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FACEBOOK

/GamersAnonymous
5751 users
GA Retro Community Group
550 users

- *Primary social media platform*
- *Largest audience*
- *Community Group presents huge opportunity*

STRENGTHS

- Big audience
- Provides numerous channels to reach community members
- Still has untapped potential
- Most consistently updated
- Easiest way for customers/community members to get ahold of GA online
- Consistently updated
- Provides information pertinent to customers
- Nearly universal good reviews
- Strong organic reach potential

WEAKNESSES

- Lacks consistent voice
- Audience demographically dominated by men 18-35 (57% of users)
- Quality of posts varies
- Events lack full coverage
- Lacks curated content
- Does not effectively lead community members/customers to GA website
- Minimal use of Facebook's ad targeting tools

OPPORTUNITIES
- Appealing to underrepresented demographics (notably women 18-24 and people 35-55)
- Taking advantage of Facebook's paid ad targeting and "dark" posts
- Growing the GA Retro Community Group and utilizing the naturally high organic reach of Facebook Groups to foster a bigger and stronger online community
- Featuring content from GA homepage
- Utilizing the high organic reach of Facebook "native" video
- Find compelling content from other publishers to share and community build

THREATS
- Potentially diminishing returns on investment in terms of time and money
- Facebook's ever-changing algorithm constantly moves the goalposts in terms of which content it favors organically
- Facebook could at any time choose to crack down on the use of groups by businesses and other for-profit organizations
- Could be used as a platform for dissatisfied community members

INSTAGRAM

- *Bridge between GA and Jon's personal social media accounts*
- *Second largest following of major social media platforms*
- *Among the fastest growing and most used social networks and presents a huge opportunity for additional reach*
- *Video games naturally lend themselves to visual content and storytelling*

STRENGTHS
- Decent followers/following ratio
- Frequent opportunities to create compelling posts
- Provides additional content for Facebook
- Connects Jon directly to GA's social media presence
- Does not rely on gimmicky or low-effort content to generate follows and likes

WEAKNESSES
- Photos are of inconsistent quality
- Posts are made at inconsistent frequencies
- Minimal and/or no contribution from other members of GA team
- Hashtag use is either too much or non-existent
- Could be better utilized for event promotion and coverage

TWITTER

@GARetro
168 followers
53 following
1442 tweets
76 likes

- *Least used of all major GA social properties*
- *Smallest audience*
- *Opportunity to become a leader among ABQ gaming and business Twitter users*

Gamers Anonymous
@GARetro

GARetro is part of Gamers Anonymous, the premiere Albuquerque location for those who love games. Any title, any system -- we just want to play it all!
Albuquerque, NM   garetro.com

53 FOLLOWING   **168** FOLLOWERS

| Tweets | Photos | Favorites |

Gamers Anonymous @GARetro   14h
Today marks 8 years of Jon owning Gamers Anonymous! To celebrate, this morning, we have donuts! Come by the East store to grab one & say hi!

STRENGTHS
- Consistently high impressions from existing audience
- Meaningful interactions with community/customers

WEAKNESSES
- Easily the weakest of maintained social media properties
- Inconsistent posting
- Lack of hashtag strategy
- No participation in wider discussions
- No content curation or link sharing from outside users
- Not utilized to share other GA content
- Little/no coverage of events

OPPORTUNITIES
- Could be used as a platform to lead a newly unified GA social strategy
- Twitter participation in Albuquerque is still low so this is a good time to lead the way in terms of what local businesses can do with Twitter as a platform
- Slight improvements and consistent strategy could make Twitter a valuable tool for communicating with the GA community much in the same way the GA FB group is used
- Reach users who are not on Facebook and unable to contribute to discussion via the GA group.

