Community is a Competitive Advantage

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TinyCo™

GDC NEXT

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LOS ANGELES CONVENTION CENTER · LOS ANGELES, CA
NOVEMBER 3–4, 2014

Hello from TinyCo!

Family Guy: The Quest for Stuff

Tiny Zoo

Tiny Monsters

What competitive advantage?

A properly engaged community:

- keeps players around longer.
- converts a greater fraction into paid users.
- actively helps you improve the game.
- comes to your rescue.

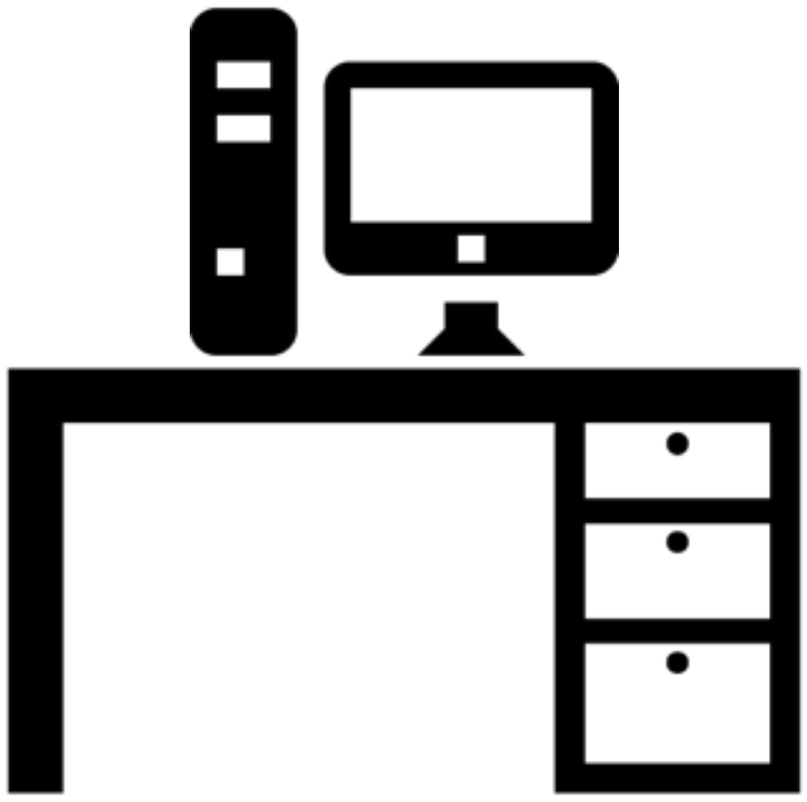
Source: Jürg Stuker, CC Flickr

FREE
New York World-Telegram
Princess to See Coronation At Canterbury?
Pay Bandits Terrorize 40 in Penn Station Robbery

We’re competing with everything else in your pocket.

But… we get to be in your pocket!

This wasn’t always the case.



You now play games everywhere.

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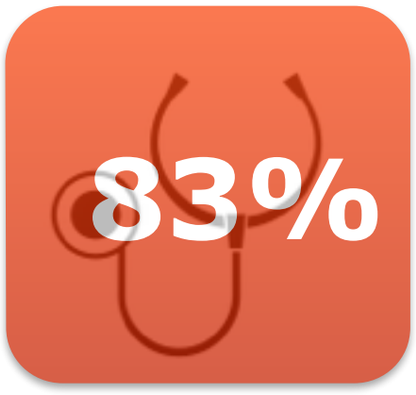

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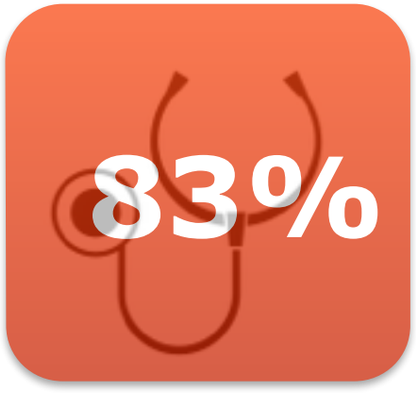

