

THEORYCRAFT

Pixel Perfect Plans:
Crafting Game Marketing Plans that Attract Investors



ABOUT ME

Linked 

[linkedin.com/in/nickmellis](https://www.linkedin.com/in/nickmellis)



nick@theorycraftmarketing.com



NickEllis#4989





THEORYCRAFT

USPs & Business Units



BESPOKE CONSULTATIVE
APPROACH



AN EXTENSION OF YOUR
MARKETING TEAM



GLOBAL COMPANY
FOOTPRINT & EXTENSIVE
EXPERIENCE



STRONG PARTNERSHIPS
WITH GAMING PUBLISHERS
& SITES



MEDIA BUYING
Online/Offline/Influencers



INSTANT INTEGRATION &
ONBOARDING



CREATIVE PRODUCTION



AD-TECH SOLUTIONS



Our Offices

Global Reach



LONDON



HAMBURG



MUMBAI

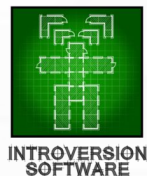


SINGAPORE



Selected Clients

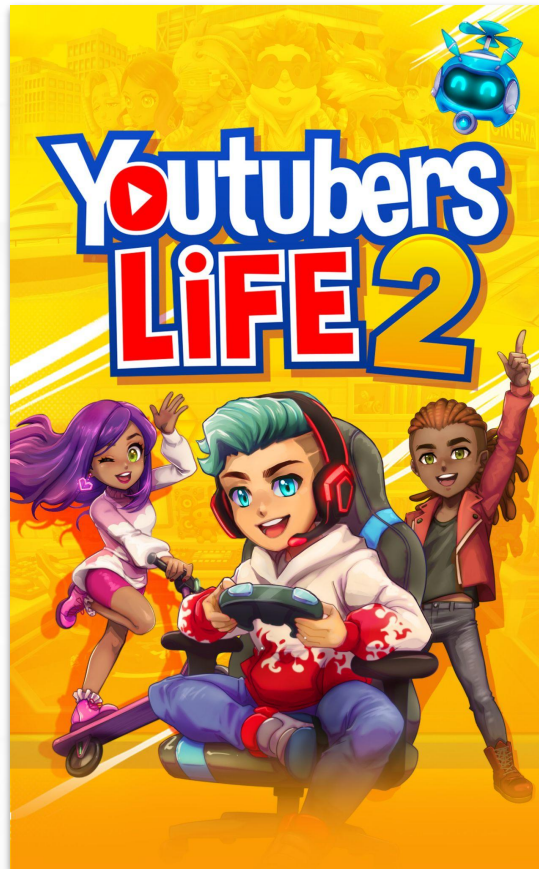
A selection of our beloved clients



Selected Projects



 Selected Projects



Importance Of A Marketing Plan

Demonstrates Business Strategy

A marketing plan helps potential investors to understand your business strategy and how you plan to achieve your goals. It shows them that you have a clear idea of your target market, your product or service offering, your unique selling proposition, and your competitive advantage.



Shows Potential ROI

A marketing plan outlines the expected results of your marketing efforts, including click throughs, Steam traffic, and wishlist/customer acquisition. This can help investors to assess the potential return on their investment and make informed decisions about whether to invest in your business.

Importance Of A Marketing Plan

Identifies Risks & Challenges

A marketing plan also includes an analysis of the market, competition, and potential risks and challenges. By addressing these factors, you demonstrate to investors that you have a realistic view of the market and have considered potential obstacles and how to overcome them.



Helps Measure Progress

A marketing plan includes specific goals and objectives, as well as a timeline for achieving them. This allows investors to monitor your progress and see how your marketing efforts are contributing to the growth of your business.

Overview



**Understanding Your
Game and Audience**



The Media Plan



Defining Your Media Plan



Measurement



**Best Practices &
Benchmarks**



Conclusion





UNDERSTANDING YOUR GAME AND AUDIENCE



UNDERSTANDING YOUR GAME AND AUDIENCE



UNDERSTANDING YOUR GAME AND AUDIENCE

USPs

Differentiation

In a crowded gaming market, having a clear USP sets your game apart from the competition. It helps you differentiate your game from similar titles and makes it easier for potential players to identify what makes your game unique.

Target Audience

Knowing your USP can help you define your target audience. When you understand what makes your game different, you can determine who is most likely to appreciate those differences.



UNDERSTANDING YOUR GAME AND AUDIENCE

USPs

Marketing

Your USP helps you develop marketing strategies that speak to your game's strengths. When you know what sets your game apart, you can create advertising campaigns and other promotional materials that highlight those unique features.



Design Decisions

Knowing your game's USP can also influence design decisions. When you understand what makes your game unique, you can tailor the gameplay, storyline, and other elements to emphasise those features.

UNDERSTANDING YOUR GAME AND AUDIENCE



COMPETITOR RESEARCH



UNDERSTANDING YOUR GAME AND AUDIENCE

COMPETITOR RESEARCH



Social Media Listening

Use social media listening tools like **Hootsuite Insights** or **Brandwatch** to monitor what your competitors are saying and what their audience is saying about them on social media. This can help you understand their marketing tactics, their engagement levels, and how they are resonating with their audience.



Competitor Analysis Tools

Use competitor analysis tools like **SEMrush**, **Ahrefs**, or **SimilarWeb** to track your competitors' website traffic, search engine rankings, and advertising efforts. This can help you understand their online presence, their target audience, and the keywords they are using to rank high in search engine results.



Email Marketing Analysis

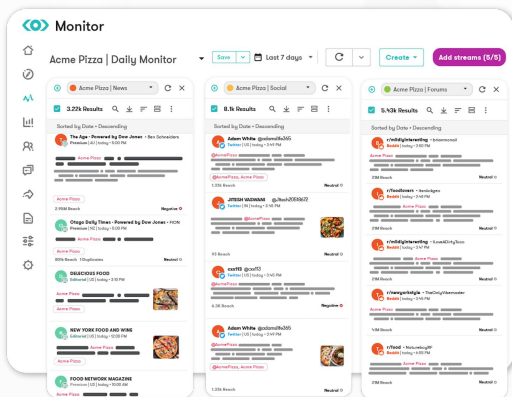
Sign up for your competitors' email newsletters and promotions to see how they are using email marketing to engage with their audience. You can use tools like **Mailchimp** or **Constant Contact** to monitor their email campaigns and see what kind of content they are sending.

