# Marketing a VN - what Steam Greenlight Taught me

Start



#### My role:

**Writing** 

Marketing

Ren'Py

#### About me:

Grad student

Too many games on Steam, too little time

One person team...



#### Favourite games:

Bayonetta
Nier:Automata
Transistor
Devil May Cry games
Cognition: An Erica Reed Thriller
Black Closet









Visual Novel dev → Release!







Visual Novel dev → Release!





Game dev → Release!

Had to go through Steam Greenlight though.

Marketing...









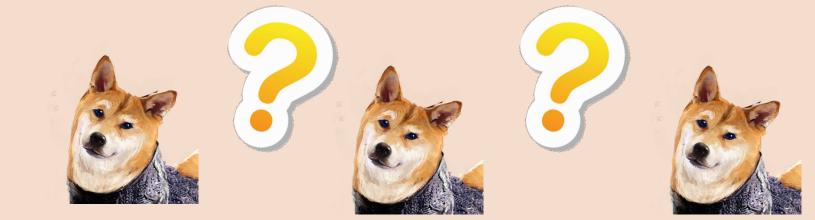












It's not always evident what to do.



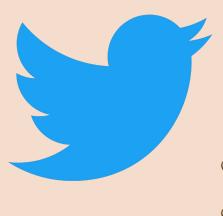
- Set up website
- presskit() http://dopresskit.com/
- List of journalists to contact tailor this!

http://www.pixelprospector.com/



- Managed Twitter
- Managed email







Managed Twitter Managed email







Managed Twitter Managed email







Managed Twitter



Managed email



Haven't used ads yet



Google Analytics



### What would I improve next time?!

Budget MORE TIME

& Keep in mind it's just me doing this...



# Questions?