THREATS
- Few foreseeable threats
- Could be used as a platform for dissatisfied community members
- Difficult to use in multi-platform strategy (I.E. Twitter posts to Facebook don't do well on Facebook, Twitter refuses to display images when Instagram links are shared)

YELP

11 reviews
4.5 star avg review

- *Strong reviews but needs more of them*
- *The photos on the shop page are quality, but old*
- *Lacks outreach to reviewers, however that may not be entirely necessary*
- *Westside location lacks reviews and photos*
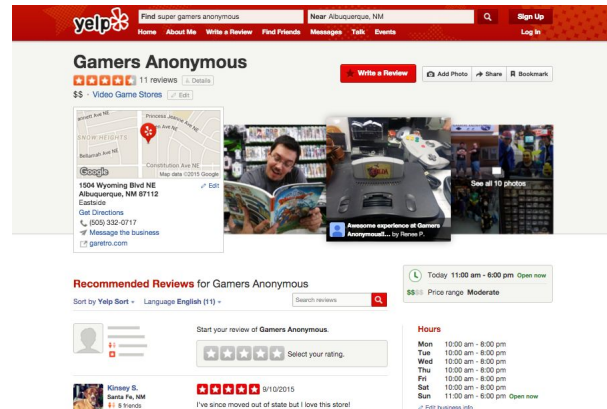
# GOOGLE +

10 users
20 reviews

- *Minimal reach*
- *Unpopular social network*
- *Good reviews*
- *Clean looking homepage*
- *Minimal apparent opportunities*
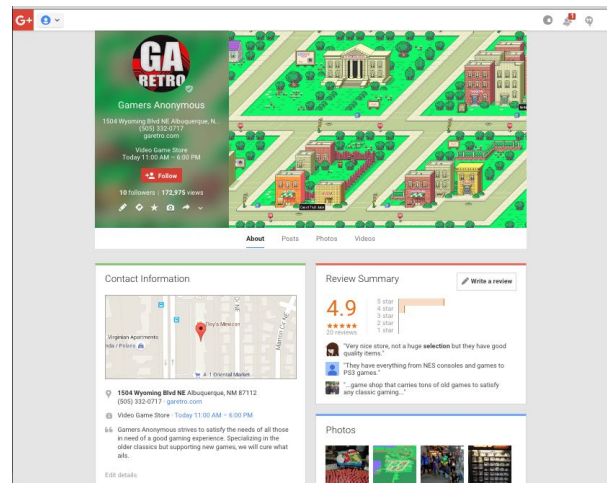
TWITCH

/GARetro
72 users

- *Most popular streaming platform in the world*
- *Fastest growing video service on the web*
- *Potentially a valuable resource for local gamers*
- *Small user base*
- *Lacks a clear strategy*
- *Many of streams lack clear lighting for player camera*
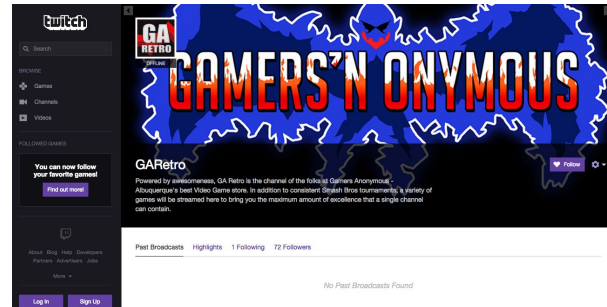
YOUTUBE

/Sackula
847 Subscribers
500k views

- *Second largest audience overall*
- *Ties Jon's personal brand/content to the GA brand*
- *Inconsistent production quality*
- *Many videos are too long*
- *Lacks consistency*
- *Channel homepage is sparse/incomplete*
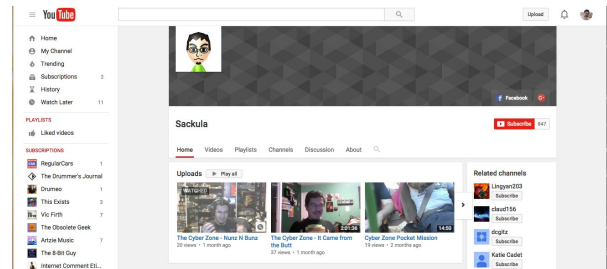
COMMUNITY MANAGEMENT AND CONTENT STRATEGY

STRATEGY GOALS:

