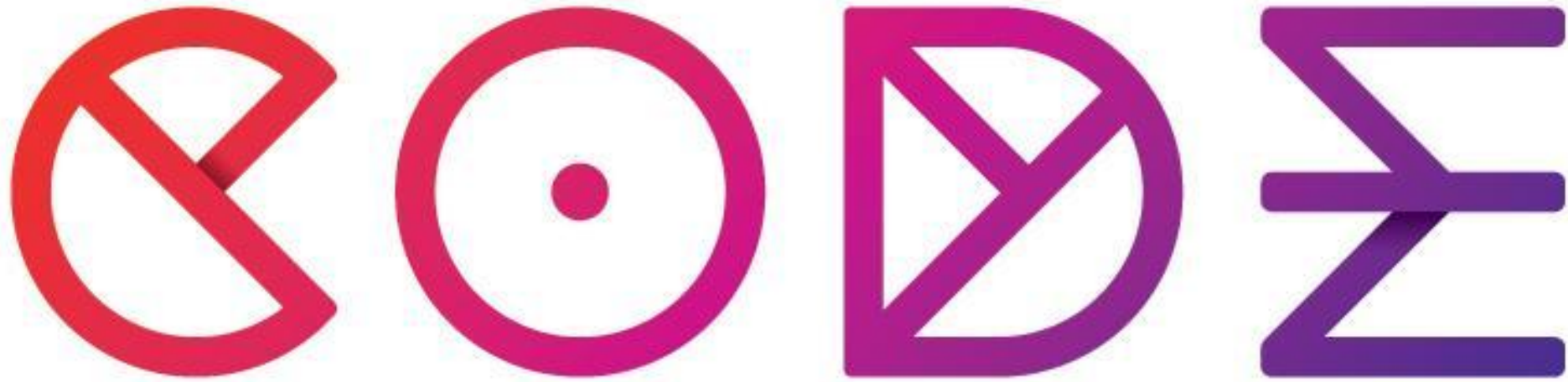




# Grant Application Introductory Workshop Series

## **Workshop 4: Getting Started with Marketing**

Antony Maday - Regional Content Manager - NZ CODE

# Marketing vs. PR (Public Relations)

## Marketing

- ▶ Market Research
- ▶ Campaign Strategies
- ▶ Positioning
- ▶ Pricing Strategies
- ▶ Promotions
- ▶ Customer Programs i.e. UGC

## PR

- ▶ Media Relations
- ▶ Content Creation
- ▶ Social Media Engagement
- ▶ Community Management
- ▶ Influencer Marketing/ Relations
- ▶ Publicity

Remember that  
Market  
Research...



# Resources

- ▶ Gamediscover co
- ▶ Quantic Foundry
- ▶ SteamDB
- ▶ VGInsights / Sensor Tower
- ▶ Steam Tag Surveyor
- ▶ Newzoo
- ▶ IndieBI
- ▶ Howtomarketagame

# What the Pitch is an Elevator Logline?

An elevator pitch or logline is a one to two sentence summary of your game.

