

GAME PROMOTION & MARKETING

COURSE 1 – INTRODUCTION

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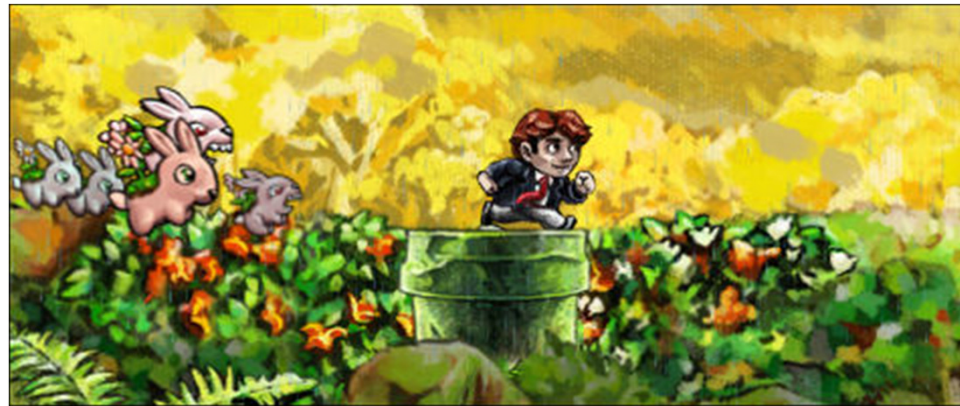
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Recap on the indie scene

Indie Scene History Recap

- In the late 90's and early 2000's, Hobbyists used to make simple games on PC for fun, those game where usually called **Doujin** games in Japan.
- In 2004, **Daisuke Amaya** (Pixel) makes the platform-adventure game **Cave Story** in his free time and decide to monetize on it. It's a huge success on the Wii eShop.
- A first wave of successful indie games appears soon after Cave Story (**Braid**, **Minecraft**, **Super Meat Boy**, **FEZ**).



Today's state of the indie scene

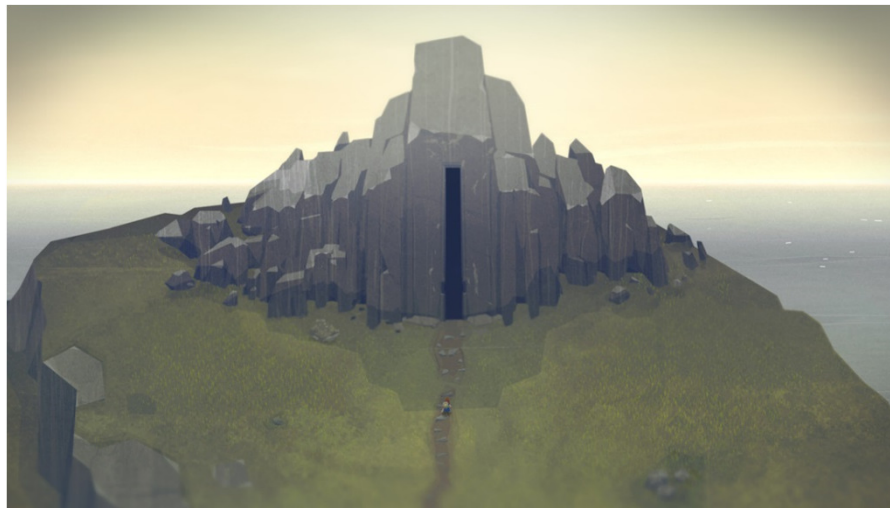
- Hundreds of new indie game company are created every year
- Indie devs can be **ex-employee of big companies** and **people new to the industry**
- **Sony, Microsoft, Nintendo** and even **Valve** are trying hard to partner with successful indie developers
- The indie scene is getting a little crowded (specially on the App Store)



What is an indie game?

A game is usually considered indie if...

- It is developed by **one person or a small team** (2 to 20)
- It is **not financially backed by a publisher**
- It has **little to no budget**
- The developers have complete **creative freedom**
- The developers have complete **ownership**



5 factors that helped the growth of indie games

- Commercial **game engine** and tools
- The **lack of diversity in triple A games**
- **Digital distribution** (PSN, Xbox Live Market Place, Nintendo eShop, Steam, the App Store)
- New **funding** options (Crowd funding, Alpha funding, Contest & Festival Prizes)
- **Social Medias for promotion** (Facebook, Twitter, Forums, etc.)



The stakeholders around your indie game

An Indie developer is aware of the stakeholders. Some potential stakeholders are:

- Publishers and private investors
- Retailers
- Intellectual property owners
- Distribution channels (console makers)
- Fans (consumers)
- The press
- Fellow developers

Indie life

WARNING / REMINDER:

Making an Indie game is **fun** but it also comes with **many risk and challenges**.

You need to be **passionate, entrepreneur and very independent!**



Indie developer risks

Making an indie game comes with **risks (and fears)** that indie developers face:

- Running out of money
- Running out of time
- Making a bad game
- Demotivation
- Depression

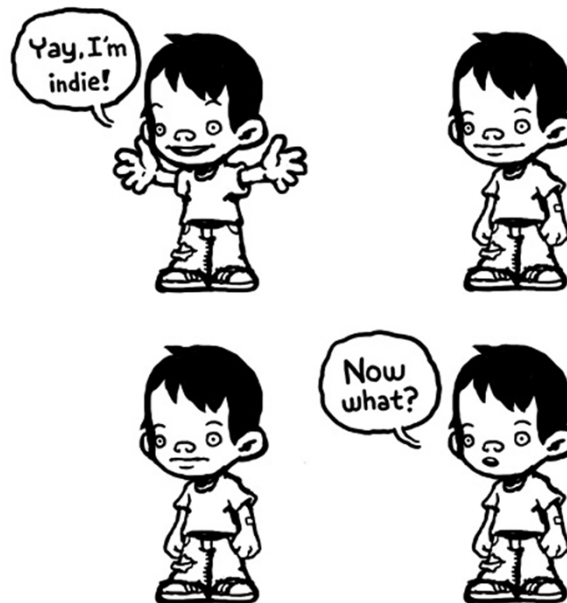
But we can dramatically reduce those risks if we are well prepared!

**This semester, we get down to business
(literally!)**

Welcome to the wonderful world of game business

This semester we will focus on the business side of making an indie game, specifically on the **marketing, promotion and funding** of an indie game.

We will study in depth key topics so that you can decide if it applies to your future game business strategy (ex. Kickstarter).



Topics we will discuss

Some of the topics we will cover in are:

- Making a budget for production and promotion
- Creating a prototype
- Doing a presentation for your game
- Using Social Medias (Reddit, Facebook, Twitter, etc)
- Crowdfunding & Alpha funding
- Making a company website and devblog
- Making a trailer
- Contacting the press
- Reaching out to distribution channels (Nintendo, Sony, Microsoft, etc.)
- Participating in gaming events

Note: Is there another subject you guys want to discuss?

Bibliographies

Dropbox link to course presentations:

<https://www.dropbox.com/sh/3zhrwn6nxrr5ywh/AACKUZSxAv30yzCH9qopVmlia>