

Cloudflare Workers for Gaming "Community"

Go-To Market Plan

Product Management Internship Application

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Product Definition

Cloudflare Workers for Gaming is meant to target the video game developing industry and aims to support developers in their content creation process. The platform itself already provides valuable functions and features that are time and cost-efficient for developers by means of scalability, security, and speed. Although those are all relevant pain-points that are being resolved, I will be focusing on a problem that exists in the Indie game developing market.

Indie developers are individuals or small teams which lack the support of large game publishing corporations. For this reason, they are more likely to utilize the most time and cost-efficient resources they can find online. As I researched client pain points, the most common and impactful complaint was the lack of marketing power and exposure to preferred audiences these developers received on traditional platforms.

Therefore, the focus of my plan will be an added feature on Cloudflare Workers that supports and leverages the power of Indie game developers. This feature will consist of a final Community component in which developers can post their games once completed, and have Gaming Influencers post video reviews in order to receive early access to new games.

By means of the reviews, Indie developers will experience an influx in exposure and interest from the appropriate users directly after the launch. This easy, convenient marketing solution will also guarantee their continual development on Cloudflare's servers.

Market Identification

The target markets include indie developers, gaming influencers, and video game players interested in the Indie games market. The indie developers market is very large and innumerable due to its accessible nature, however, roughly 200 notable developers behind famous video games have been from indie background. It is also valuable to know that the indie games market on its own comes to approximately a billion dollars per year.

When conducting actual market research, I would plan on understanding which type of gaming influencers would be interested in reviewing games on Cloudflare Workers for Gaming Community and what level of popularity and fanbase they are able to reach.

Competing markets such as YouTube or Twitch could impact the launch of Community, and could possibly be the reason for the platform's failure. A lot of video game players are loyal to influencers based on the platforms mentioned, however, changes in trends could impact their loyalty. Furthermore, Community brings a niche quality that is too specific for YouTube and Twitch's content, essentially creating an actual community for Indie game enthusiasts. Fresh and innovative games are always attractive and Community would have the advantage of revolving around new games being released by never-been-seen before developers.

User Personas

I decided to focus solely on Indie developers as they do not have the financial and technical support that comes from large game publishers. The main friction point experienced by this niche category was the lack of resources, time, or money to tackle marketing their games and gaining relevant exposure.

Developers would prefer to spend their time simply developing and marketing is just too difficult to navigate without the current knowledge of trends and tricks. Furthermore, traditional marketplaces such as iOS App Store are crowded with games developed by larger corporations and Indie developers don't have access to mildly popular influencers for support.

The influencers I would target for reviews would be mid-level popularity Gaming Influencers that are authentic and knowledgeable about both the gaming and social media industries.

Value Proposition

Since many stakeholders are involved in the Cloudflare Workers for Gaming Community, they all must find value in the platform in order to participate. For Indie developers, simple and efficient marketing is incentive enough to utilize the Cloudflare servers for their games. They would also have direct access to Influencer reviews that may not have ever been a possibility without the Community platform.

Providing Influencers with an incentive is trickier. I would plan to advertise Community as a way to make money off of video ads and quickly build a niche following—quicker than YouTube. For the more passionate, Influencers could be committed to Community due to their desire to get earliest access to innovative games and support the Indie developer community.

Market Test

The initial test will consist of getting a small group of Indie developers to launch their games on the prototype of Community. After the initial set of influencers post their video reviews for the games, feedback would be tracked and gathered by means of the comments section. Essentially, the ratio of negative to positive comments would provide an estimate of the players' opinions on the games and overall platform. Feedback will also be collected from influencers and developers in order to get a sense of where they are still experiencing pain points.

KPIs/Metrics

Post engagement is a valuable metric in the world of social media. Numbers of likes, comments, and views will be tracked to understand the preferences and level of acceptance from players. These metrics will be compared to the numbers that influencers commonly see on their videos on YouTube and/or Twitch. Although it may take a while to achieve, higher values of engagement on Community will indicate success.