UNDERSTANDING YOUR GAME AND AUDIENCE

COMPETITOR RESEARCH

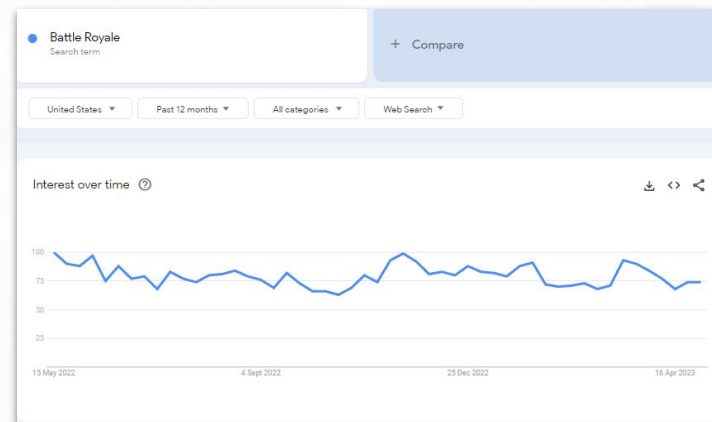
Public Relations Monitoring

Use media monitoring tools like **Meltwater** or **Google News** to monitor your competitors' public relations efforts. This can help you stay informed of any press coverage they are receiving and what messages they are promoting in the media.



Content Analysis

Analyze the content your competitors are creating and sharing online, such as blog posts, videos, and infographics. Use tools like **BuzzSumo** or **Google Trends** to identify popular topics and keywords in your industry, and see how your competitors are addressing them.



UNDERSTANDING YOUR GAME AND AUDIENCE



AUDIENCE TARGETING RESEARCH



UNDERSTANDING YOUR GAME AND AUDIENCE

AUDIENCE TARGETING RESEARCH



Analytics tools

Use analytics tools like **Google Analytics** or **Adobe Analytics** to collect data on your website visitors. You can gather demographic information such as age, gender, and location, as well as information on their behavior, such as pages visited and time spent on your site. This data can help you identify your audience segments.

Social Media Insights

Use social media analytics tools like **Facebook Insights** or **Twitter Analytics** to gather data on your social media followers. You can gather information on their demographics, interests, and behaviors, as well as see which types of content they engage with most. This can help you identify which segments of your audience are most active on social media.



Surveys & Polls

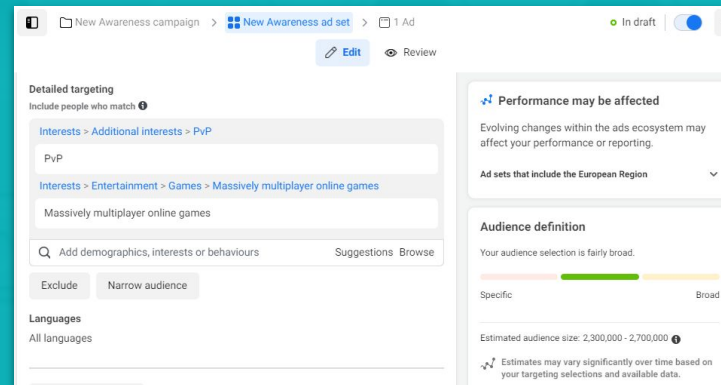
Conduct surveys and polls to gather feedback from your audience on their interests, preferences, and behaviors. You can use tools like **SurveyMonkey** or **Google Forms** to create and distribute surveys. This data can help you identify audience segments based on their responses.

UNDERSTANDING YOUR GAME AND AUDIENCE

AUDIENCE TARGETING RESEARCH

Keyword research

Use keyword research tools like **Google Keyword Planner** or **Ahrefs** to identify the search terms your target audience is using. This can give you insight into their interests and needs, which can help you identify audience segments.



Once you have gathered data on your audience, you can use segmentation strategies such as demographic, psychographic, or behavioural segmentation to group your audience into different segments.

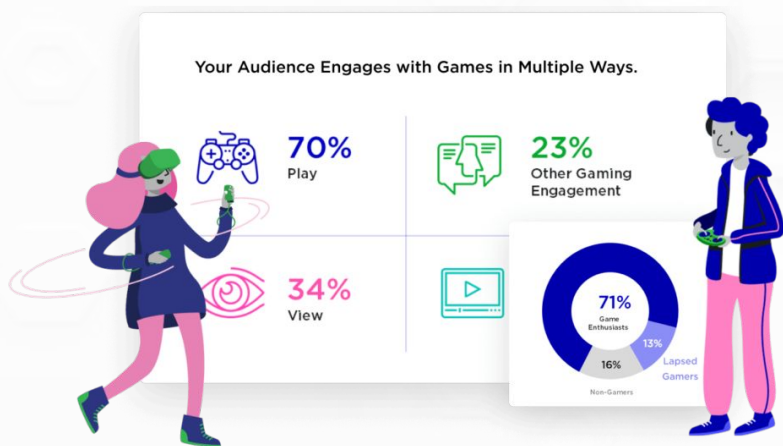
Then you can use this data to find audiences on Facebook. Create segments (similar games, genre, general) to then see the audience sizes in specific geos.

You can then create targeted marketing messages and campaigns for each segment based on their unique characteristics and interests.

UNDERSTANDING YOUR GAME AND AUDIENCE

AUDIENCE TARGETING RESEARCH

Use External Sources:



GameAnalytics



Steam Data Suite



newzoo

GWI.

VGI Video
Game
Insights



A dark, atmospheric space scene featuring a large, glowing nebula in shades of blue and orange. In the foreground, the silhouettes of astronauts in space suits are visible, along with various pieces of spacecraft equipment and control panels. The overall mood is mysterious and futuristic.

DEFINING YOUR MEDIA PLAN

DEFINING YOUR MEDIA PLAN



DEFINING YOUR MEDIA PLAN

INTRO



MEDIA PLAN



PITCH DECK



AUDIENCE
SEGMENTATION

DEFINING YOUR MEDIA PLAN



PAID MEDIA CHANNELS



DEFINING YOUR MEDIA PLAN

TWITTER



According to Twitter, there are over 1 billion gaming tweets per month on the platform.

