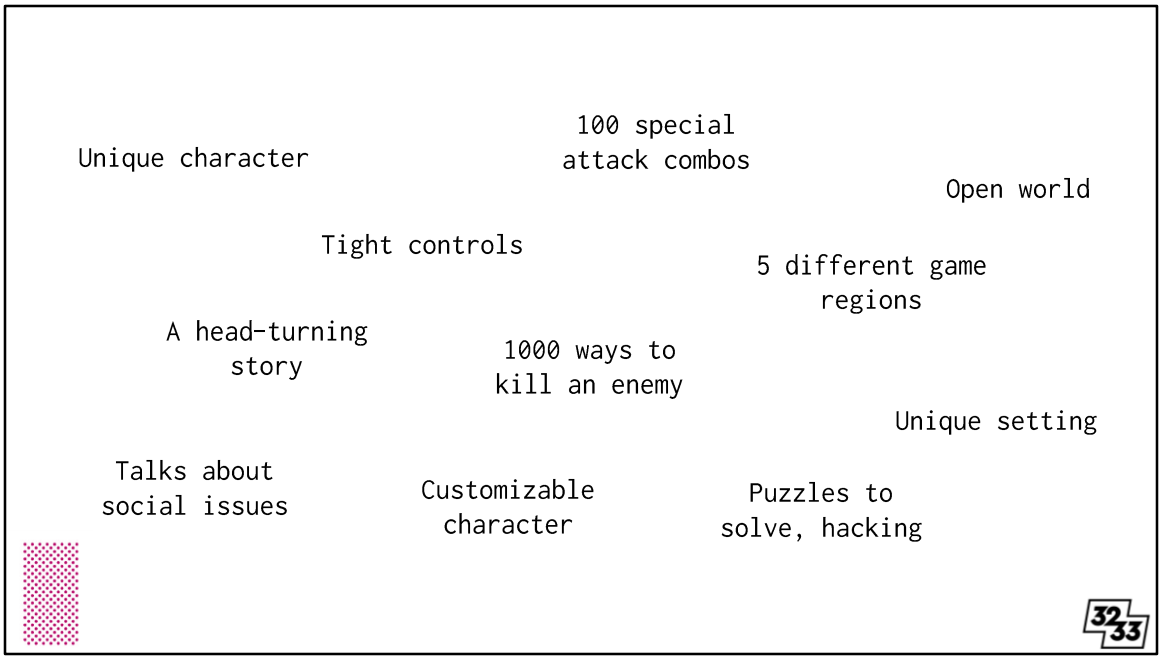
3233
5 tips to help your game
stand out

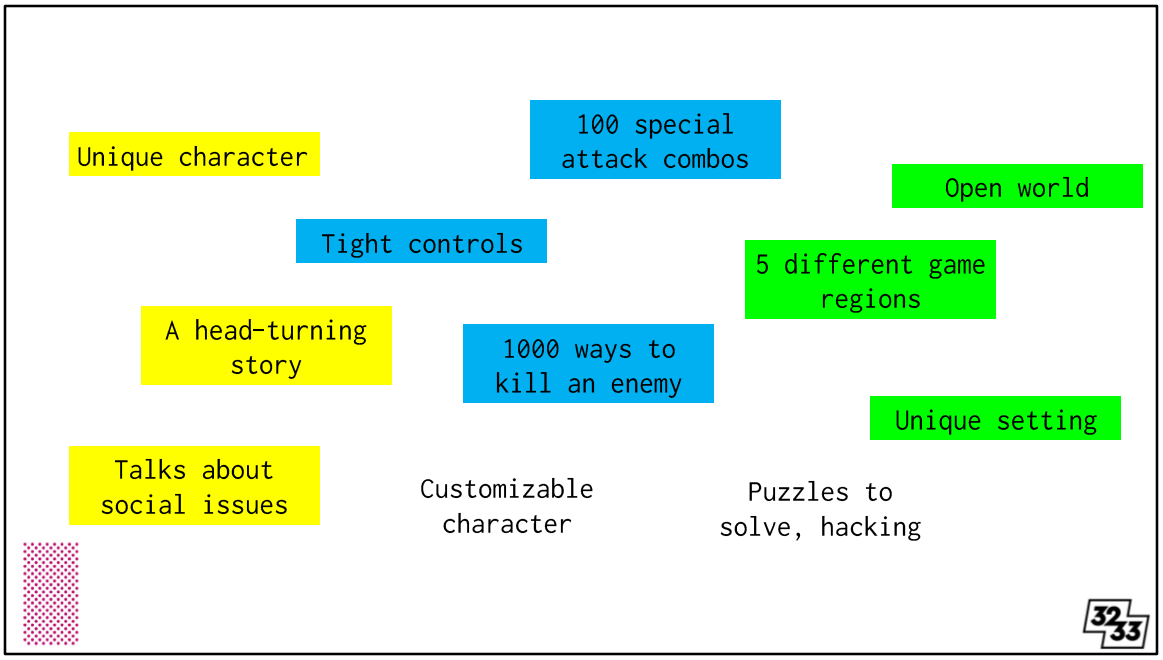
Who am I?