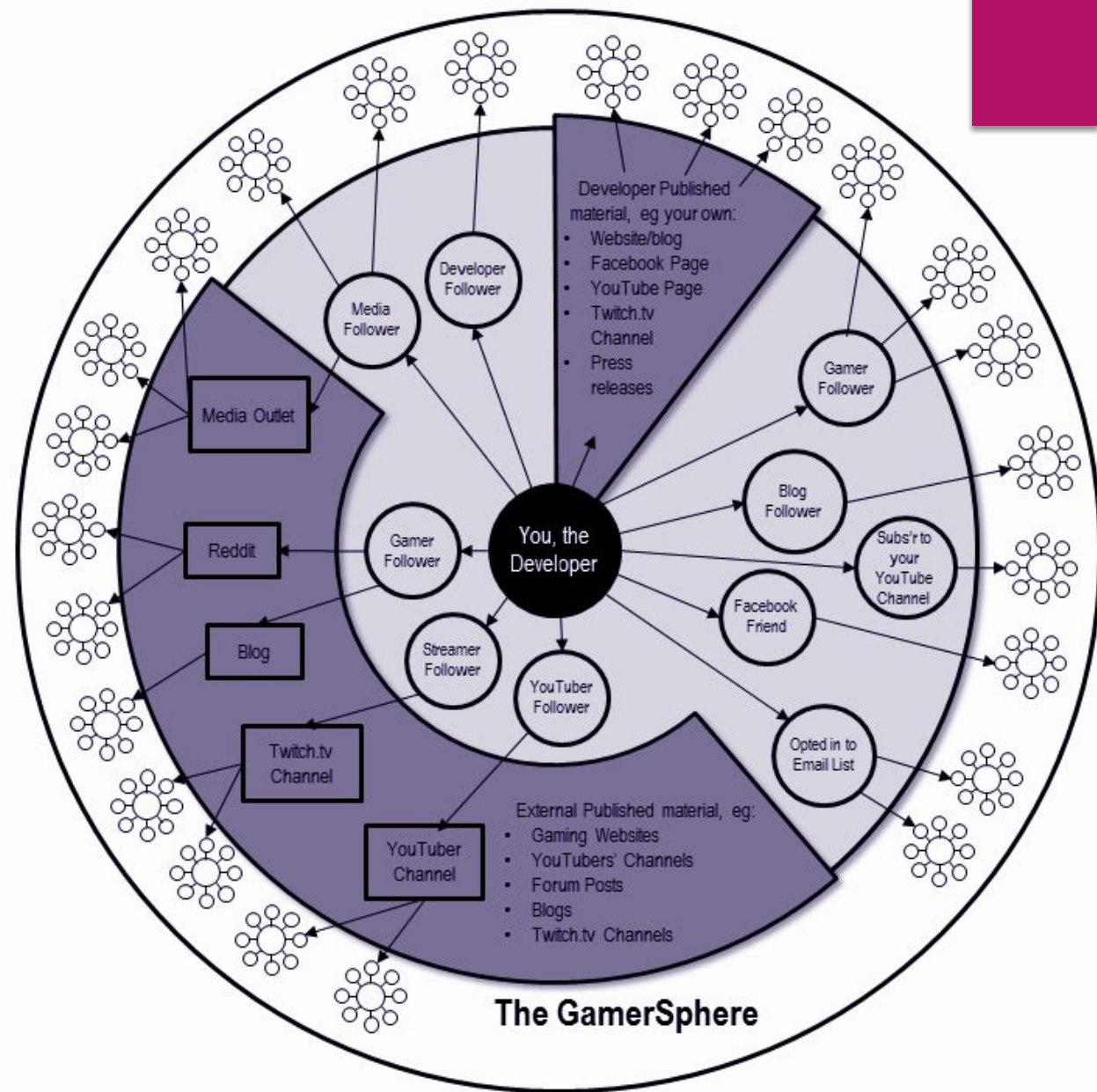


# Generate Key Messaging

| Key Messaging Process                                                                                                                                                                                                           |                                                                                                                                                                                                                    |                                                                                                                                                                                                                             |                                                                                                                                                                                                |                                                                                                                                                                                                                                                                             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>Build a word cloud</i>                                                                                                                                                                                                       | <i>Categorise visually</i>                                                                                                                                                                                         | <i>Summarise</i>                                                                                                                                                                                                            | <i>Editorialise</i>                                                                                                                                                                            | <i>Prioritise</i>                                                                                                                                                                                                                                                           |
| Brainstorm words / short phrases that you identify with your game, things like:<br><i>Emotions, gameplay, concepts, art, genre, tech, environments, story, characters, formats, release dates, channels, team, inspirations</i> | You'll find you can nudge the words so they coalesce into groups. Then take these groups and build a Venn style diagram showing how they interrelate – often multiple words belong in multiple overlapping groups. | Transform each category from a group of words into a declarative and distinctive statement. These can be repetitious at this stage, and are not heavily word-smithed – it's about getting all the information into phrases. | Combine the statements into a 'one pager' – the definitive 'long-form' description of your game. Avoid repetition – craft it into a coherent story. Use bullet points if details get unwieldy. | Pick out individual messages from the one pager. Are they:<br><i>Relevant?</i><br><i>Unexpected?</i><br><i>Unique? Superior?</i><br><i>Credible?</i><br><i>Communicable?</i><br><i>Feasible (ie won't get cut)?</i><br>Use this ranking process to boil down to essentials. |