83% of Twitter users who follow gaming are likely to purchase a video game in the next 6 months.

Twitter reports that gaming is one of the top 5 interests among its users.

Twitter's ad engagement rates for the gaming industry are 96% higher than the average for all industries on the platform.



DEFINING YOUR MEDIA PLAN

TWITTER

PROs

1. Targeting

Flexible targeting. Able to retarget from impressions and video views/engagements

2. Cost-effective pricing

Flexible pricing options, including cost-per-engagement (CPE) / cost-per-click (CPC), which can help you control your advertising costs and achieve a better ROI

3. Detailed analytics and insights

Detailed analytics and insights into the performance of your ad campaigns. You can track metrics such as impressions, clicks, conversions, and engagement rates, as well as demographic data and user behaviour

CONs

1. Limited Ad Formats

While Twitter offers several ad formats, including promoted tweets, promoted accounts, and promoted trends, the platform is more limited in terms of creative options compared to other social media platforms

2. Limited Audience Size

Twitter's user base is smaller on Desktop than that of other social media platforms like Facebook or Instagram, which can limit the reach of your advertising campaigns

3. Ad Fatigue

Twitter users are often exposed to a high volume of ads, which can lead to ad fatigue and decrease the effectiveness of your advertising campaigns over time. It's important to refresh your ad creative regularly and avoid bombarding users with too many ads

DEFINING YOUR MEDIA PLAN

META



Facebook has over 700 million gamers on its platform, making it one of the largest gaming communities in the world.

According to Facebook, 52% of gamers on the platform are women, and the average age of a Facebook gamer is 37.

In a survey conducted by Facebook, 67% of gamers said they discovered a new game on Facebook, and 56% of gamers said they discovered a new game on Instagram.

Instagram is also a popular platform for gamers, with over 500 million people using Instagram Stories to discover new games.

Instagram's ad engagement rates for the gaming industry are 23% higher than the average for all industries on the platform.



DEFINING YOUR MEDIA PLAN

META

PROs

1. Wide Audience Reach

Combined user base of over 3 billion people

2. Precise Targeting Capabilities

Can leverage Facebook's extensive user data to create custom audiences based on various criteria, such as interests, behaviours, or demographics

3. Creative Flexibility

Meta's ad platform offers a wide range of ad formats, including video, carousel, slideshow, and image ads. This flexibility allows advertisers to create visually appealing and engaging ads that can capture the attention of their target audience.

CONs

1. Ad Fatigue

As social media platforms become more saturated with ads, users may become less responsive to them, leading to ad fatigue

2. Cost

Costs can vary depending on factors such as competition, targeting options, and ad format. If an advertiser is not careful with their targeting and bidding strategy, they may end up overspending their budget without seeing the desired results

3. Ad Approval Process

All ads must go through an approval process before they can be published, which can take time and potentially delay the launch of a campaign. Advertisers must ensure that their ads comply with Meta's advertising policies, which can be strict and can limit the creativity and messaging of the ads

DEFINING YOUR MEDIA PLAN

REDDIT



Reddit is a popular platform for gamers, with over 1.7 million subreddits dedicated to gaming.

Gaming is one of the most popular categories on the platform, with over 430 million monthly active users engaging with gaming content.

The average gaming subreddit has over 100,000 subscribers, and some of the largest gaming subreddits have over 2 million subscribers.

Reddit's user base is primarily male and younger, with 59% of users being male and 44% of users being between the ages of 18-29.

In a survey conducted by Reddit, 78% of gamers said they go to Reddit for gaming news, and 72% said they go to Reddit for gaming discussions.



DEFINING YOUR MEDIA PLAN

REDDIT

PROs

1. Engaged & Dedicated Audience

Reddit's audience is known for being highly engaged and dedicated to their interests

2. Cost-Effective Advertising

Reddit's advertising platform is known for being cost-effective, with lower CPMs compared to other social media platforms

3. Unique Advertising Formats

Reddit offers a range of unique and creative advertising formats that can help advertisers capture users' attention and engagement. For example, Reddit's sponsored posts appear in users' feeds and look like regular posts

CONs

1. Limited Reach

While Reddit has a highly engaged and dedicated user base, it has a smaller audience compared to other social media platforms

2. Negative User Perception

Reddit has a reputation for being a platform that is hostile towards advertisers and can be suspicious of marketing efforts

3. Limited Ad Targeting

While Reddit's advertising platform offers some targeting options, it is not as robust as other social media platforms

DEFINING YOUR MEDIA PLAN

TIK TOK



TikTok has over 1 billion active users worldwide, with a significant portion of the user base being younger audiences.

Gaming content is popular on TikTok, with several gaming-related hashtags, challenges, and dances going viral on the platform.

According to TikTok, 46% of its users are between the ages of 16-24, making it a great platform for reaching younger gamers.

69% of gamers said they use the platform to discover new games, and 63% said they use TikTok to keep up with the latest gaming news.

Gaming creators on TikTok have amassed large followings, with some creators having over 1 million followers.



DEFINING YOUR MEDIA PLAN

TIK TOK

PROs

1. Highly Engaged User Base

Highly engaged user base that spends an average of 52 minutes per day on the app

2. Growing User Base

Explosive growth in recent years and has become one of the most popular social media platforms worldwide

3. User-Generated Content

TikTok is known for its user-generated content, with many users creating and sharing their own videos. This presents an opportunity for advertisers to create campaigns that leverage the power of user-generated content

CONs

1. Limited Ad Format Options

While TikTok's ad platform offers a range of creative ad formats, it is still limited compared to other social media platforms

2. Potential Brand Safety Concerns

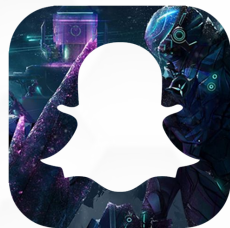
TikTok has faced scrutiny in the past over its content moderation practices and has been accused of hosting inappropriate or offensive content

3. Limited Relevance to PC Gamers

While TikTok has a large and growing user base, it may not be as relevant to PC gamers specifically. Many PC gamers may not spend as much time on mobile devices compared to other platforms such as Twitch or YouTube

DEFINING YOUR MEDIA PLAN

SNAPCHAT



Snapchat is a popular platform for mobile gaming, with over 100 million Snapchatters playing games on the platform each month.

