

The background of the slide features a dark blue gradient with a complex arrangement of mechanical parts, including gears, pistons, and a large, metallic-looking logo that reads "ROBOCALYPSE" in a stylized, blocky font. The text "10 Tips (And More!) To Make Your iPhone Game More Successful" is overlaid in a large, white, sans-serif font.

# 10 Tips (And More!) To Make Your iPhone Game More Successful

Alan Martin  
Producer  
GDC Canada 2010

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# INTRODUCTION



The KEY:

Getting the most out of the tools that Apple provides.

What will be covered:

- Pre-Production Tips
- Pre-Release Tips
- Post-Release Tips

# PRE-PRODUCTION TIPS

ROBOCALYPSE™



# 1) CONTENT UPDATES



Plan “Content” Updates Early!!!

## Why To Update:

- Bug Fixes
- Provides Marketing Opportunities
- Keeps Existing Players Engaged

# 1) CONTENT UPDATES



## What To Update:

- Bug Fixes / Customer Feedback
- In App Purchases
- Free DLC
- New / (Previously) Unfinished Features



# 1) CONTENT UPDATES



## When Updating:

- Put Effort into the Update Description
- Tease the Update in your “community” – websites, Twitter, FB, etc.
- Plan approximate “schedules” for updates as early as possible

## 2) “LITE” VERSION

If possible, plan a “Lite” version of your game.

### Tips:

- Include enough of your game to HOOK the audience – and quickly.
- DON'T give it ALL away - tease them!
- DON'T call it a “Demo.”
- DON'T include references to other platforms.

## 2) “LITE” VERSION

### Lite Version Timing - Suggestions:

- Save the “Lite” for a later marketing opportunity (“iShoot” example)...  
OR
- Release it simultaneously with full version...  
OR
- Release it WHILE you’re finishing the full version