# Thinking of Touchpoints

- ▶ Feature (What)
- ▶ Tactic (How)
- ▶ Audience (Who)
- ▶ Channel (Where)
- ▶ Timing (When)



# MADE IN NEW ZEALAND

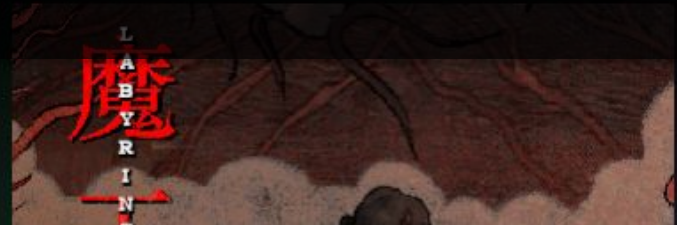
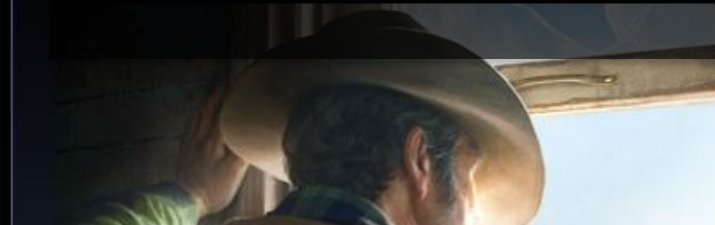
CURATED BY **NZGDA** NEW ZEALAND  
GAME DEVELOPERS  
ASSOCIATION

## Steam Festivals

The Made in NZ Steam Sale features 100+ games made by devs all over Aotearoa!

Come on in, have a look around - then wishlist, demo and buy some Kiwi made games.

NEW FOR 2025





N E X T

F E S T

A CELEBRATION OF UPCOMING GAMES

OCT 13 - OCT 20  
AT 10 AM PACIFIC

# Next Fest

[HOME](#)

[FOR YOU](#)

[BY GENRE](#)

[BY THEME](#)

[BY FEATURE](#)

[CHARTS](#)

[LIVESTREAMS](#)



N E X T

F E S T

CHECK OUT THE MOST-PLAYED DEMOS  
OF STEAM NEXT FEST OCT 2025

Explore upcoming games, and try out free demos. Wishlist your favorites to get notified when they release!

New to Next Fest? Scroll to the bottom for more info, or just explore around to discover your next favorite game.

# Influencers

## Why

- ▶ Trust and Authenticity - Recommendation from creators feel more personal
- ▶ Targeted Reach - creators hone in on genres, regions, platforms and demographics
- ▶ Cost-effective discovery - Don't need huge budgets
- ▶ Evergreen Content - content lives on and attracts new viewers over time
- ▶ Virality Potential

## How

- ▶ Start with alignment, not audience size
- ▶ Define goal, then match format; I.e Wishlists/Sale - Youtube, Hype -Tiktok, Community - Discord, Playtime - Twitch
- ▶ Engagement over followers (likes + comments + shares) divided by followers x 100
- ▶ Review their past content and tone
- ▶ Ask for a media kit or Performance Examples
- ▶ Use tools like SullyGnome (Twitch) or SocialBlade (Youtube)