The gaming category has grown 2.5x in the past year, making it a growing opportunity for gaming companies.

57% of gamers said they use the platform to keep up with the latest gaming news, and 51% said they use Snapchat to discover new games.

Snapchatters who play games on the platform spend an average of 30 minutes playing games each day.



DEFINING YOUR MEDIA PLAN SNAPCHAT

PROs

1. Younger Demographic

Majority of users between the ages of 13 and 34. This presents an opportunity for advertisers to reach a key demographic and potentially build brand loyalty and awareness among younger consumers

2. Brand Safety

Snapchat has a relatively strong track record when it comes to brand safety, with strict policies in place to prevent the spread of misinformation, hate speech, and other harmful content

3. Sequential Storytelling

Snapchat's Stories feature allows users to create a chronological series of Snaps that can be viewed by their followers for 24 hours. This presents an opportunity for advertisers to tell a sequential story over time

CONs

1. Limited Targeting Options

Snapchat's targeting options are more limited in scope and precision compared to other social media platforms

2. Limited Analytics

While Snapchat's ad platform only offers some basic analytics and reporting tools

3. Limited Relevance to PC Gamers

Snapchat is primarily a mobile app, and many PC gamers may not spend as much time on mobile devices compared to other platforms such as Twitch or YouTube

DEFINING YOUR MEDIA PLAN

SEARCH



Gaming-related searches have grown 75% YoY, with mobile gaming being the fastest-growing segment.

Searches related to PC gaming have grown 35% YoY, with a significant increase in searches for gaming laptops and accessories.

Google is the largest search engine in the world, with over 90% market share, making it a crucial platform for gaming companies to reach a large audience.

82% of PC gamers said they use search engines to research and learn about games, and 73% said they use search engines to discover new games.

Gaming-related searches on Google peak around the holiday season, with searches for "video game deals" increasing by over 150% in November and December.



DEFINING YOUR MEDIA PLAN

SEARCH

PROs

1. Targeted Reach

Highly targeted, allowing advertisers to reach consumers who are actively searching for specific products

2. Measurable Results

Highly measurable, providing advertisers with detailed insights into campaign performance and ROI

3. Cost-Effective

Cost-effective, with advertisers only paying when users click on their ads or take other desired actions

CONs

1. High Competition

Many businesses use search advertising, making it a highly competitive advertising channel. This can result in high bid prices and limited ad inventory

2. Limited Creative Opportunities

Search ads typically have limited space for creative messaging and visuals, which can make it difficult for gaming companies to effectively communicate their game or differentiate themselves from competitors

3. Dependence on Search Algorithms

Search campaigns are dependent on search algorithms, which are constantly changing and evolving

DEFINING YOUR MEDIA PLAN

YOUTUBE



According to YouTube, over 200 million logged-in users watch gaming content on the platform every day.

Gaming is one of the most popular categories on YouTube, with gaming videos and streams consistently ranking among the most-watched content on the platform.

In a survey conducted by YouTube, 68% of gamers said they watch gaming videos on YouTube to learn new strategies and techniques, while 62% said they watch gaming videos to discover new games.

Gaming videos and streams on YouTube have high engagement rates, with the average watch time for gaming content being over 22 minutes.



DEFINING YOUR MEDIA PLAN

YOUTUBE

PROs

1. Large and Engaged Audience

Over 2 billion monthly active users, making it one of the largest and most engaged video-sharing platforms in the world

2. Highly Targeted & Measurable

Reach specific audiences based on factors such as demographics, interests, and behaviours, keywords and videos watched

3. Brand Awareness

Can be highly effective for building brand awareness and creating a strong brand identity

CONs

1. Skippable Ads

Skippable ads can be a cost-effective way to reach audiences, however they also run the risk of being skipped before the advertiser's message can be fully conveyed

2. Competition

Larger brands with more resources may be able to outspend smaller advertisers and dominate certain niches or industries

3. Ad Placement

Limited control over where their ads are placed on YouTube. While YouTube does offer targeting options, such as demographics and interests, ads can still be placed alongside unrelated or inappropriate content

DEFINING YOUR MEDIA PLAN

DISPLAY DSP



43% of mobile gamers said they have clicked on a mobile gaming ad in the past month, and 70% said they have downloaded a game after seeing an ad for it.

Gaming-related display ads have a high click-through rate (CTR), with an average CTR of 0.17% for gaming ads compared to the industry average of 0.05%.

The United States is the largest market for display advertising, accounting for approximately 40% of global spending on display ads.

Roughly 2.4 billion people worldwide will be exposed to display advertising.



DEFINING YOUR MEDIA PLAN

DISPLAY DSP

PROs

1. Targeting Capabilities

Highly sophisticated targeting options, which can help advertisers to reach specific audiences more effectively

2. Ad Creative Flexibility

High degree of flexibility and control over ad creative. Advertisers can use a wide range of ad formats, such as static or animated banners, video ads, native ads, and more

3. Wide Reach

Reach a wide range of users across different websites, apps, and devices

CONs

1. Ad Fraud

Vulnerable to ad fraud, which is the practice of generating fake impressions or clicks on ads to generate revenue

2. Ad Blindness

Can suffer from ad blindness, which is the tendency of users to ignore or overlook ads on websites and apps

3. Ad Placement Control

May not always provide complete control over where ads are placed

DEFINING YOUR MEDIA PLAN

DIRECT BUYS



Direct campaigns have an average viewability rate of 68%, compared to 55% for open exchange campaigns.

Direct campaigns were 17% cheaper than open exchange campaigns on average.



DEFINING YOUR MEDIA PLAN

DIRECT BUYS

PROs

Targeted Placement

More control over ad placement

Brand Safety

Greater brand safety than programmatic advertising, as advertisers can vet publishers and ensure that their ads are displayed on reputable and relevant websites or apps

Negotiated Pricing

Allows advertisers to negotiate pricing directly with publishers

CONs

Limited Reach

Offers limited reach compared to programmatic advertising, as advertisers can only reach audiences on specific websites or apps

Time-Consuming

Can be time-consuming, as advertisers need to negotiate pricing and placement with publishers

Fixed Pricing

Direct buy display advertising typically involves fixed pricing, which can limit flexibility and make it difficult to adjust campaigns based on performance.

