, developers can use royalty-free music and sound effects libraries like Epidemic Sound or AudioJungle to add high-quality audio to the trailer.

# BLOG

Running a blog is a great way for game developers to connect with their audience, share behind-the-scenes insights, and provide regular updates on the development process.

Here are some tips for running a successful blog:

- **Set a schedule:** Developers should set a regular schedule for blog updates, whether that's weekly, bi-weekly, or monthly. This helps to establish a routine and lets the audience know when to expect new content.
- **Share behind-the-scenes insights:** Blog posts can offer a glimpse into the game development process, sharing behind-the-scenes insights and showcasing the team's creative process. This can help to build a sense of anticipation and excitement around the game.
- **Provide updates on development milestones:** Blog updates should include progress reports on the game's development milestones, such as completed levels, new features, or bug fixes. This keeps the audience informed and engaged with the development process.
- **Include screenshots and videos:** Screenshots and videos can help to bring the game to life and showcase its features and gameplay. Developers should include these assets in their blog posts to give the audience a visual sense of the game.



# BLOG

continued...

- **Engage with the audience:** Blogging is a two-way conversation, and developers should encourage feedback and engagement from their audience. Responding to comments and questions helps to build a sense of community and keeps the audience invested in the game's development.
- **Use social media to promote the blog:** Developers should use social media to promote their blog updates and drive traffic to their website. This can include sharing teaser images or quotes from the blog post and using relevant hashtags to reach a wider audience.

Pro tip: Use AI to help you write content that is SEO optimised for keywords that match your game's positioning, and speak to your customers personas. This helps cut down on writing time and ensures better cut through to audience.

# INFLUENCER PACKS

VR developers can use influencer packs to help promote their game to a wider audience through social media influencers, streamers, and content creators. An influencer pack typically includes a variety of promotional materials and resources designed to help influencers promote the game effectively. Here are some elements that can be included in an influencer pack:

- **Game keys/giveaway keys:** Developers can provide influencers with game keys or giveaway keys that they can offer to their followers as part of a promotion or contest. This can help to build buzz around the game and encourage new players to try it out.
- **Notes about what to do in game:** Developers can provide influencers with notes on how to play the game effectively, highlighting important features and mechanics that they should focus on during their playthrough. This can help influencers create more engaging content that showcases the game's unique features and mechanics.
- **Notes about what to avoid in game:** Developers can also provide influencers with notes on what to avoid in the game, such as spoilers or buggy sections of the game. This helps to ensure that the influencer's content is of a high quality and accurately reflects the game.
- **Press kit materials:** Developers can provide influencers with a press kit that includes high-quality screenshots, videos, and other promotional materials that they can use in their content. This makes it easier for influencers to create visually appealing content that showcases the game effectively.



# INFLUENCER PACKS

continued...

- **Social media copy and hashtags:** Developers can provide influencers with pre-written social media copy and relevant hashtags that they can use to promote the game on their channels. This helps to ensure that the game is being promoted consistently across different social media platforms.
- **Contact information for support:** Finally, developers should provide influencers with contact information for their support team so that they can quickly address any issues or questions that arise during the influencer's playthrough.

By providing influencers with an influencer pack that includes these elements, VR developers can help to promote their game to a wider audience and build buzz around its release.

# SOCIAL CONTENT

VR Developers can use social media platforms like Reddit, Twitter, Facebook, Instagram, and LinkedIn to share developer updates and teasers to build excitement and engage with their audience. Here are some tips on how to do this effectively:

- **Create eye-catching visuals:** To grab attention on social media, developers should create eye-catching visuals that showcase their game's unique features or development progress. This can include screenshots, concept art, or short teaser videos.
- **Use relevant hashtags:** Using relevant hashtags can help increase visibility and reach on social media platforms. Developers should research popular hashtags in their game's genre or related to their development process and use them in their posts.
- **Share behind-the-scenes insights:** Sharing behind-the-scenes insights into the game's development process can help to build excitement and engagement. This can include sharing concept art, discussing new features or mechanics, or sharing progress updates.
- **Engage with the community:** Social media is a two-way conversation, and developers should engage with their audience by responding to comments and questions. This helps to build a sense of community and keeps the audience invested in the game's development.



# SOCIAL CONTENT

continued...