# Influencers

## When contacting

- ▶ Include images, trailer, and steam page
- ▶ Include the status of the game and embargo time
- ▶ Assume they know nothing of your game
- ▶ Give creator enough time to record content if there is a specific coverage time
- ▶ Don't get spammy
- ▶ Use email not Social Media

## Common mistakes

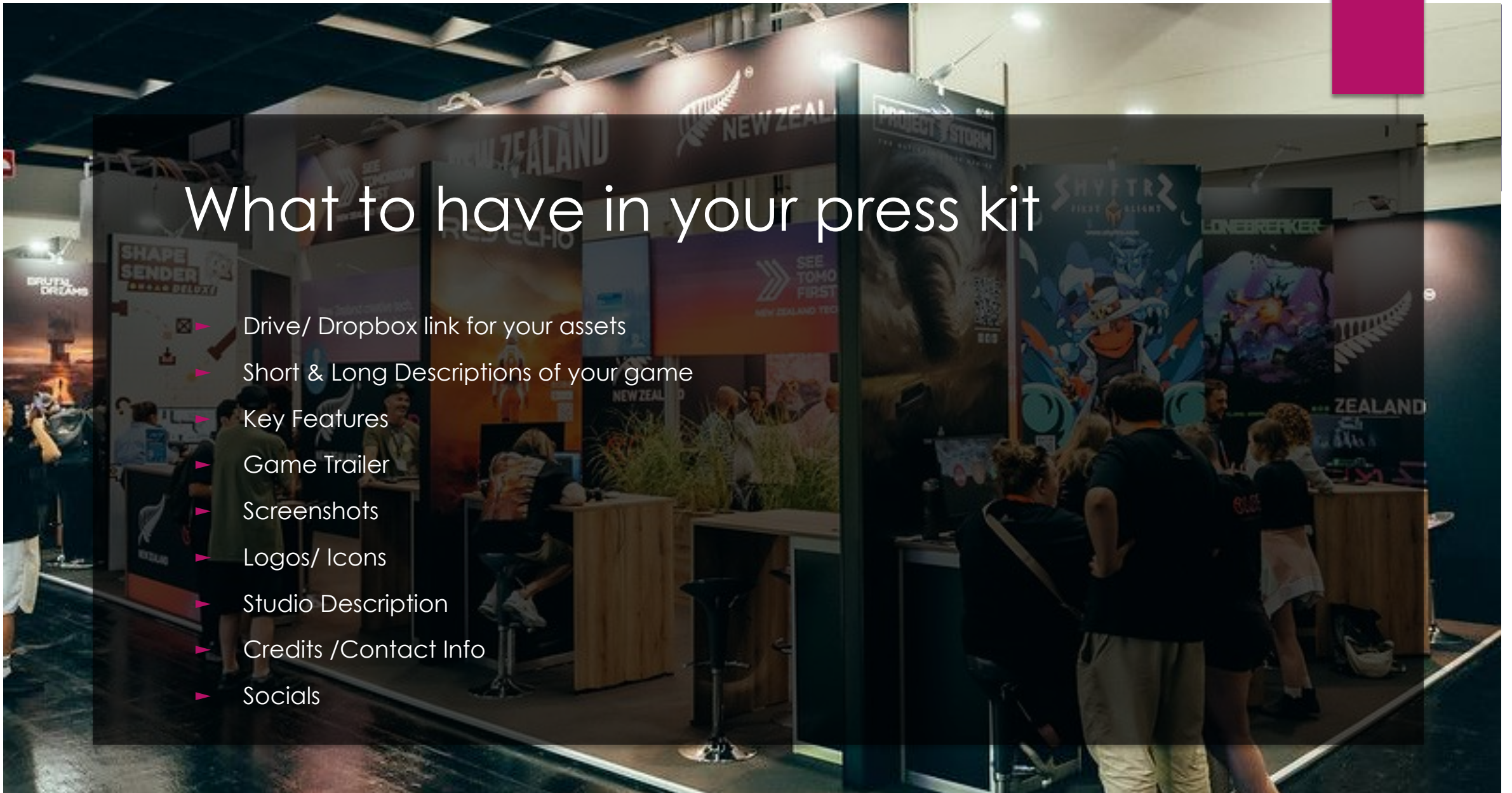
- ▶ Sending mass generic emails
- ▶ Not researching creator first
- ▶ Sending keys without a plan
- ▶ Only going after big creators
- ▶ Not defining deliverables or expectations
- ▶ Reaching out too late
- ▶ Not following up
- ▶ Not tracking performance
- ▶ Spamming/ controlling/ Not offering Value