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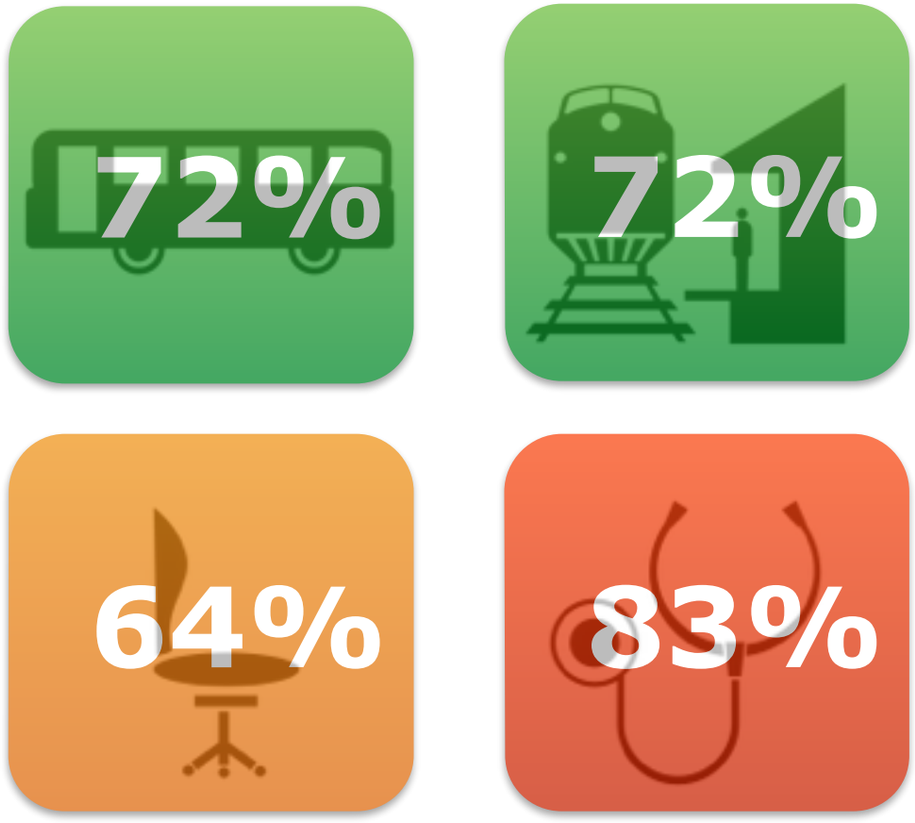

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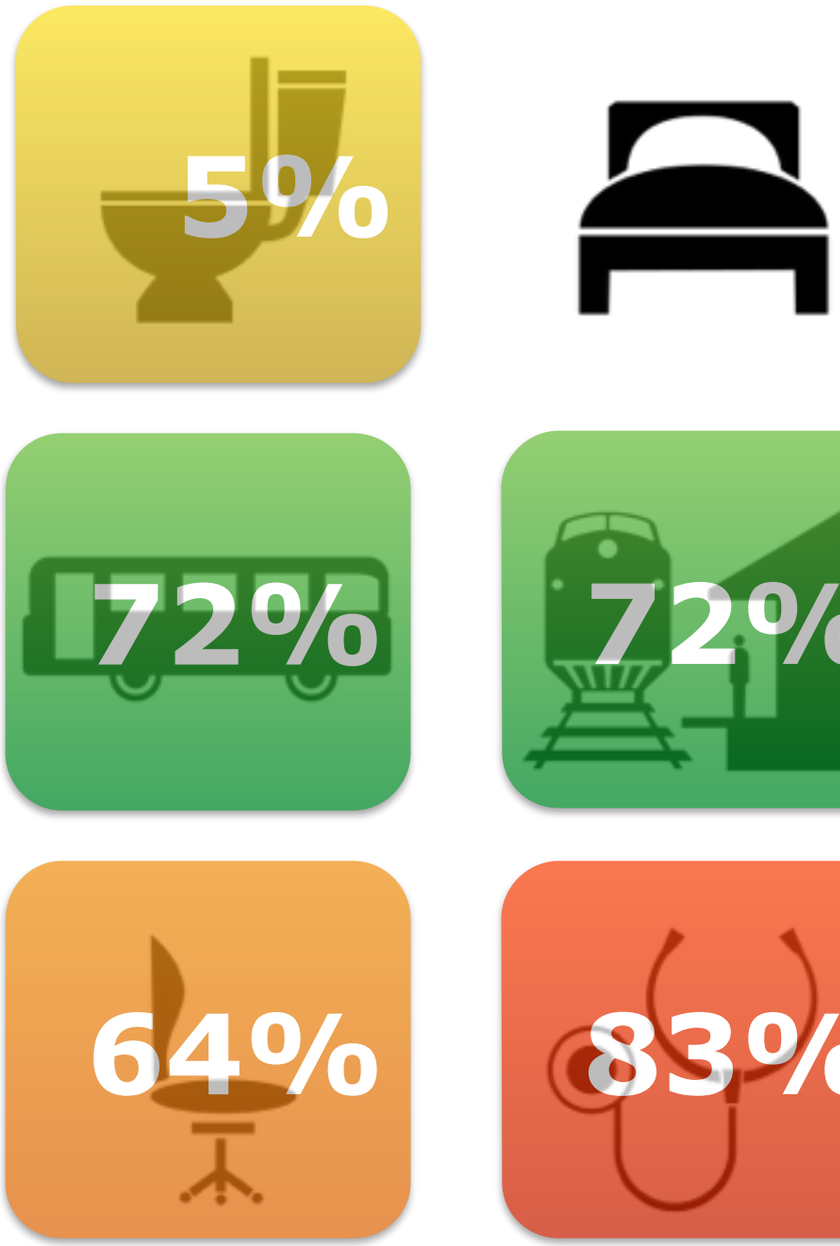