- **Post regularly:** Posting regular updates on social media platforms helps to keep the audience engaged and interested in the game's development. Developers should set a regular schedule for posting updates and stick to it. Depending on the platform you can post more often (i.e. Twitter you could post more as opposed to Reddit as tweets are relevant for a shorter amount of time.)
- Leverage social media advertising: Social media advertising can be an effective way to reach a wider audience and drive traffic to the game's website or blog. Developers should consider using targeted advertising campaigns to reach potential customers.

By using social media platforms to share developer updates and teasers, developers can build excitement and engagement around their game and connect with their audience on a deeper level.



01

# POST

After game launch, what can developers do  
to ensure continued sales?

PLATFORMS

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# PLATFORMS

Porting a VR game from one platform to another can be a complex process, but it can also be a great way to reach a wider audience and increase sales. Here's how a VR developer who launched their game on Meta Quest can consider porting their game to PCVR, Steam VR, Playstation VR, and PICO:

- **Evaluate the game's compatibility with the target platform:** Before porting the game, the developer needs to ensure that the game is compatible with the target platform. Different platforms have different technical specifications, so the game may need to be modified or optimized to run smoothly on the new platform. Also consider if your target audience uses the platform, if they don't it would be a waste of resources and effort.
- **Choose the right development tools:** To port the game, the developer will need to use the appropriate development tools for the target platform. For example, to port the game to Steam VR, the developer will need to use the Steam VR SDK and development tools.
- **Optimize the game for the target platform:** Once the game has been ported, it's important to optimize it for the target platform to ensure smooth performance and good user experience. This can involve adjusting the graphics settings, tweaking the controls, and making other modifications to improve the game's performance.



# PLATFORMS

continued...

- **Test and debug the game:** After porting the game and optimizing it for the target platform, the developer needs to thoroughly test the game to ensure that it runs smoothly and without bugs. This may involve beta testing with a group of users to identify and fix any issues before the game is released to the public.
- **Promote the game on the new platform:** Once the game has been successfully ported and tested, it's important to promote it on the new platform to reach a wider audience. This can involve creating new marketing materials, engaging with the community on the platform's forums, and offering promotional deals or discounts to encourage users to purchase the game.

# LOCALIZATION

Localization is the process of adapting a product, such as a video game, to meet the linguistic, cultural, and other requirements of a specific target market. Here's how localization can help VR game developers expand the reach of their game, and how to approach it in the best way possible:

## Benefits of Localization:

- It can make the game more accessible to players who speak different languages, which can expand the potential market and increase sales.
- It can improve the player experience by making the game more culturally relevant and engaging.
- It can increase player engagement and retention, as players are more likely to stick with a game that is tailored to their language and culture.

## Challenges of Localization:

- It can be expensive and time-consuming to localize a game, especially if it requires translation into multiple languages or significant cultural adaptation.
- Localization requires a deep understanding of the target market and culture, which can be difficult to achieve without a local team or expertise.
- Poorly localized games can actually harm the reputation of the game and the developer.



# LOCALIZATION

Continued...

## Approaching Localization:

- Identify the target market and the languages/cultures to be localized. This will help to determine the scope of the localization effort.
- Choose a localization strategy that aligns with the budget, timeline, and resources of the development team. This could involve outsourcing to a third-party localization service, working with local partners, or even leveraging player advocates in the target market.
- Collaborate with local experts to ensure that the game is culturally relevant and accurate. This could involve consulting with native speakers, hiring cultural consultants, or conducting market research to better understand the local audience.
- Test and iterate the localized content to ensure that it is well-received by the target audience. This could involve beta testing with players in the target market, monitoring player feedback, and making adjustments as needed.

In summary, localization is a great way to expand the reach of a VR game by making it more accessible and engaging for players in different languages and cultures. However, it can be challenging to approach localization effectively, and developers should carefully consider their strategy and resources before embarking on a localization effort. Outsourcing to third-party services or leveraging player advocates can help to mitigate some of the challenges and ensure success.

# DISCOUNTS/SALES

Sales and discounts are a proven marketing tactic that can help VR developers increase their game sales. Here's how:

- **Attract New Customers:** Offering discounts can attract new customers who may not have considered purchasing the game at full price. It can be an effective way to entice people who may have been on the fence to try the game.
- **Increase Sales Volume:** By offering a discount, developers can stimulate demand for their game and increase the number of units sold. This can be particularly useful for VR games that have been on the market for a while and are starting to see a decline in sales.
- **Generate Buzz:** Running a sale or discount can generate buzz and excitement around the game. This can lead to increased social media engagement, word-of-mouth marketing, and potentially new reviews from customers who purchased the game during the sale.