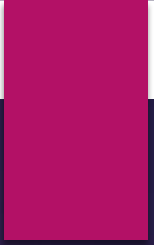
# Media - Interviews, Showcases, Articles



# What to have in your press kit

- ▶ Drive/ Dropbox link for your assets
- ▶ Short & Long Descriptions of your game
- ▶ Key Features
- ▶ Game Trailer
- ▶ Screenshots
- ▶ Logos/ Icons
- ▶ Studio Description
- ▶ Credits /Contact Info
- ▶ Socials





A note on PR firms...

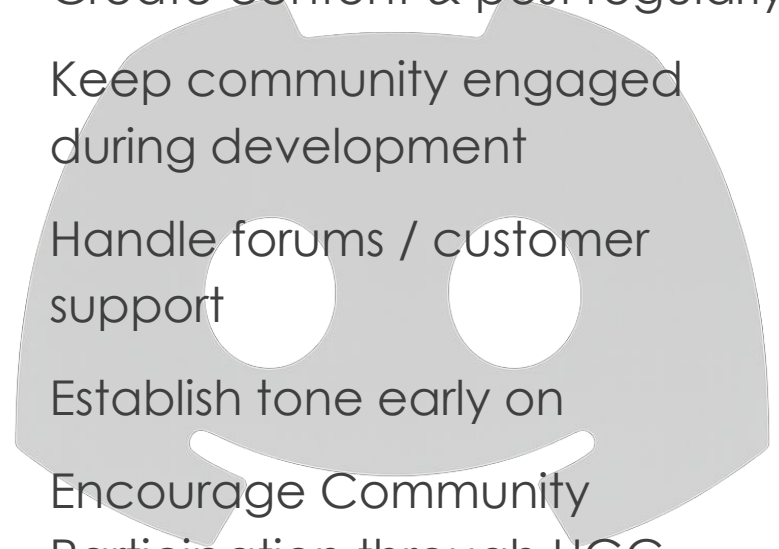
# Social Media

- ▶ Good evidence towards being a serious studio
- ▶ Screaming into the void becomes evergreen content
- ▶ Cross promote with other teams/ developers
- ▶ You can use old-to-you content as news
- ▶ You can prepare in advance and schedule posts
- ▶ Can be done before the announcement to build hype
- ▶ Can be used to test ideas against your audience
- ▶ Have a call to action to somewhere else. E.g. Newsletter, wishlists, discord, etc.
- ▶ Short form video is the most accessible / viral
- ▶ Choose one you're comfortable with

# Building Community/ Discord/ Community Management

## Key activities

- ▶ Create content & post regularly
- ▶ Keep community engaged during development
- ▶ Handle forums / customer support
- ▶ Establish tone early on
- ▶ Encourage Community Participation through UGC



# Newsletters

- ▶ Direct Connection to Your Audience
- ▶ You own your audience
- ▶ Better engagement & conversions — more wishlists and sales
- ▶ Built-in playtesters & feedback
- ▶ Long-term hype + community building
- ▶ Marketing that scales to future games