DEFINING YOUR MEDIA PLAN

TWITCH



Twitch is the leading live streaming platform for gaming, with over 30 million daily active users and 9.5 million average concurrent viewers as of 2022.

In 2021, Twitch's global ad revenue was estimated to reach \$1.27 billion, with 76% of that revenue coming from video ads.

Twitch video ads drove 50% higher purchase intent compared to TV ads and 32% higher purchase intent compared to other digital platforms.

43% of esports viewers tune in to Twitch to watch live tournaments and events.



DEFINING YOUR MEDIA PLAN

TWITCH

PROs

Engaged Audience

Twitch has a highly engaged audience that spends a lot of time on the platform

Creative Flexibility

Includes a range of ad formats, including pre-roll, mid-roll, and display ads, as well as sponsored content and product placements

Competitive Advertising Rates

Flexible pricing models, (CPM, CPC, CPCV), which can help advertisers optimise their campaigns for their specific goals and budget

CONs

Ad Blocking

Many Twitch users are tech-savvy and may be using ad-blocking software

Saturation and Competition

The platform has become increasingly saturated with advertisers and competition for ad space can be fierce

Limited Targeting Options

Twitch's targeting options are somewhat limited compared to other advertising platforms

DEFINING YOUR MEDIA PLAN

INFLUENCERS



70% of teens say they trust influencers more than traditional celebrities, and 86% of women turn to social media before making a purchase.

The gaming industry is expected to spend \$8.2 billion on influencers by 2024.

The gaming industry was the second-largest spender on influencer marketing, accounting for 20% of the total spend.

70% of Gen Z and millennial gamers follow gaming influencers on social media.

56% of gamers have purchased a game or in-game item after seeing it promoted by an influencer.

The most popular platforms for gaming influencers are YouTube and Twitch, with 94% and 67% of gaming influencers using these platforms, respectively.



DEFINING YOUR MEDIA PLAN

INFLUENCERS

PROs

Authenticity

Advertisers can tap into influencer followers' trust and loyalty, which can translate into increased sales and brand awareness

Access to Niche Communities

Gives you the ability to tap into the vast array of niche communities in gaming

Influencers can provide valuable content

Influencers are often content creators themselves, so by working with them, you can gain access to their creative skills and expertise

CONs

High cost

Working with influencers can be expensive, particularly if they have a large following or are well-known in their field

Lack of control

When working with influencers, businesses are essentially entrusting their brand and reputation to someone else

Brand Safety

There's a risk of partnering with influencers who may harm your brand image due to their past actions or behaviour



BEST PRACTICES

BEST PRACTICES



BEST PRACTICES CAMPAIGN GEOS

	Market	Revenue (USD)	Players
1.	 China	45.8B	744.1M
2.	 United States	45.0B	209.8M
3.	 Japan	20.0B	77.1M
4.	 South Korea	7.9B	34.1M
5.	 Germany	6.6B	49.5M
6.	 United Kingdom	5.5B	38.5M
7.	 France	4.1B	38.8M
8.	 Canada	3.4B	22.0M
9.	 Italy	3.0B	36.1M
10.	 Brazil	2.6B	102.6M

BEST PRACTICES CAMPAIGN GEOS

Age
18 ▼ 35 ▼
Selecting an audience under 18 will limit your targeting options to some locations and age. [Learn more](#)

Gender
All genders

Detailed targeting
Include people who match ⓘ

Interests > Entertainment (leisure) > Games (leisure)

Massively multiplayer online games (video games)

Q Add demographics, interests or behaviours Suggestions Browse



Audience definition
Your audience selection is fairly broad.

Specific Broad

Estimated audience size: 13,000,000 - 15,300,000 ⓘ

⚡ Estimates may vary significantly over time based on your targeting selections and available data.



Audience definition
Your audience selection is fairly broad.

Specific Broad

Estimated audience size: 2,200,000 - 2,600,000 ⓘ

⚡ Estimates may vary significantly over time based on your targeting selections and available data.



Audience definition
Your audience selection is fairly broad.

Specific Broad

Estimated audience size: 3,600,000 - 4,300,000 ⓘ

⚡ Estimates may vary significantly over time based on your targeting selections and available data.



Audience definition
Your audience selection is fairly broad.

Specific Broad

Estimated audience size: 2,800,000 - 3,300,000 ⓘ

⚡ Estimates may vary significantly over time based on your targeting selections and available data.



Audience definition
Your audience selection is fairly broad.

Specific Broad

Estimated audience size: 7,400,000 - 8,700,000 ⓘ

⚡ Estimates may vary significantly over time based on your targeting selections and available data.



Audience definition
Your audience selection is fairly broad.

Specific Broad

Estimated audience size: 81,600,000 - 96,000,000 ⓘ

⚡ Estimates may vary significantly over time based on your targeting selections and available data.

BEST PRACTICES CAMPAIGN GEOS



Dive Into Current
Player Data

Publisher Account

Countries by paying users

Country breakdown

Country	Unique users
USA	3,665
United Kingdom	476
Canada	365
Australia	336
Germany	254
France	115
China	67
Netherlands	41
Italy	24

Google Analytics

Users by Country over time

Country	Users	Visits	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Conversion rate	Goal completions	Goal conversion rate
1 United States	102,760	487,844	40,349	24.23%	0.24	0m 56s	22,882	1,000,000	67%
2 United Kingdom	16,976	84,828	3,294	11.64%	0.13	0m 56s	19,244	11,800	161.36%
3 Germany	3,623	14,544	2,448	51.47%	0.13	0m 56s	19,276	74.90	321.76%
4 Canada	3,595	3,338	2,472	35.71%	0.69	0m 56s	92,395	71.90	32,24.30%
5 France	2,000	1,502	1,202	51.40%	0.76	0m 56s	40,194	47.90	32,07.94%

Steam Data Suite

Performance by country

Country	Users	Visits	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Conversion rate	Goal completions	Goal conversion rate
1 United States	102,760	487,844	40,349	24.23%	0.24	0m 56s	22,882	1,000,000	67%
2 United Kingdom	16,976	84,828	3,294	11.64%	0.13	0m 56s	19,244	11,800	161.36%
3 Germany	3,623	14,544	2,448	51.47%	0.13	0m 56s	19,276	74.90	321.76%
4 Canada	3,595	3,338	2,472	35.71%	0.69	0m 56s	92,395	71.90	32,24.30%
5 France	2,000	1,502	1,202	51.40%	0.76	0m 56s	40,194	47.90	32,07.94%

BEST PRACTICES



BEST PRACTICES



BEST PRACTICES

BUDGET



Define Your Goals

Are you trying to increase website traffic, generate wishlist, or drive sales?
How many people do you want to reach?
How many wishlists?