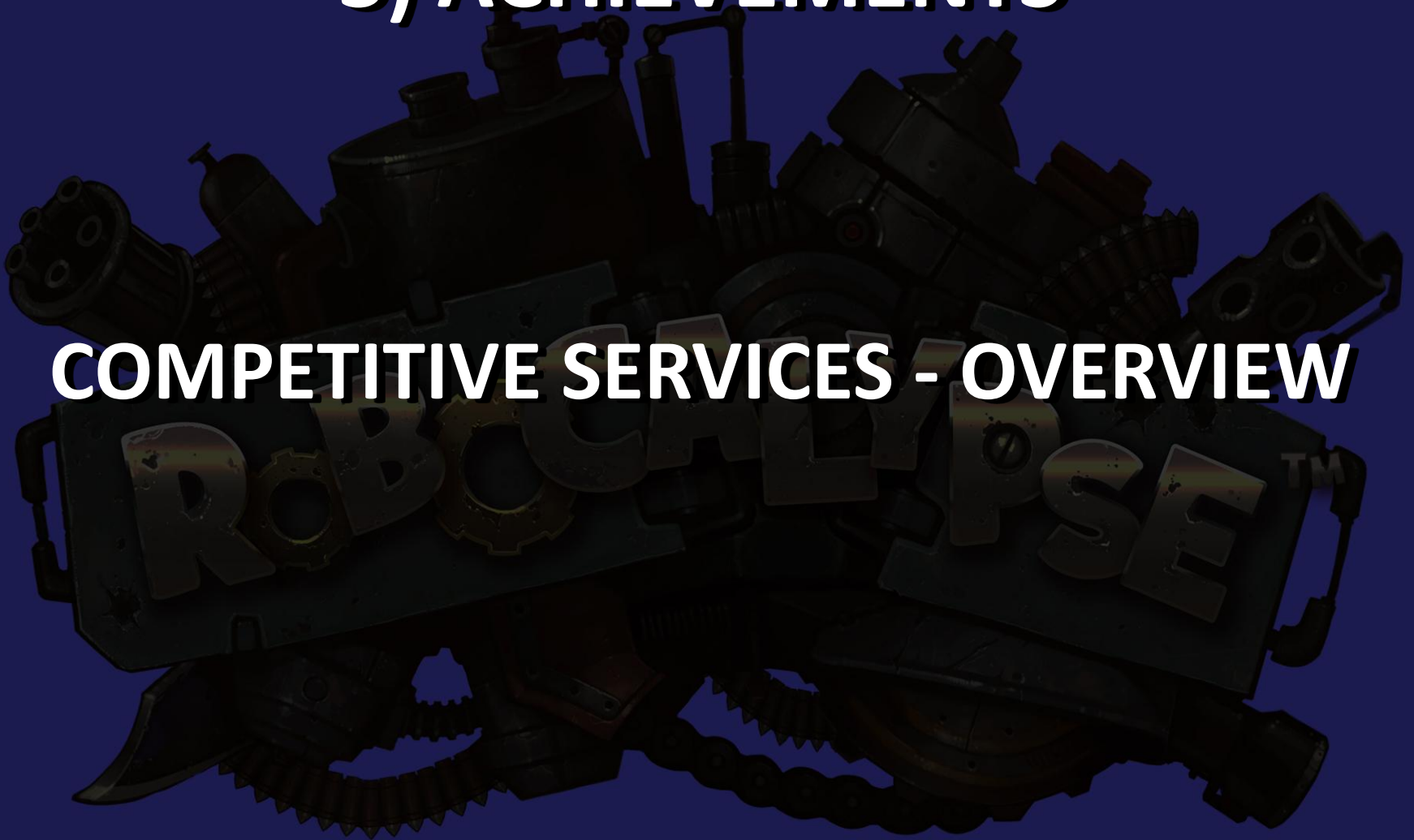


### 3) ACHIEVEMENTS

- Plan Your Achievements / Stats Early!
- People play games to achieve goals!
- Do this, even if they're implemented after Launch.
- Partner with one of the free services, to maximize exposure in their community.

### 3) ACHIEVEMENTS

**COMPETITIVE SERVICES - OVERVIEW**



# 3) ACHIEVEMENTS

## OpenFeint:

- +: Free for developers to integrate
- +: Lots of games already supported
- +: Friends / Xbox Live-style presence
- +: Geolocation Leaderboards
- +: Tools for your Game's Community
- - : Adds a lot to your App size

# 3) ACHIEVEMENTS

The background of the slide is a dark blue gradient. Overlaid on this is a large, dark, metallic-looking mechanical structure. In the center, the word "ROBOCYPSE" is written in a large, stylized, metallic font. The letters are thick and have a weathered, industrial appearance. The mechanical structure around the text includes various pipes, valves, and a large cylindrical tank at the top.

## Plus+:

- +: ngmoco's achievement engine
- -: Many similar features to OpenFeint (but slightly behind)

## AGON:

- -: Many similar features to OpenFeint (but slightly behind)
- - : Not well known / not many games

# 3) ACHIEVEMENTS

## iAchievements:

- +: Many similar features to OpenFeint (but behind)
- +: Free for developers to integrate
- +: Includes “Smart Ads” with Achievements
- -: Duplicates what Apple’s iAds promises (without Achievements)



# PRE-RELEASE TIPS

ROBOCALYPSE™



## 4) TITLE & KEYWORDS

### “Strategy” for Titles:

- Look at similar games / genres
- Look for similar titles
- Does your title convey the game? Fun?!
- Remember the limited title (display) space!

## 4) TITLE & KEYWORDS

### “Strategy” for Keywords:

- Look at similar games’ keywords
- Be smart with character limitations (100 chars. max for all keywords and commas – don’t use spaces!!)

### Robocalypse’s Canadian English Keywords:

strategy,action,robot,comic,humour,real-time,war,military,combat,funny,defence,mobile,multiplayer

- Don’t use others’ TMs in your keywords!

## 5) LOCALIZATION

Even if you can't localize your game's content, localize the App Store elements!

- You won't make any sales in countries where people can't read what your game is about!
- Call around, get bids from translators.
- Maximize the common languages.

# 5) LOCALIZATION



## What to Localize:

- App Description
- Application Name
- Keywords
- “Sale” Words / Phrases
- Website Names / For Reviews