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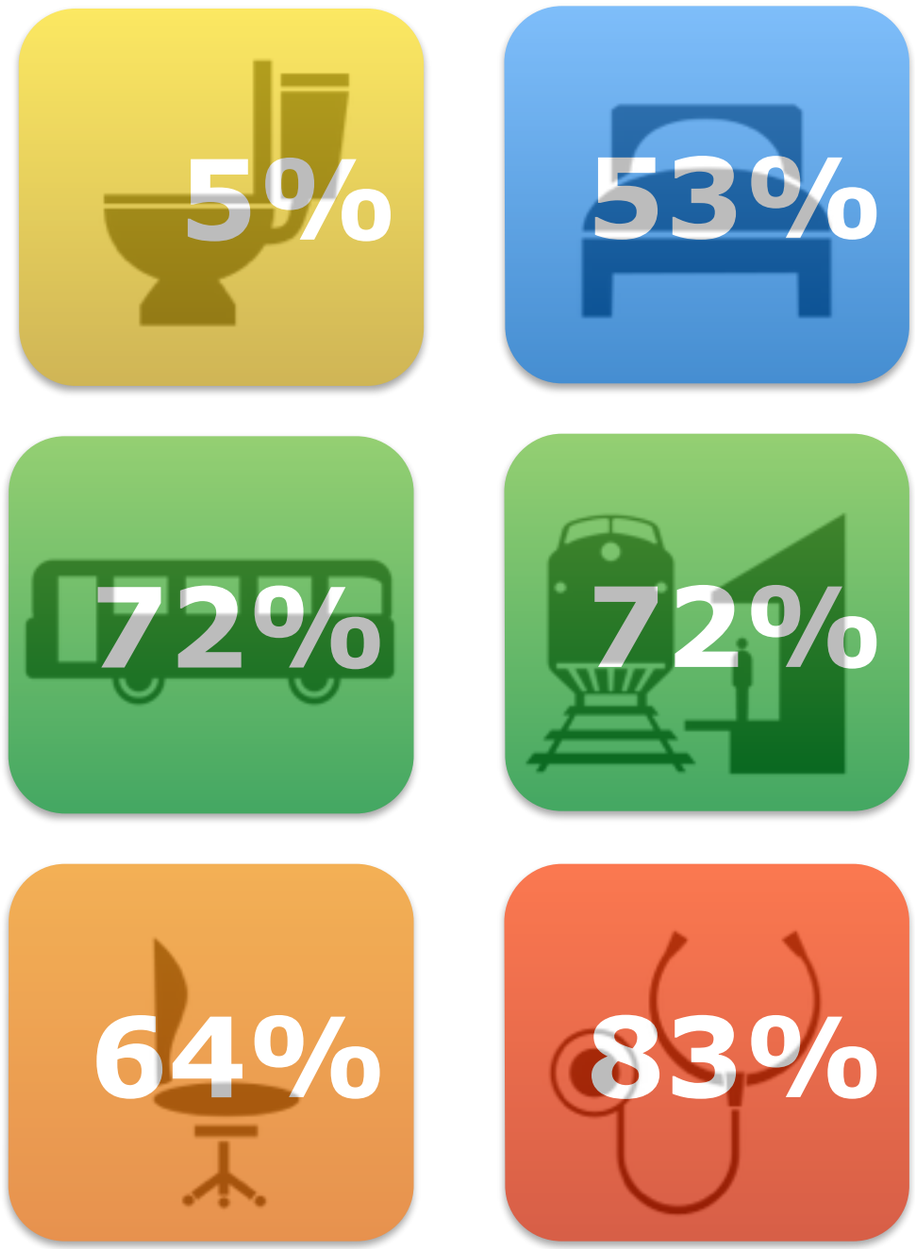
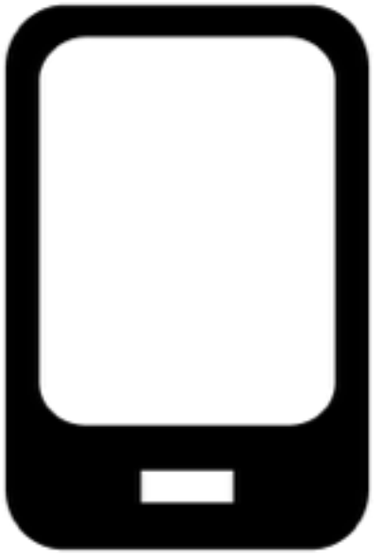