Data Gathering

General rule of thumb is to spend at least \$20/day on an ad set to generate enough click data to optimise and let channels learn.

Channels

You can assign the % of the spend for each beat accordingly based on the audience size. You don't want to be hitting too high of a frequency and generate ad fatigue if the audiences are too small.

*(The general principle is that your target audience needs to see your ad between **5 to 20** times for it to be effective.)*

Social Proofing

Unless you are doing social proofing in this case you can boost posts with \$10 here and there to boost following/engagement

BEST PRACTICES BUDGET

50k Wishlists



(10% CVR)

500k Clicks To Landing Page



(\$0.25 CPC)

(2% CTR)

25m Impressions



(\$5 CPM)

Spend: \$125,000



BEST PRACTICES

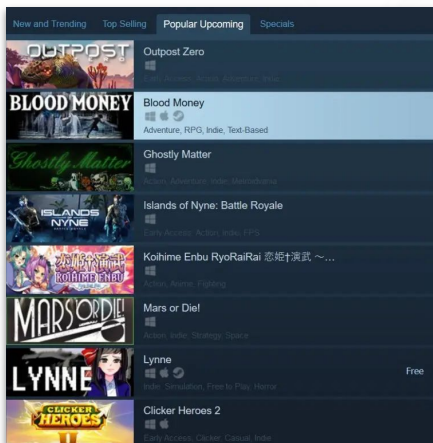


BEST PRACTICES

BENCHMARKS

Wishlist On Launch

Around 7k for 'popular upcoming



1. Go to SteamDB
2. Search for your game
3. Click the “Charts” tab and scroll down
4. Locate the “Store data” widget



BEST PRACTICES BENCHMARKS

Wishlist Conversion Rates

< 4999 = 15%
5000-39,999 = 20%
40,000-99,999 = 23%
100,000+ = 25%

Daily Wishlists

**20 wishlists/day is an
average good indie
game on Steam**



THE MEDIA PLAN

THE MEDIA PLAN



THE MEDIA PLAN

LAYOUT OF A MEDIA PLAN

Campaign Name		****								
Budget		€75,000								
Start Date		27.01.23								
Objective		To increase awareness, wishlists, game traffic and sales of **** for Steam								
Campaign Beat	Channel	Platform	Est. Impressions	Est. Video Views	Est. Clicks	Est. CPM	Cost	Media Booking Deadline	Creative Deadline	First Media Spot
Beat 1 - Steam Next Fest KPIs - Demo/WL	Facebook	Steam	2,580	103,211	9,289	€5.00	€2,580	Late Jan TBC	Late Jan TBC	Late Jan TBC
	Reddit	Steam	1,393,342	6,967	5,573	€1.11	€1,548	Late Jan TBC	Late Jan TBC	Late Jan TBC
	Display	Steam	688,070	68,807	5,161	€3.00	€2,064	Late Jan TBC	Late Jan TBC	Late Jan TBC
	YouTube	Steam	679,016	339,508	2,037	€3.80	€2,580	Late Jan TBC	Late Jan TBC	Late Jan TBC
	Instagram	Steam	309,632	61,926	5,573	€5.00	€1,548	Late Jan TBC	Late Jan TBC	Late Jan TBC
Beat 2 - Pre Launch Beat 4 KPIs - WL	Facebook	Steam	860,088	172,018	15,482	€5.00	€4,300	Late Feb TBC	Late Feb TBC	Late Feb TBC
	Reddit	Steam	1,548,158	7,741	6,193	€1.11	€1,720	Late Feb TBC	Late Feb TBC	Late Feb TBC
	Display	Steam	1,433,479	143,348	10,715	€3.00	€4,300	Late Feb TBC	Late Feb TBC	Late Feb TBC
	YouTube	Steam	1,358,033	679,016	4,074	€3.80	€5,161	Late Feb TBC	Late Feb TBC	Late Feb TBC
	Instagram	Steam	344,035	68,807	6,193	€5.00	€1,720	Late Feb TBC	Late Feb TBC	Late Feb TBC
Beat 3 - EA Launch KPIs - Buy now	Facebook	Steam	1,651,368	330,274	29,725	€5.00	€8,257	March TBC	March TBC	March TBC
	Reddit	Steam	3,715,578	18,578	14,862	€1.11	€4,128	March TBC	March TBC	March TBC
	Display	Steam	1,553,072	344,035	10,852	€6.65	€10,321	March TBC	March TBC	March TBC
	YouTube	Steam	2,716,066	1,358,033	8,148	€3.80	€10,321	March TBC	March TBC	March TBC
	Tik Tok	Steam	1,179,549	943,639	8,257	€3.50	€4,128	March TBC	March TBC	March TBC
Instagram	Steam	825,684	165,137	165,137	€5.00	€4,128	March TBC	March TBC	March TBC	
Media & Management Fee (Total)							€6,193			
OVERALL			20,257,749	4,811,043	307,306	€3.40	€75,000			