When planning a sale or discount strategy, VR developers should consider:

- **Timing:** Select a time when the game will receive maximum visibility, such as during a holiday season or in conjunction with a game update or new DLC release.
- **Discount Amount:** The discount should be significant enough to entice people to purchase the game, but not so low that it devalues the game or negatively affects revenue.



# DISCOUNTS/SALES

continued...

- **Duration:** The sale should be for a limited time to create a sense of urgency among potential customers.
- **Marketing:** It's important to promote the sale through various marketing channels, including email newsletters, social media, and press releases. This will help to reach a wider audience and maximize the impact of the sale.

Relationships with store fronts:

Having a good relationship with the store fronts where VR games are sold, such as Meta Quest, can be an important factor in planning sales and discounts for VR games. By developing a positive relationship with these stores, VR developers can gain insights into upcoming sales and promotions, as well as how to be included in these events.

For example, VR developers who have a good relationship with Meta Quest may receive notifications about upcoming sales or be offered the opportunity to participate in promotions that are relevant to their game. This information can help VR developers to plan their own sales and discounts around these events, in order to maximize the visibility of their game and take advantage of the increased customer traffic that sales and promotions generate.

Store fronts may be more likely to promote games that they have a good relationship with, through features such as "game of the week" or "recommended games."

# DLC/UPDATES

VR game developers should consider creating downloadable content (DLC) or continued updates for their games as a way to keep players engaged and interested, and to ensure longevity of sales. DLCs are additional content that can be added to a game, such as new levels, characters, weapons, or storylines. These can be sold separately as an expansion pack or bundled together as a season pass.

Continued updates, on the other hand, are free updates that add new features, gameplay mechanics, or fix bugs and glitches in the game. These updates can help to keep the game fresh and exciting for players, as well as attract new players who may have been hesitant to buy the game at launch.

Both DLCs and continued updates are effective ways to generate additional revenue from a VR game, as players who enjoy the base game are likely to be interested in purchasing additional content. This can help to extend the lifespan of the game and maintain interest over a longer period of time, ultimately resulting in more sales.

However, it is important for VR game developers to balance the creation of DLCs and continued updates with the resources available to them. Creating quality content takes time and effort, and it may not always be feasible to continue supporting a game long after its initial release. Developers should carefully consider the cost and effort required to create DLCs and continued updates, and ensure that they are sustainable in the long term.



# COMMUNITY BUILDING

Another way for VR developers to maintain a strong community after the release of their game is to leverage the advocacy of the fans of the game. Here are some ways to increase advocacy of the game:

- **Reward loyal fans:** Developers can reward loyal fans of the game by offering exclusive in-game items, early access to new content, or even special discounts on future DLCs or merchandise.
- **User-generated content:** Encouraging players to create their own content, such as mods, skins, or levels, not only helps to keep the community engaged, but it also creates opportunities for fans to become advocates for the game. Developers can showcase some of the best user-generated content on their official website or social media, and even include them in future updates or DLCs.
- **Community events:** Developers can organize community events such as meetups, tournaments, or even charity events to bring fans of the game together. These events not only help to build a sense of community, but they also create opportunities for fans to share their enthusiasm for the game with others.
- **Social media:** By sharing user-generated content and engaging with fans on social media, developers can create a sense of community and foster a more personal connection with their fans. Encouraging fans to share their experiences with the game on social media can also help to increase advocacy and reach a wider audience.



# COMMUNITY BUILDING

continued...

- **Referral programs:** Developers can also implement referral programs to incentivize fans to share the game with their friends and family. This can include offering rewards for successful referrals, such as in-game items or discounts on future purchases. By leveraging the advocacy of their fans, VR developers can create a more dedicated and enthusiastic community around their game.

There are a few off the shelf referral programs out there that help developers run these types of engagement including ReferralCandy, Friendbuy, Refersion, and Ambassador. Ultimately it depends on your game's budget, if money is a constraint consider giving in-game items to player advocates.

# THANKS!

Thanks for reading this guide.  
If you found it useful, please  
reach out to me.



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