Mobile takes the social power of games and turns distractions into rituals.



How do you build a community five minutes at a time?

So wait. Why is Matt here?

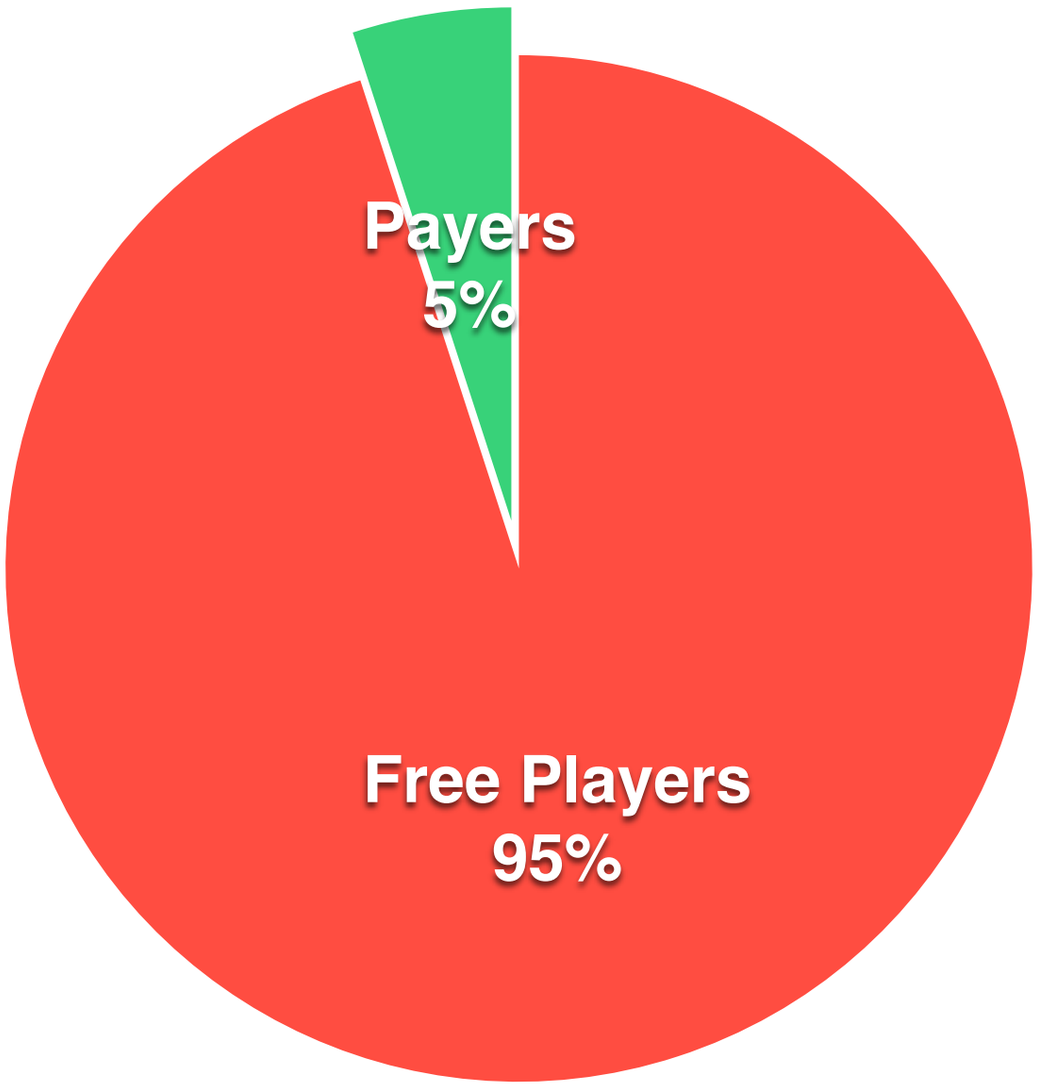
Community is a competitive advantage when it creates value.