MEASUREMENT

MEASUREMENT



MEASUREMENT

MEASUREMENT AND TRACKING - Steamworks UTM

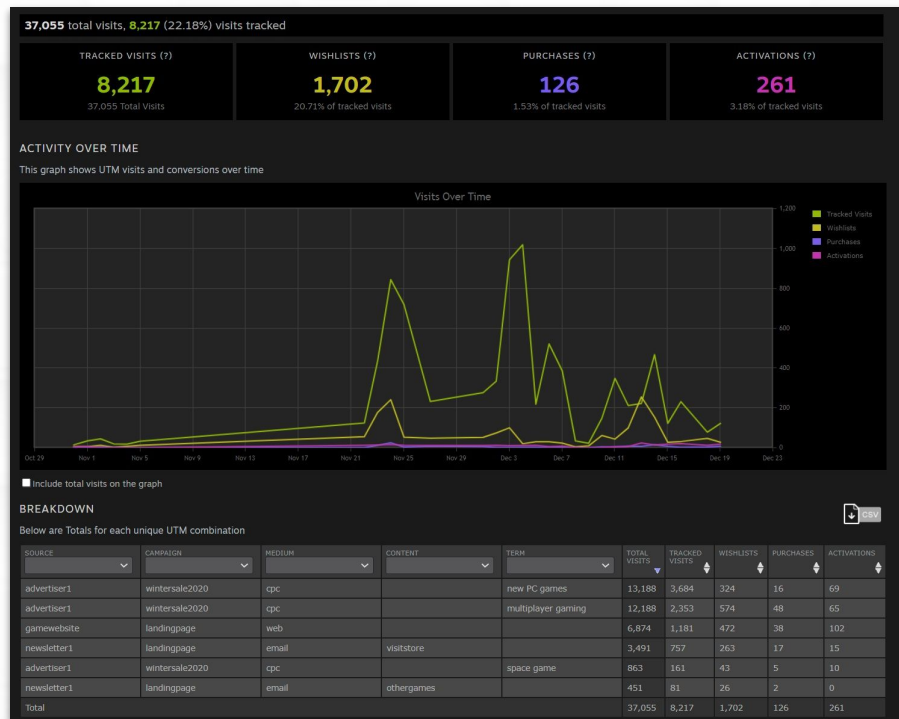


Steamworks records the UTM parameters used when a customer visits your game's store page.

A dashboard in Steamworks displays this UTM information for you to evaluate how your campaigns are performing.

**Example:**

https://store.steampowered.com/app/12345?utm_source=Facebook&utm_campaign=summer_sale&utm_medium=CPC&utm_content=LaunchTrailer30Sc



MEASUREMENT

MEASUREMENT AND TRACKING - Landing Page



HTML code snippet which is loaded when a user visits a website



These events send postbacks to the relevant channel



Purchase, Facebook pixel Unfiled items ▾

Choose Product ✎

Custom HTML Tag

Configure Tag ✎

Tag Type Custom HTML

HTML

```
<script>
fbq('track', 'Purchase', {
  value: {{conversion_value}},
  currency: 'USD',
  content_ids: [{{product_ids}}],
  content_name: '{{product_name}}'
});
</script>
</noscript>
```

Setup Tag Facebook pixel base code

Fire On ✎

Purchase ev...

Save Tag Cancel Copy Delete

Events	Used by	Connection method
PageView Active		Browser
view-content Active		Browser
Purchase Active	5 ad sets	Browser · Server
Initiate checkout Active		Browser

MEASUREMENT

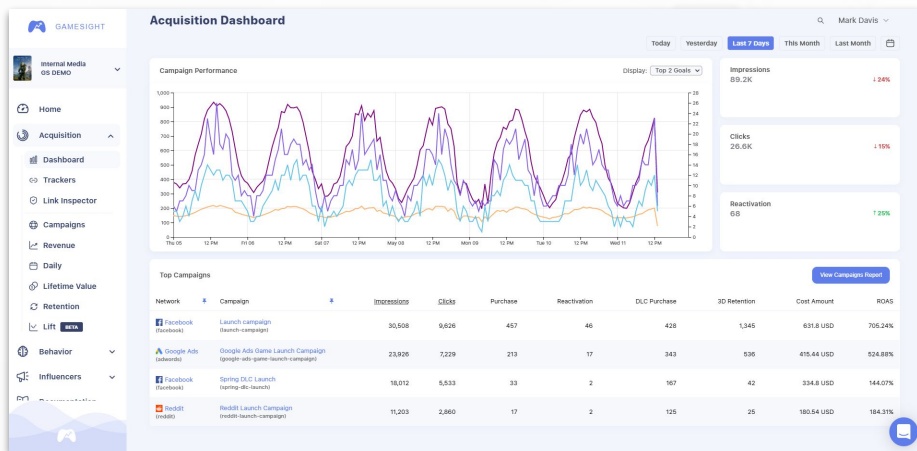
MEASUREMENT AND TRACKING - External Tools



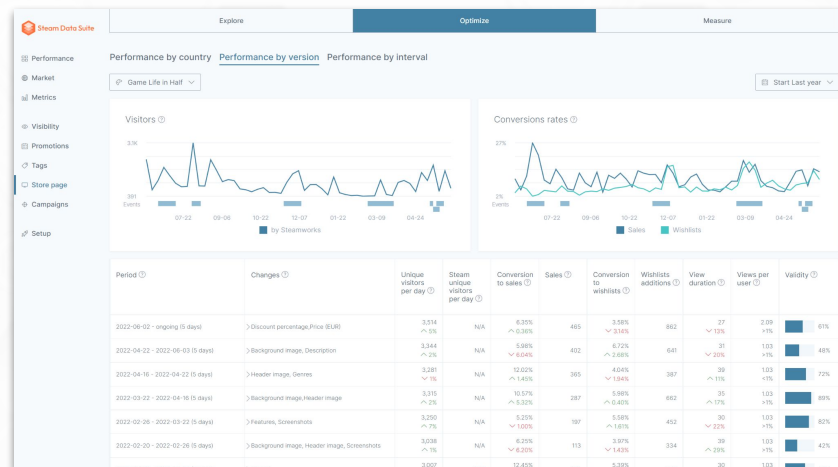
Implementing small code into your game to enable full funnel tracking and attribution