DYING LIGHT
GOOD NIGHT GOOD LUCK
THE SINKING CITY
STEEL DIVISION II
DYING LIGHT
THE FOLLOWING
DETECTIVE CRIME THRILLER
SHERLOCK HOLMES
The Devil's Daughter
ARAGAMI
JET KAVE ADVENTURE
Etherborn
LIBERATED
DYING LIGHT
BAD BLOOD
ARAGAMI
NIGHTFALL
And more...

Establish your 3 Key Pillars



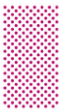
- List your games strengths, unique features, and hooks. Things that make your game stand out, or makes people go “yes, this is good”, or better yet, makes them go “Wow!”
- Be honest with yourself, and only list what are the good things
- Do it with other people that either played your game or are working on it. Many perspectives are great.



- Once you list all of your features, you might realise that they form themes/clusters. Give those clusters creative names
- Yellow – A story that's never been told. Blue – Express your inner brute. Green – A world that needs saving
- Here are your three pillars. This is what you should be talking about. This is what you want people to know about your game.

Prepare key assets before announcing

- Website set-up
- Social Media Profiles set-up
- Press Kit – dopresskit.com is a great template
- Screenshots – 4-6 max (please!!!)
- Trailer
- STEAM STORE!!!

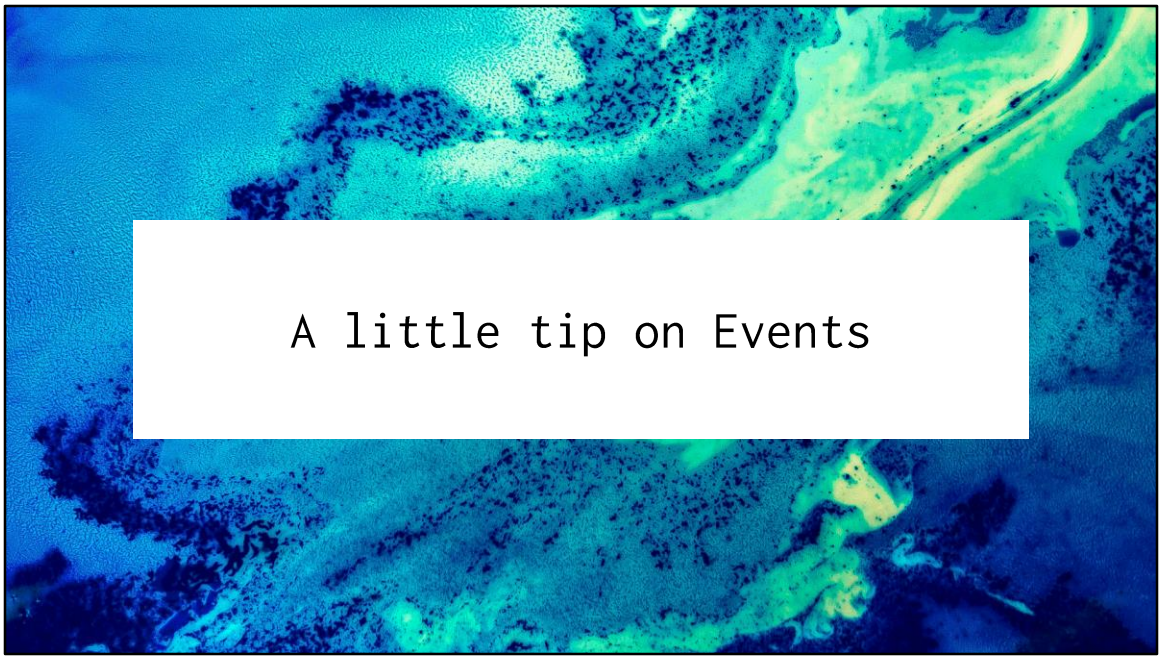


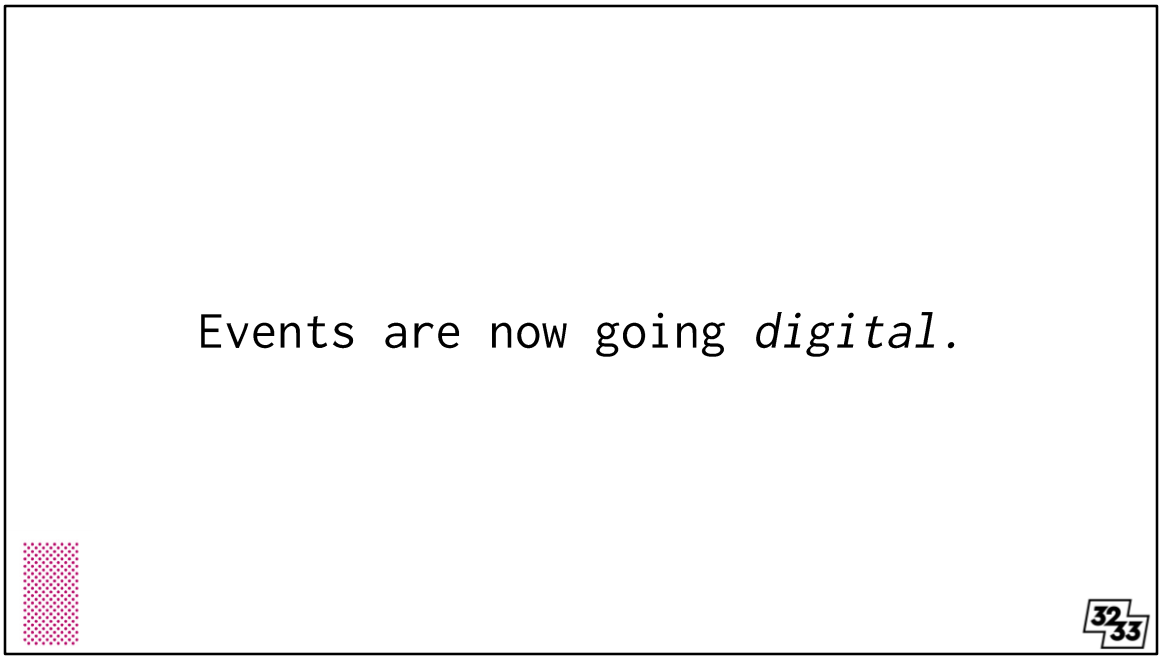
Wishlists are worth their weight in gold because:
They are an indicator of your potential future sales
They help you measure your marketing work
Having a decent number of Wishlists makes it easier to gain funding (see point 1)
The more you have of them, the more often you appear in Steams algorithm
They play a factor in you getting a possible Epic/Windows exclusivity