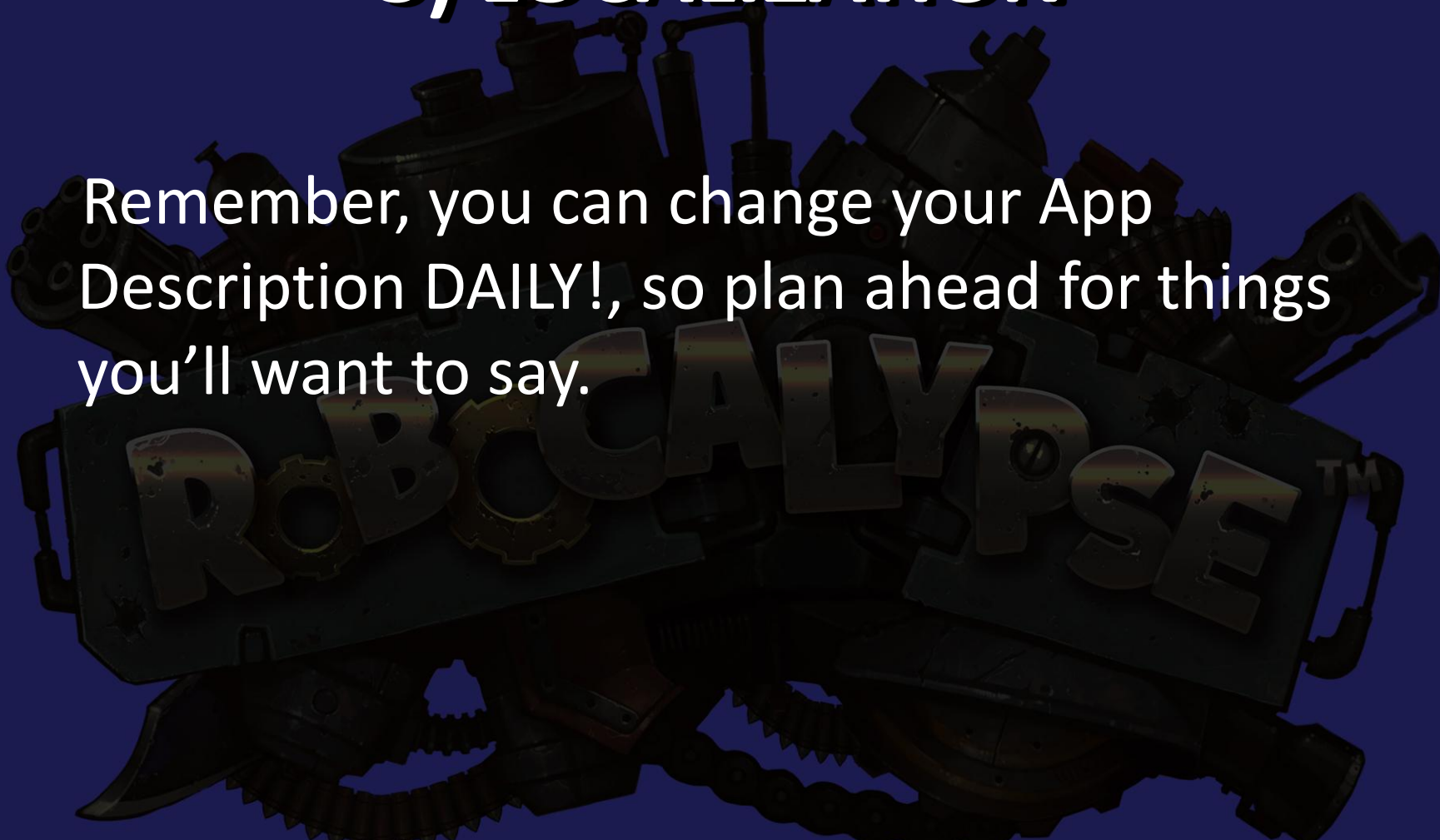
Double-Check Using Free Online Tools!



## 5) LOCALIZATION

Remember, you can change your App Description DAILY!, so plan ahead for things you'll want to say.

ROBOCALYPSE™

The background is a dark, industrial-themed illustration. It features a complex mechanical assembly with various gears, pistons, and mechanical components. The text 'ROBOCALYPSE™' is prominently displayed in a large, metallic, 3D-style font across the center. The overall aesthetic is dark and mechanical, with a blue-grey color palette.

# 5) LOCALIZATION

## Languages:

Apple currently allows 17 different languages (plus US English) for App Store elements:

- Australian English
- Canadian English
- Canadian French
- Dutch
- French
- German
- Italian
- Japanese
- Mexican Spanish
- Simplified Chinese
- Spanish
- UK English
- Brazilian Portuguese
- Korean
- Portuguese
- Russian
- Swedish

## 6) SCREENSHOTS

### Screenshot Tips:

- Check the Competition
- Variety of Shots
- Make sure they are Representative of your Product
- No Horizontals on some devices
- You can now have separate iPad screenshots
- Localize!

# 7) THE ICONS!

## Icon Tips:

- In addition to ones you need to Launch, plan ahead for ones you'll need later (for "Sales" and promotions).
- Some App icons can be changed quickly and easily, others cannot.
- If Apple contacts you about a featured spot, they will want your Icon empty of additional text (like "Sale", etc.)