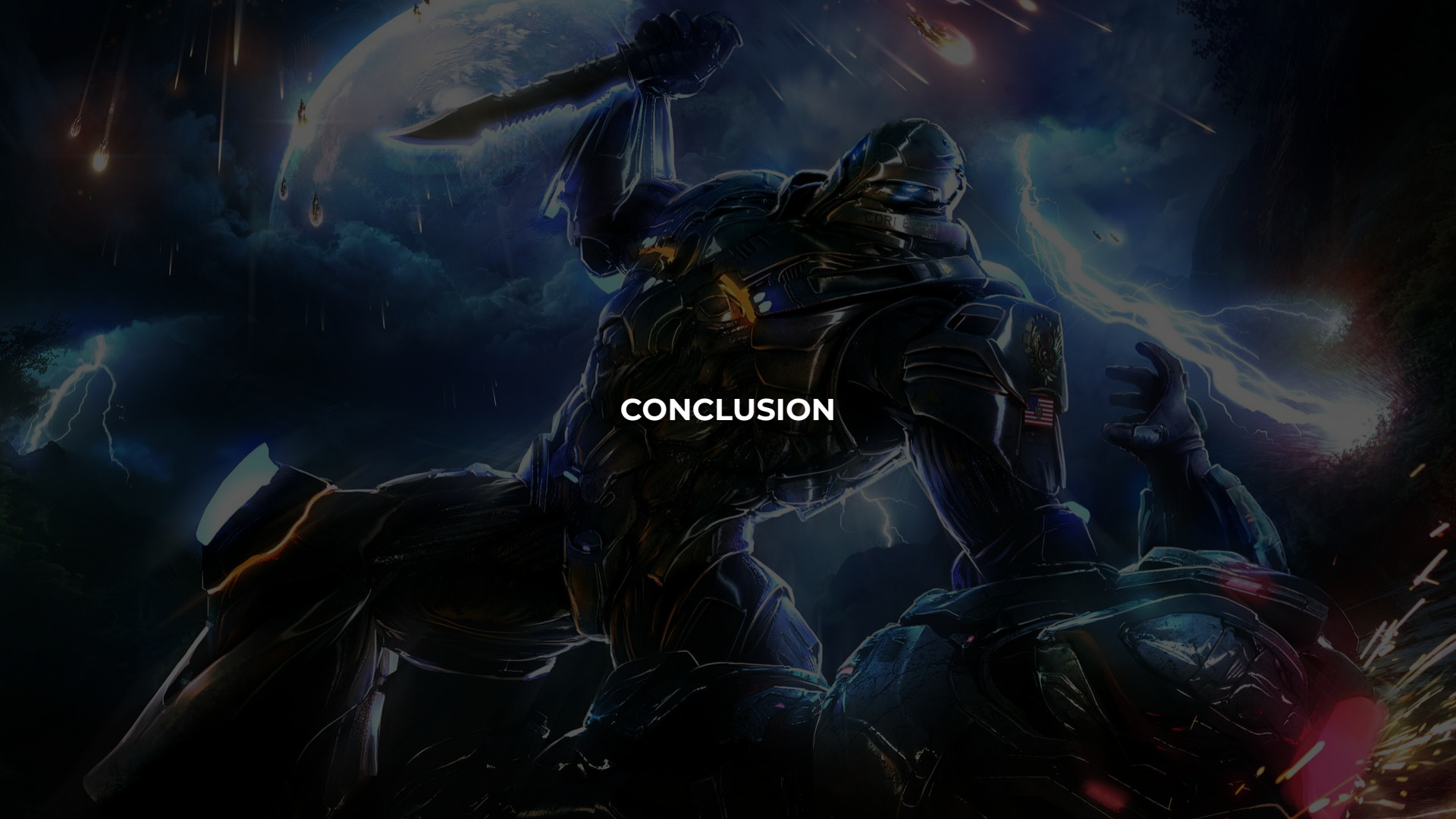


GAMESIGHT



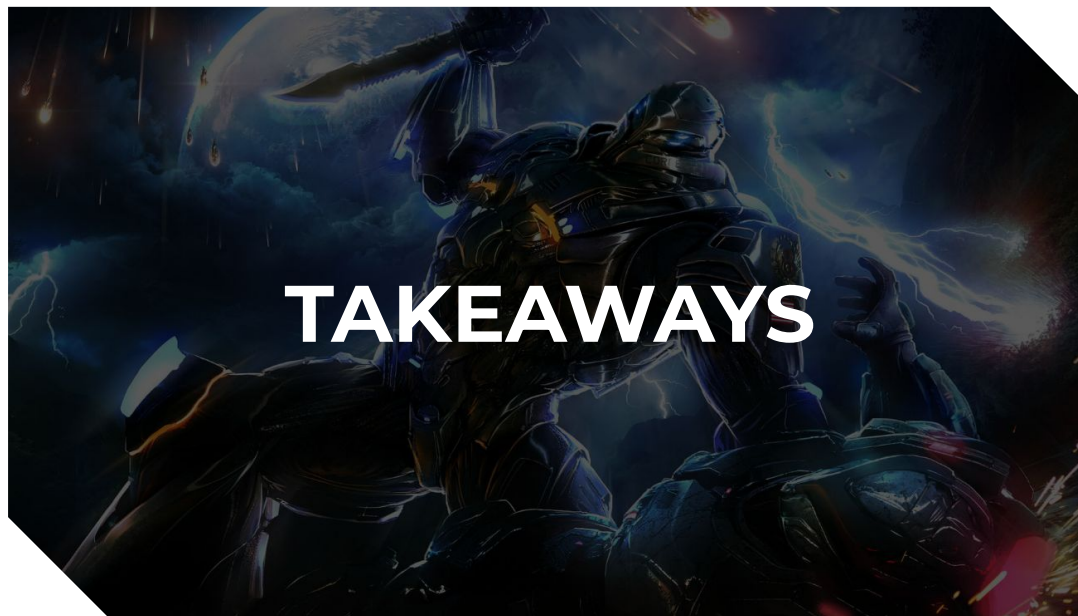
Steam Data Suite





CONCLUSION

CONCLUSION



CONCLUSION

TAKEAWAYS

1. Demonstrate you know your audience and how to find them
2. Utilize tools to spy on competitors/the wider market
3. Think carefully about what channels you use and how they match your objectives
4. Remember to capture and analyse your own data
5. Show that you have thought about potential results and how you will be tracking your activities

CONCLUSION



CONCLUSION

POST-MASTERCLASS



Media Plan Consultation



LinkedIn

[linkedin.com/in/nickmellis](https://www.linkedin.com/in/nickmellis)



nick@theorycraftmarketing.com
info@theorycraftmarketing.com



NickEllis#4989



Tools

Competitor Research

Meltwater
 Google News
 Buzzsumo
 Google Trends

Audience Segmentation/Research

Google Analytics
 Adobe Analytics
 Facebook Insights
 Twitter Analytics
 Survey Monkey
 Google Forms
 Google Keyword Planner
 Ahrefs
 Facebook Ad Manager
 Gamer Analytics
 Newzoo
 GWI
 Video Game Insights

Internal data/Tracking

Steamworks
 Xsolla
 Steam data suite
 Google Analytics
 Gamesight

THEORYCRAFT

GAME MARKETING? COMPLETED.

THANK YOU!