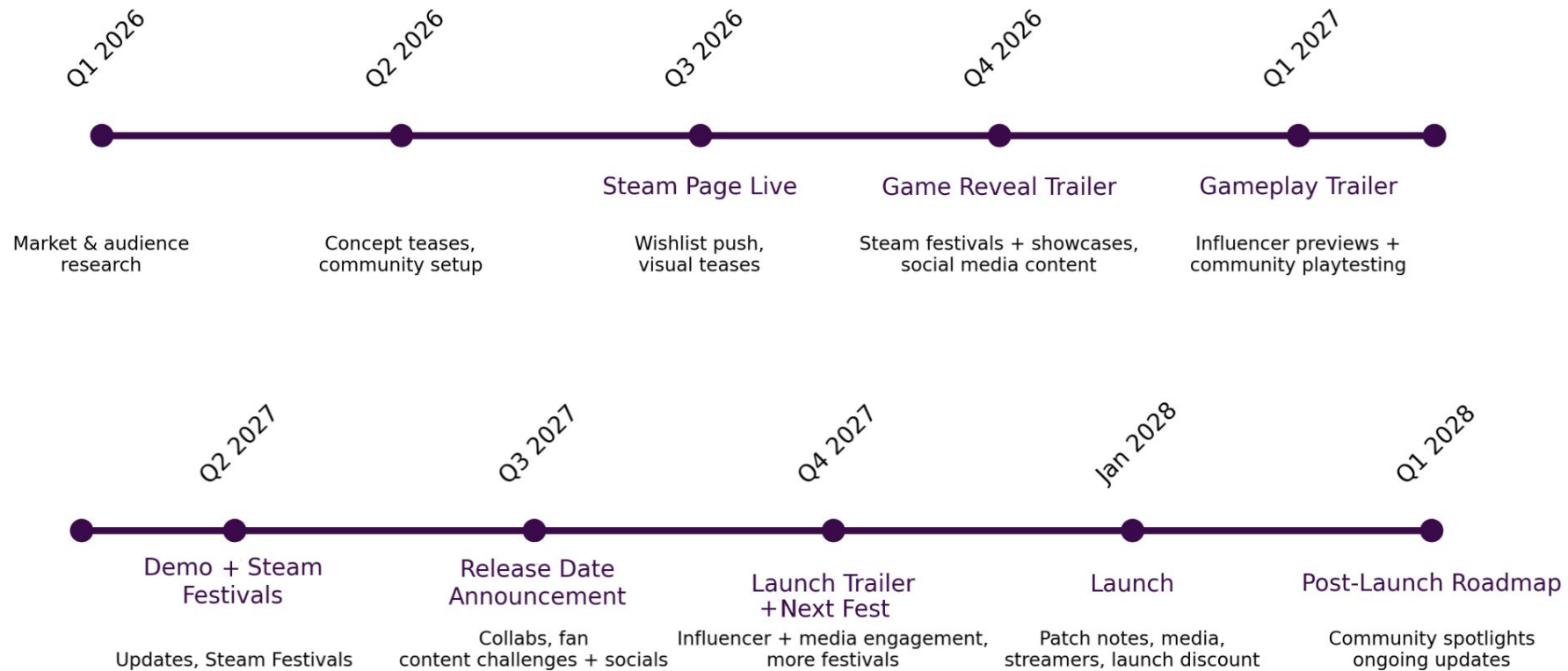
# Demos and Steam Demo Page

- ▶ Demos can get front page featuring when you launch your demo.
- ▶ You can notify people who wishlisted your game when you launch the demo.
- ▶ Players can now leave reviews on your demo
- ▶ Demos unlock Youtubers and Twitch streamers because they give them something to play on their channel way before your launch.
- ▶ Demos unlock festivals that get front-page featuring on Steam because most festivals require demos.
- ▶ Demos unlock word of mouth marketing

# Core Marketing Beats

- ▶ Game announcement
- ▶ Demo Release
- ▶ Launch Date Announcement
- ▶ Game Launch (optional 5th if you are early access)

# Making a Timeline



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“Let’s connect  
on LinkedIn”

# Any Questions?

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**Thank you!**