Work with 1st and 3rd Parties

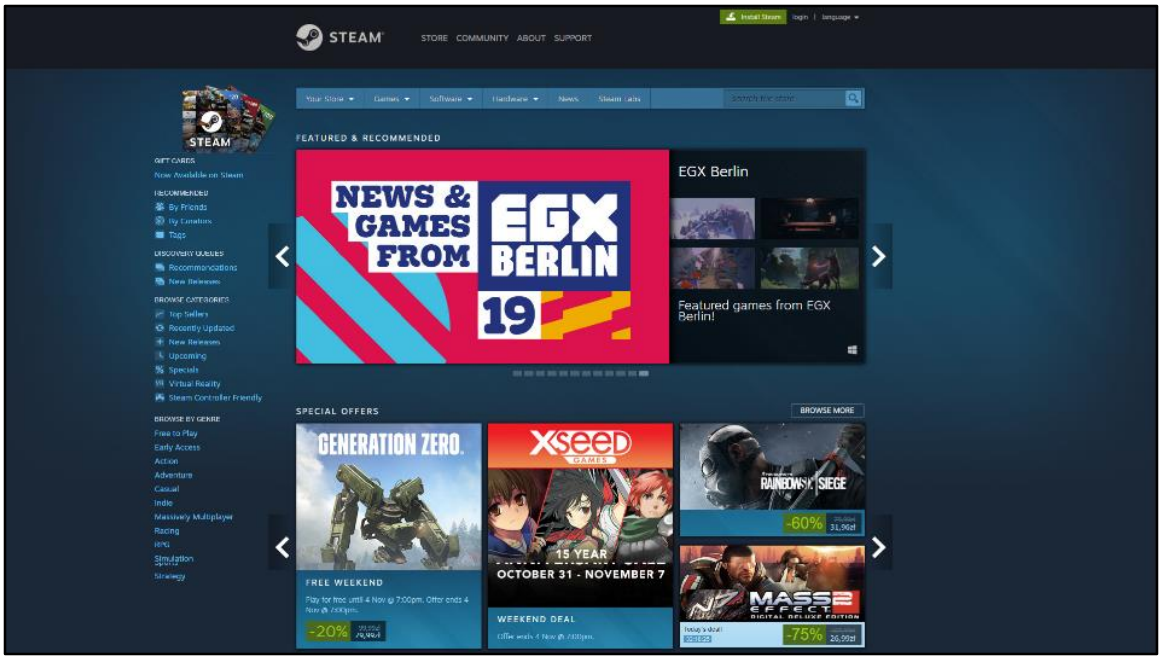
1st party is a fancy phrase that describes any company that your game has a close tie with. If you are using an external engine, and/or you are coming to consoles, these companies are your 1st parties

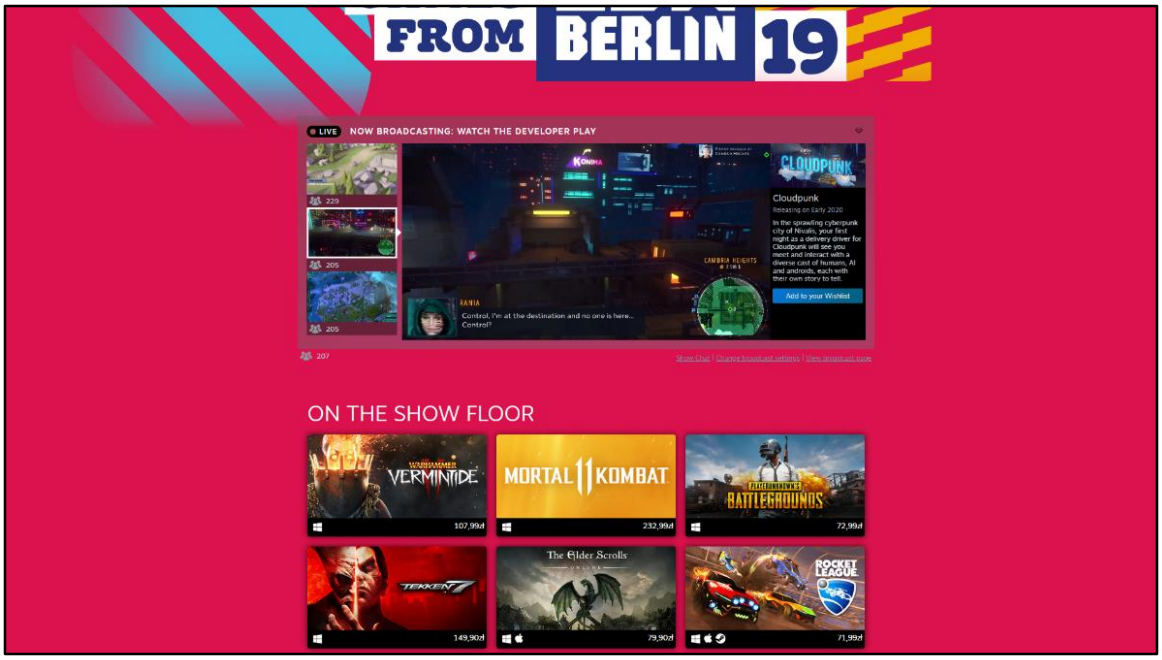
- Spot on their blogs
- Social Media Support
- YouTube channel support
- Free booth at events
- Feature on Direct-style streams
- Store-front placements
- On-device features (Nintendo)
- And lot’s more…