# 7) THE ICONS!

**ROBOCALYPSE – MOBILE MAYHEM  
ICON POST-MORTEM**



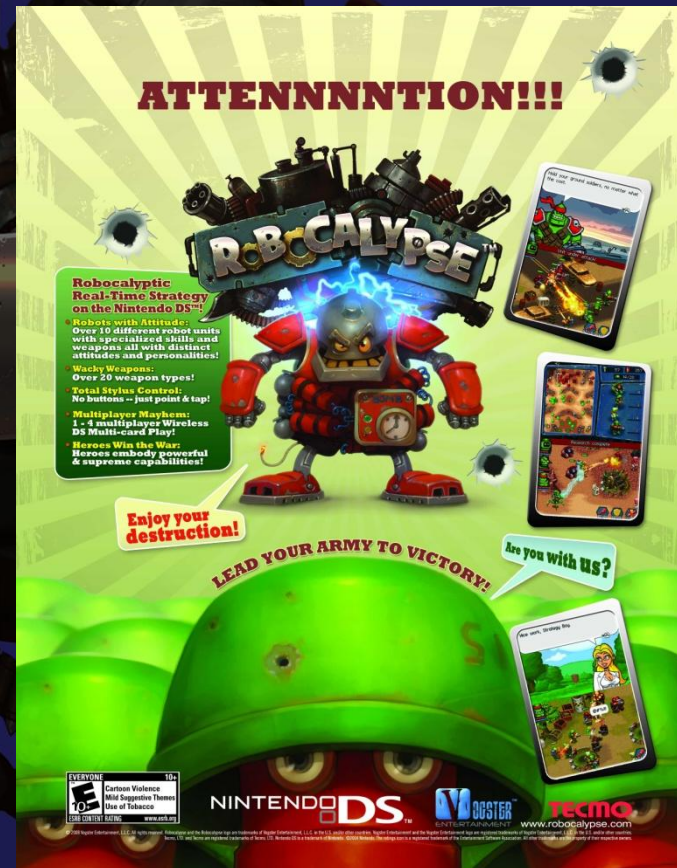


# 7) THE ICONS!

## ORIGINAL MARKETING MATERIALS - DS

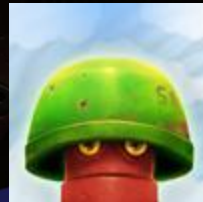
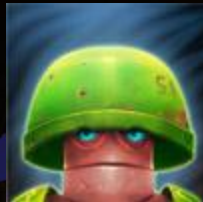
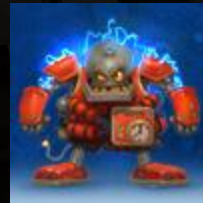
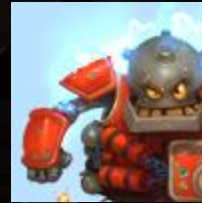


DS Game Cover Art



DS Print Ad

# 7) THE ICONS!



PRE-LAUNCH ICON CONCEPTS

# 7) THE ICONS!



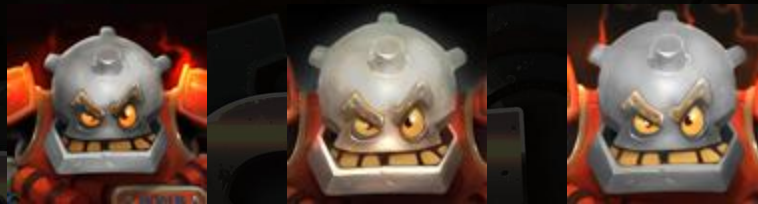


# 7) THE ICONS!



LAUNCH ICON (SALE VERSION)

# 7) THE ICONS!



POST-LAUNCH ICON CONCEPTS



## 7) THE ICONS!



UPDATED ICON (LITE VERSION)

# 7) THE ICONS!



## 8) PRICE

### Pricing Tips:

- Be Competitive
- Don't under-price yourself
- Leave Room for Change / Sales

# POST-RELEASE TIPS

ROBOCALYPSE™

The image features a dark, industrial-themed background with various mechanical components. At the top, there are several cylindrical parts resembling pistons or valves. Below these, a large, metallic-looking rectangular plate serves as a base for the 'ROBOCALYPSE' logo. The letters are thick and metallic, with a 'C' that is shaped like a gear. A small 'TM' trademark symbol is visible to the right of the word. At the bottom of the image, there are more mechanical elements, including a large gear and a chain-like structure.



## 9) EDITORS

### Reach Out To Publication Editors:

- BEFORE you release, so there is a relationship WHEN you release.
- Find Email Addresses / Write Nice Letters
- Use your Promotional Codes – 50 Per Update (only good in the U.S.)



# 10) CHECK RANKINGS

- Check Ranking / Sales on a Daily Basis
- Be prepared to adjust your Price / App Store elements
- The most important thing for your App's success is making into the Top 25 of any category!
- If you're the #1 App, you sell 15 – 20k Apps a day
- Remember, use all of your Sub-Categories!! \*

# 10+) WORKING WITH APPLE

- Don't Get Impatient With Apple
- This “publisher” doesn't work like the other big guys...
- When they contact you – solicit their advice, and LISTEN!

# CONCLUSION

- Take advantage of ALL the tools Apple provides to maximize your product's exposure
- Research! – what other games are doing
- Partner with a free achievement / stat service
- All of these things help “market” your game
- These tips can be applied to other digital distribution markets, as well!

# CONTACT INFO



THANK YOU FOR ATTENDING!

Email:

- [alan.martin@vogster.com](mailto:alan.martin@vogster.com)
- [alan\\_h\\_martin@hotmail.com](mailto:alan_h_martin@hotmail.com)

Skype / Twitter:

- nalanitram