Value for the players, and value for the company.

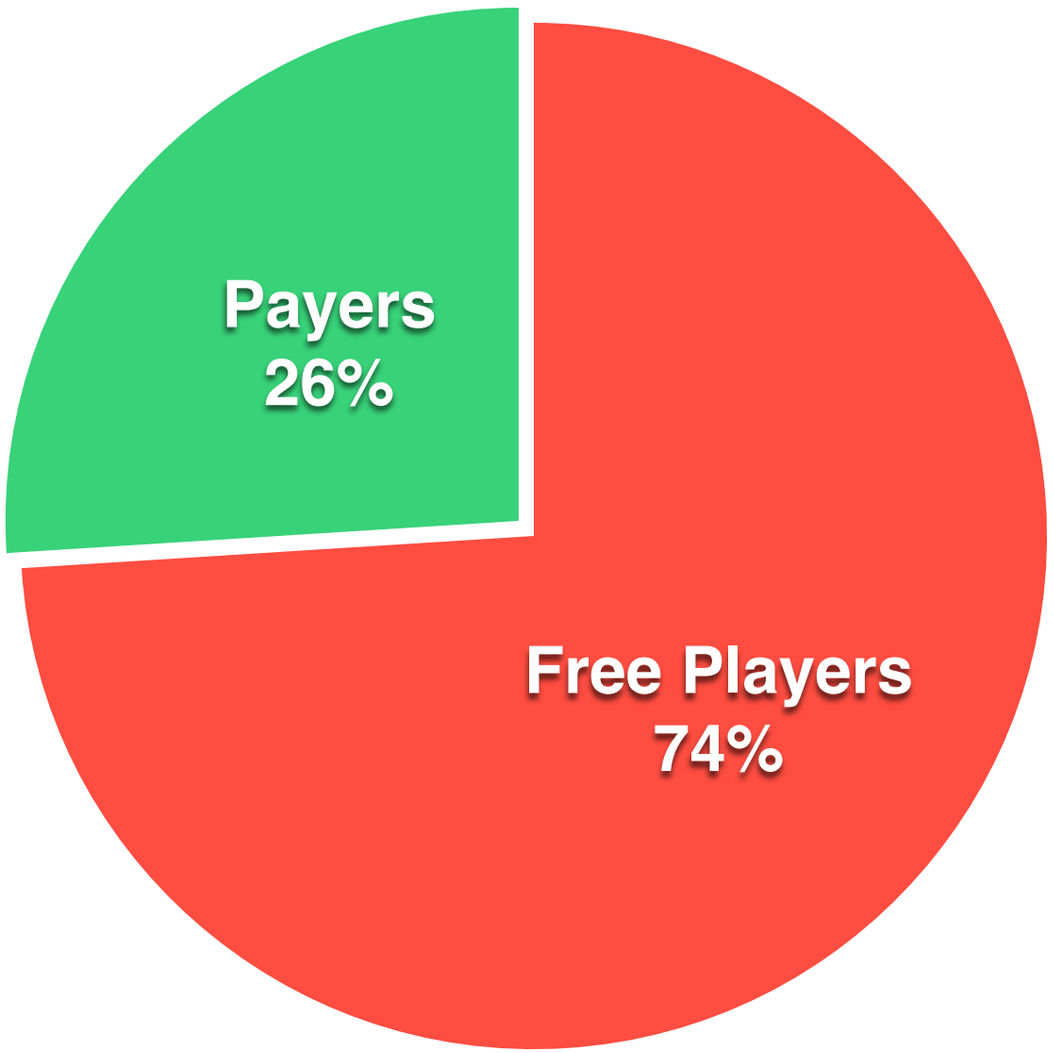
Engaged players become payers.

Players who write to support are more likely to be paid users.