A little tip on Events

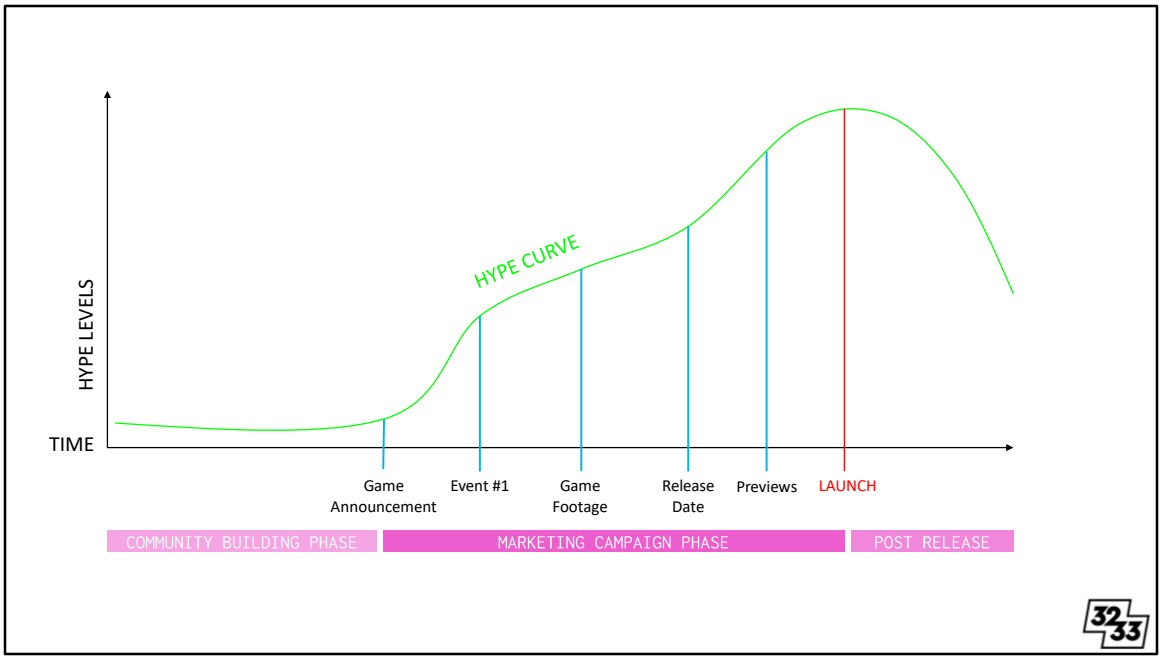


Events are all about journalists. You want them to visit and play your game. Having 200 people in the crowd play your game at event is cool. Having 10 journalists play your game and publish articles that reach 5000 people is better. But now, events are going one step further. They are being featured on Steam.


STEAM
STORE COMMUNITY ABOUT SUPPORT
FEATURED & RECOMMENDED
NEWS & GAMES FROM EGX BERLIN 19
EGX Berlin
Featured games from EGX Berlin!
SPECIAL OFFERS
BROWSE MORE
GENERATION ZERO
FREE WEEKEND
-20%
XSEED GAMES
15 YEAR
OCTOBER 31 - NOVEMBER 7
WEEKEND DEAL
RAINBOW SIX SIEGE
-60%
MASS EFFECT
DIGITAL DELUXE EDITION
-75%


FROM BERLIN 19
LIVE
NOW BROADCASTING: WATCH THE DEVELOPER PLAY
Cloudpunk
Releasing on Early 2020
In the sprawling cyberpunk city of Nivalis, your first night as a delivery driver for Cloudpunk will see you meet and interact with a diverse cast of humans, AI and androids, each with their own story to tell.
Add to your Wishlist
Control, I'm at the destination and no one is here... Control?
ON THE SHOW FLOOR
VERMINTIDE
107,99zł
MORTAL KOMBAT 11
232,99zł
PLAYERUNKNOWN'S BATTLEGROUNDS
72,99zł
TEKKEN 7
149,90zł
The Elder Scrolls
79,90zł
ROCKET LEAGUE
71,99zł

It’s not a sprint – it’s a marathon



Your job is to build as much hype for your game before you come out. 90% of marketing happens before the game is out. Once it's out, it's over. The game is done, and hype will die.

Got questions? Reach me…

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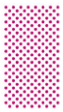

Thank you!
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