

Clown Town Games Marketing Plan

With a \$75,000 marketing budget and a \$9000 travel budget, our studio is well situated to take advantage of any of the marketing opportunities outlined below. We will also invest in hiring a community manager whose focus will be to manage the communities on our marketing platforms.

Marketing Platforms

Twitter

Building a following on Twitter is a good way to start a community. Sharing the work process and chatting with people about it gets the community engaged, and we will target hashtags about spooky topics, pixel art, and indie games (#indiedev, #pixelart, #spookygames).

Youtube

Youtube is the optimal platform to share long-form devlogs and an official trailer. When we release a demo, gaming youtubers can give exposure to our game. Once our trailer has dropped, there will be specific channels that share games who will repost our trailer. Giving copies of our game to YouTubers who play games also can be a source of promotion when they make a video of them playing it. The reception of these videos is a valuable source of feedback for our launch strategy.

Tiktok

Tiktok is where we will release short catchy clips of gameplay and memes about our game. Our target audience is 13-24 year olds, who are more likely to use Tiktok than many other social media platforms. To get the most out of Tiktok's algorithm, we will keep track of trends and adjust our clips to fit in with them. Keeping a gallery of properly formatted video clips on standby will allow us to quickly adapt to new trends and increase our chances of achieving viral success.

Reddit

Reddit is the ideal platform for reaching dedicated communities related to our game. It's important to become a part of the community, not just use reddit as a marketing strategy. Reddit will allow us to reach out directly to potential supporters who would be interested in our game. There are numerous relevant subreddits where we could share content from our game, such as r/pixelart or r/indiegaming. When we have collected enough interest for our game we will create our own subreddit where we can interact with our audience and continue building our community. Starting discussions on threads

is a good way of demonstrating our design philosophy and answering any questions our audience might have.

Discord

Discord is a great way to interact with our audience directly once we have established a community from Twitter, Youtube, Tiktok, and Reddit. Discord can be used to keep backers engaged throughout development and solicit feedback about game features.

Instagram

Instagram is a popular place to post pictures and clips promoting the game using hashtags for our targeted audience. Showcasing the game's aesthetic is the best way to use Instagram, posting pictures of sprites, artwork, and concepts to tease the game. Using the hashtag feature can help us reach out to a more specific group of fans and show off more of our game. Instagram also offers paid promotions, which can help us reach our target audience. We are able to use clips and videos formatted for Tiktok as Instagram reels, which serve a similar purpose.

Imgur

Imgur has a large and active gaming community who are supportive of indies sharing their work. Imgur has a comparable format to Instagram, with posts mostly focused on aesthetics.

Facebook Groups

Similarly to Reddit, facebook allows us to post in groups that would have an interest in the game.

Newsletter

A dedicated newsletter is a good way of releasing updates and important information directly to our committed audience.

Journalism Exposure

Getting attention from the press adds a sense of credibility from well-known sources in the game industry. Once a playable version of our game is ready, review copies will be sent out to various journalism outlets such as IGN and Metacritic.

Friends and Family

As an indie studio, it would benefit us to get as much exposure as we can, even support from family and friends. They would also be a great source of emotional support.

Exhibition Events

Attending game conventions will help spread awareness of our game and interact directly with our target audience. Rather than spending a significant piece of our budget to travel to Germany for Gamescom, we will focus on more local, indie-friendly conventions.

Independent Games Festival:

The independent Games Festival encourages innovation in game development and to recognize the best independent game developers. The Independent Games Festival has a \$75 entry fee (\$25 for students). This is an affordable and accessible option for a new indie studio such as ours.

Pax:

PAX is a games convention including thought-provoking panels, exciting livestreams, new game demos, tournaments, and community. PAX east is being held online for the foreseeable future. We will be purchasing a mini booth (\$1500) at PAX east, which includes all necessary equipment and a badge. A mini booth can be expensive but PAX is a great convention to gain exposure and it aligns with our budget. PAX will consume most of our travel budget, but is a worthwhile opportunity to pursue.

Fantastic Arcade:

Their mission is to celebrate, amplify, and support the unique and underrepresented within indie games and beyond. Their values include: diversity, curiosity, play and community. It is free to register for Fantastic Arcade, and it's a good platform to show off new indie games like ours, we will definitely be involved in this event.

Hand Eye Society (Comics X Games):

The Hand Eye Society is a Toronto not-for-profit dedicated to supporting and showcasing video games made primarily as a form of creative expression. Studio memberships are \$200/year and include 3 individual memberships with multiple perks. A table at Comics X Games is roughly \$40. This is an inexpensive option, and barely has any travel costs since it's held in Toronto.

LudoNarraCon:

LudoNarraCon is a digital convention celebrating narrative video games, hosted on Steam. It aims to create a platform to showcase and celebrate interesting and innovative narrative games, replicating as many of the aspects and benefits of the physical convention experience as possible within a digital format. Since it is hosted on Steam, we will be using this 'con' to advertise our finished game.