Industry Standard Paid Conversion



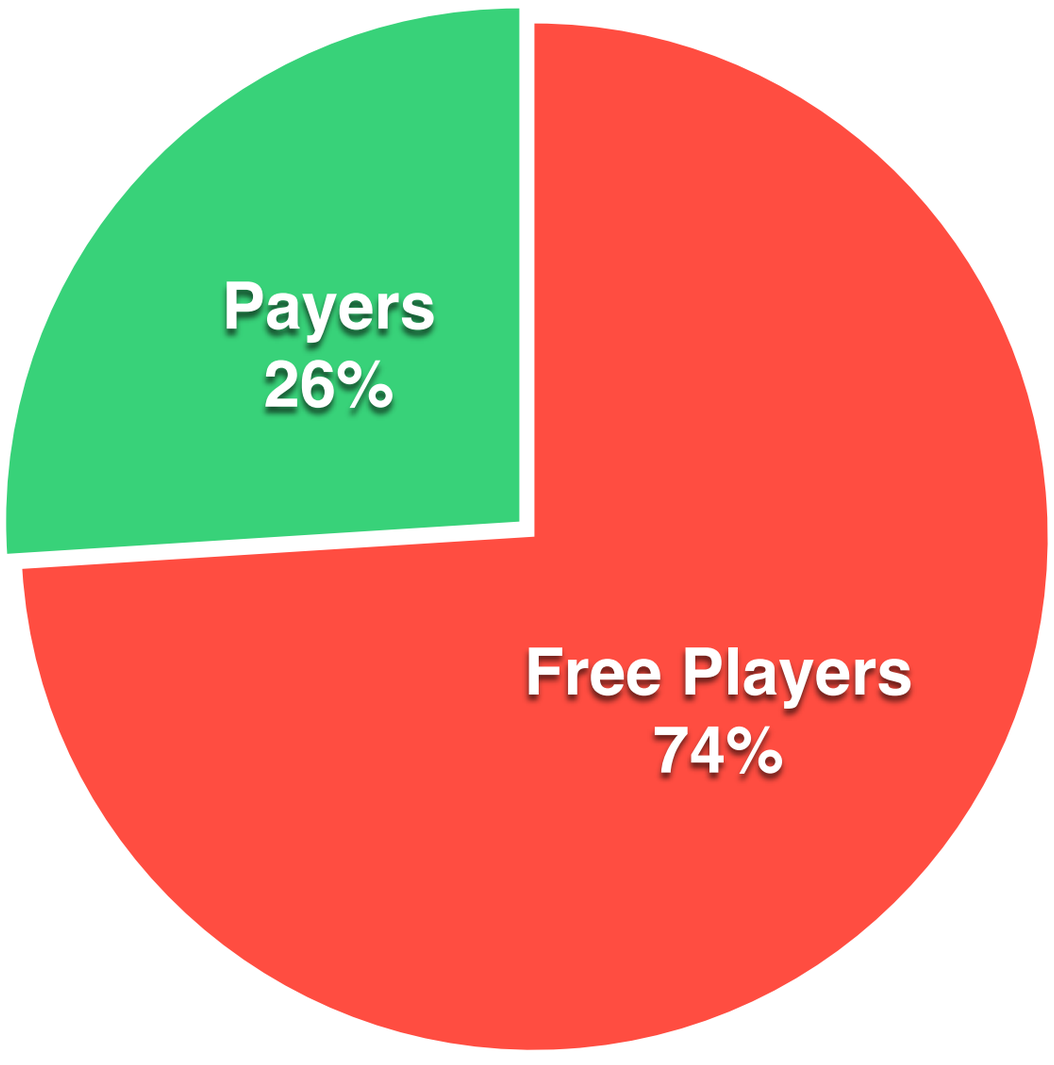
Players who write in to Support



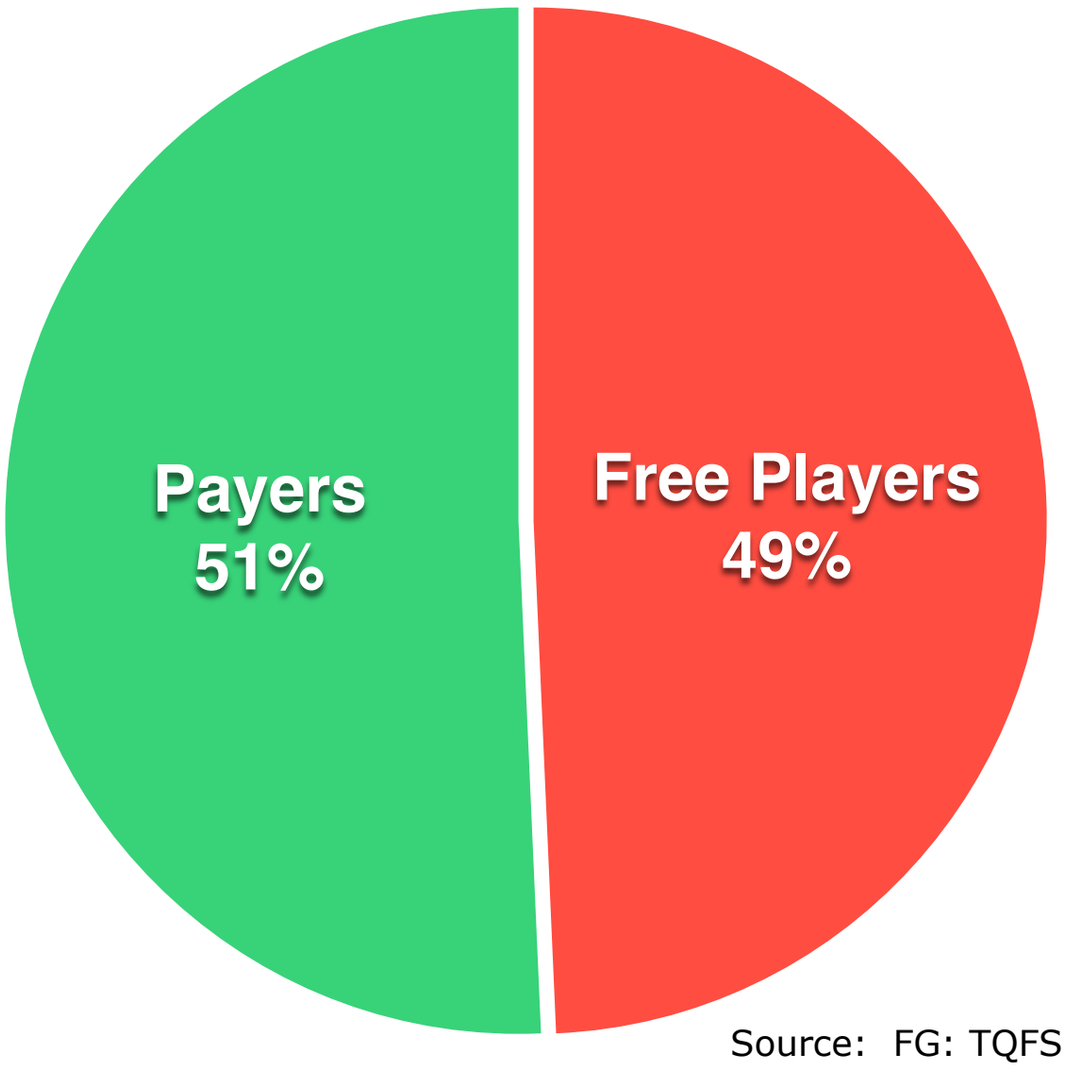
Source: FG: TQFS support tickets, 2014