A. Bring greater awareness to the Gamers Anonymous brand
    a. Grow social media audiences/followers
    b. Increase name recognition in the minds of potential customers/community members
B. Bring awareness of recent inventory acquisitions to drive sales and foot traffic at retail outlets
C. Reach larger audiences per post
D. Draw larger attendance numbers for events hosted and attended by GA
E. Establish GA social media as the best/easiest way to keep up with the New Mexico gaming community at large
F. Foster growth of the New Mexico gaming community
G. Establish GA as a reputable voice in the local/national/global gaming community

INITIATIVES, TO-DOS, AND GOALS BY PLATFORM

Platform	Initiatives and To-Dos	Goals
ALL NETWORKS	1. Implement more calls to action in order, especially for cross-network promotion 2. Adhere to a consistent posting frequency on per network basis 3. Formulate hashtag strategy for applicable networks and use it to attract new users and interact with a larger local/national/global audience 4. Implement stricter visual and presentation standards	1. Grow audience and the reach of the GA brand 2. Reach greater engagement and interaction for better WOM exposure and improved search engine ranking through link shares
FACEBOOK	1. Promote GA group 2. Identify demographics for ad-targeting and Facebook dark posts 3. Create ads (wording and maybe an image) 4. Choose certain content from youtube to upload natively to Facebook 5. Post more image content (Art, photos, photoshops, GIFs, etc.)	1. Raise the number of GA group by a target number/percentage per month 2. Bring in foot traffic via inventory updates 3. Cultivate an active community that participates in discussion and events, ultimately helping to grow the 4. Increase organic reach by utilizing more visual content (image/video)

ROADMAP TO SUCCESS:

- Unify GA digital marketing/community management so that all platforms serve strategy goals
- Create a content calendar to simplify the posting process and ensure consistent posting across all GA social media properties
- Identify relevant hashtags to find new users on applicable platforms
- Start monthly and/or quarterly tracking user numbers across all platforms
  - Identify key numbers that track the effectiveness of a specific tactics
- Streamline and improve existing content streams (YouTube, Facebook video, Instagram) to maximize reach and better engage users
- Experiment with ad targeting on Facebook, Twitter, and Instagram
- Identify and reach out to underserved demographics (E.G. female gamers, older retro/arcade gamers, parents of gamers and former gamers, etc.)
- Identify sources for curated content that appeals to the GA community
  - Blogs, Facebook pages, Youtube channels, traditional media outlets, etc.

APPENDIX A:

METHODS TO IMPROVE PHOTO AND PRODUCTION QUALITY

Easy ways to improve any photo:
- Good lighting is crucial, natural light is often the best, but any well diffused lighting will make for a good image
- Symmetry is often very appealing. Using the grid on your camera phone and the crop/rotate function of your photo editor will enable anyone to get a clean and even shot.
- Learn to edit photos in a basic editor such as AfterLight, VSCOcam, or even the more advanced features of Instagram.
- Avoid using the on body flash. The flash on board a cell phone or point and shoot camera will cause unpleasant direct lighting that often results in glare and washed out colors.
- Adjust your perspective to get more dramatic shots. Taking photos from standard adult heights often results in awkward and unappealing photo angles. Simply kneeling or moving the camera's angle lower will often result in photos that are more visually striking.
- Pick a subject for the photo and make sure that the subject is clearly represented.
- Make sure your photo subject is in focus, blurry photos are rarely visually appealing.
- Choose filters and editing options carefully. Editing cannot make a bad photo good, only a good photo better.
- Don't be afraid to crop out elements that detract from the subject of the photo, but it is always better to take a photo that doesn't need to be cropped.

Examples:

Poor Lighting and Composition	Workable Lighting and Correctly Cropped	Good Lighting and Composition

Uncropped	Cropped

Easy Ways to Make YouTube/Facebook Videos More Engaging:

- Make sure every video has an intro, main topic, and outro.
- Introduce hosts and guests in every video
- Use a basic/loose script to organize thoughts for impressions/reviews, and make a basic list of topics for talk show/podcast style content
- Use outro to as a platform to make calls to action. Ask users to Like/Comment/Subscribe at the end of each video. Asking users to post their opinions to the comment section is a good way to cultivate community.
- Use annotations to link to past videos,drive subscriptions, or even link viewers to other GA social media accounts
- Try to find guests to interview or share their thoughts during impressions/review videos.
- Keep videos to a short and watchable length. Impressions/reviews should aim to stay under 5 minutes and talk show/podcast style content should aim to be between 20-45 minutes. Shorter videos are easier for users to commit to. 44% of users stop watching videos within the first 50 seconds so getting them engaged in the first 30 is crucial.
- Minimize dead air time.
- Ensure that backgrounds are clean and well-lit.
- Any improvement to audio/visual quality goes a long way toward keeping audiences engaged.
- Choose appropriate platforms for a given video. Twitch is great to live stream a talk show/podcast or a play through. YouTube is good for best for short and medium-form content, but can also work for long-form. Facebook works best for short-form content, etc.
- As with photos, lighting, perspective, and focus are all very important.

APPENDIX B:

PHOTO AND PRODUCTION EXAMPLES

Photo

Here are some examples of engaging, gaming-related photos. With a couple of adjustments to current procedure (as illustrated in Appendix A), it would be very easy to create this sort of photo for use on social media, which would take advantage of both audience preference for visual content and the already visual nature of the gaming industry.

(The below photos are for demonstration purposes only and cannot be used outside of this document)

A.

Dramatic angle and lighting help to exaggerate the elegant industrial design of the PSOne

Source:
http://gameiplayedtoday.tumblr.com/post/110641753777

B.

Even something as simple as posing products in a clean space and good lighting can help to make taking appealing, symmetrical photos easy

Source:
http://41.media.tumblr.com/8cc81dbef241e3667d370e2fc9d36
848/tumblr_o08jqtM8vl1u0rseao3_500.jpg

C.

Collections of similar products, or products all from the same game/series can be an easy way to showcase the variety of inventory at retail outlets

Source:
http://cipater.net/post/136292438929/my-brand-new-proplica-crystal-star-and-all-of-my

D.

Another variation on the image above

Source:
http://cipater.net/post/136292438929/my-brand-new-proplica-crystal-star-and-all-of-my

E.

A simple close-up of a GBA cart illustrates the appeal of it's small and simple packaging

Source:
http://gameiplayedtoday.tumblr.com/post/110549108405

F.

If good packaging is available, finding a way to pose it with the product is a classic way to appeal to both online audiences and shoppers

Source:
http://therarityisrare.tumblr.com/post/57631014608

G.

A simple, well-lit photo of classic consoles in the home can remind viewers fondly of a bygone era. At the least this will inspire them to like the photo, at best they'll come in to experience the joy first hand.

Source:
http://imx-doomer.tumblr.com/post/130768027198/source

Video

The following are episodes of YouTube shows from other niche content creators. They provide many examples of how to make effective and compelling videos that engage users and build communities.

Regular Car Reviews: Audi S4

Regular Car Reviews treats the cars it reviews as a primary source and looks at the car from a different angle. They usually only review very mundane and everyday cars. While this could be boring, their off-color humor and painful honesty set them far apart from other car shows on YouTube.

https://www.youtube.com/watch?v=Z_QnyfEokg8

The Needle Drop: The 10 Worst Songs of my Adolescence

Anthony Fantano, self-proclaimed "Internet's Busiest Music Nerd," is both very popular and very controversial among music lovers on the internet. This position has garnered him a large audience and a very active comments section.

https://www.youtube.com/watch?v=xyhscQPm5a8

Idea Channel - Does Pokemon Start After a Massive War?

Idea Channel, by PBS Digital, is Mike Rugnetta's weekly topic exploration show that tackles everything from philosophy to video games, sometimes both at the same time. The show enjoys a small cult following and is among the highest quality educational shows on YouTube.

https://www.youtube.com/watch?v=gZI5dOyMYgs

Game/Show - Why Does Mario's Jump Feel So Awesome?

Game/Show is another weekly show by PBS Digital. Hosted by Jamin Warren of KillScreen.com, Game/Show (much like Kill Screen) explores big ideas in the world of gaming that many traditional journalists often neglect to explore. Jamin's work is proof that there is a audience

https://www.youtube.com/watch?v=z2oV2DQ2dEA

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