Players who write in twice are very likely to be paid users.

Players who write in to Support



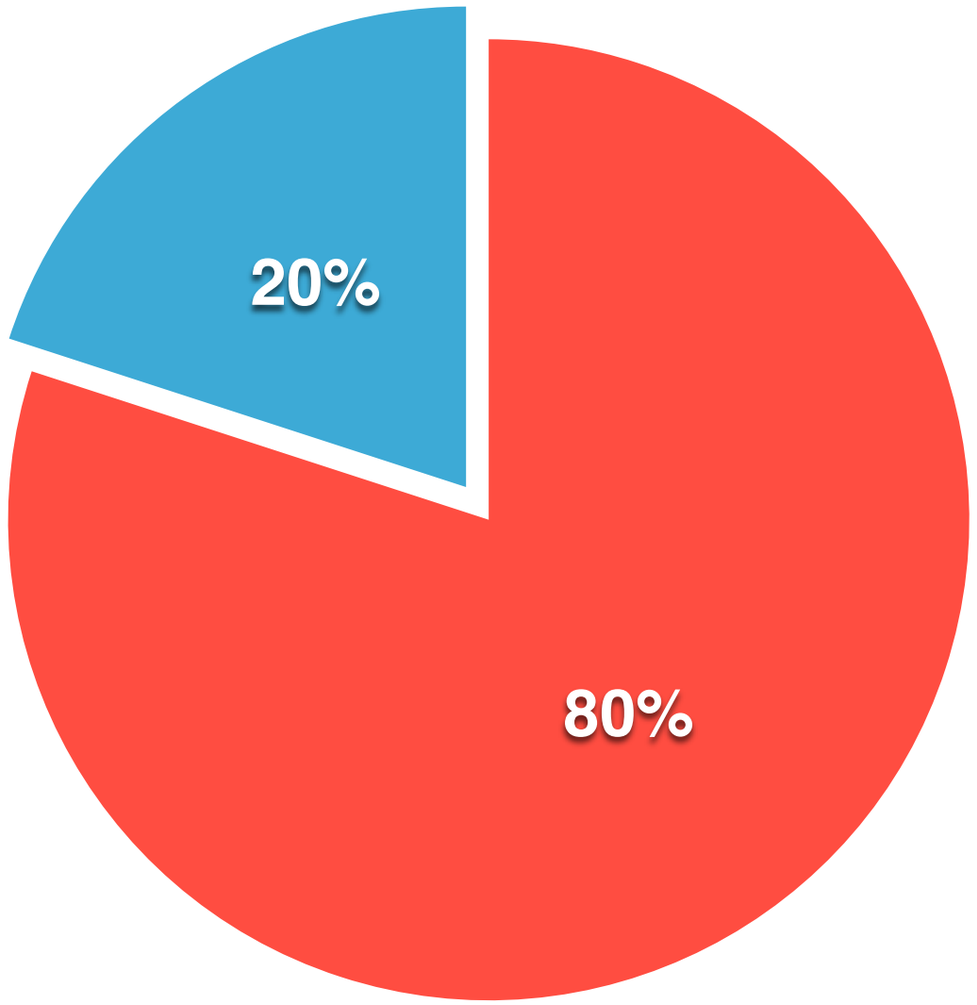
Players who have written in to Support at least twice



Source: FG: TQFS support tickets, 2014

And you can use Support to convert free users to paid.

Players who wrote in at least twice,
and were free the first time



Source: FG: TQFS support tickets, 2014

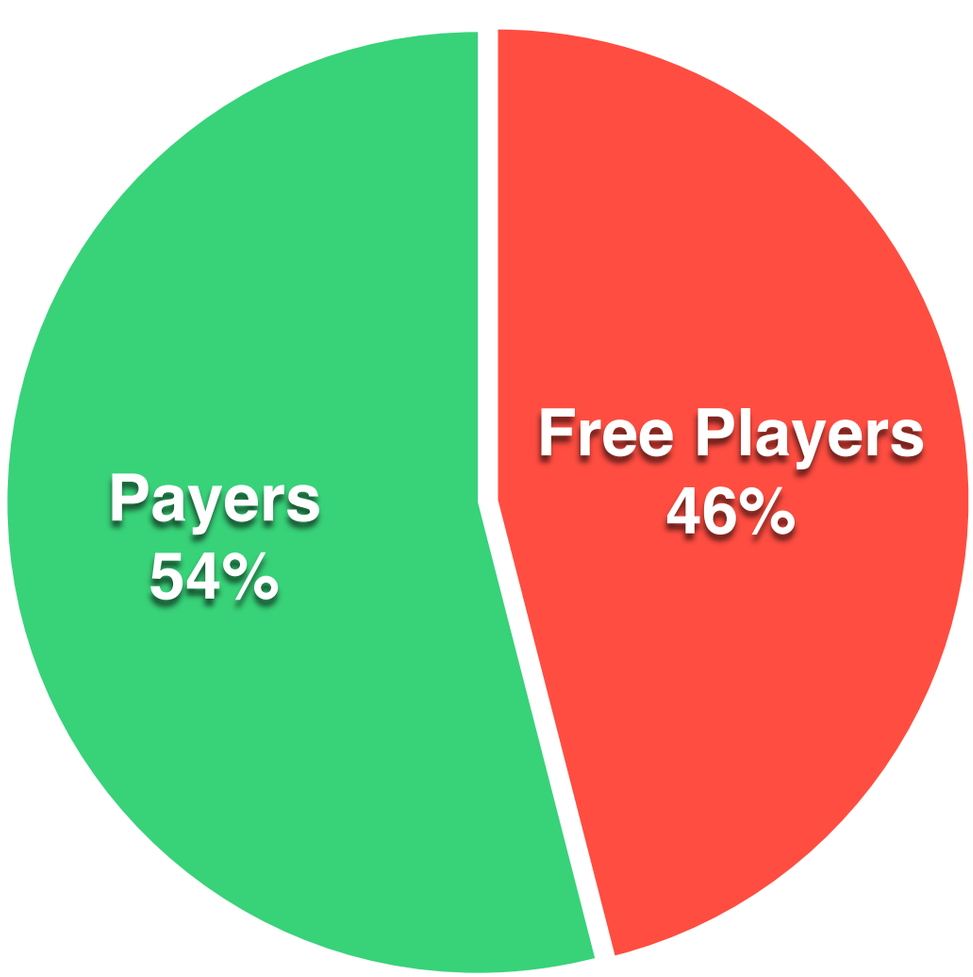
Engaged social players convert, too.

Tiny Monsters: Gifts collected per day per player.

Source: Tiny Monsters, 2013

Gifting 6+ times per day strongly indicates payer status.

Tiny Monsters players using
social features 6x or more daily



Source: Tiny Monsters, 2013

Community inoculates you against problems.

Community helps you make better qualitative product decisions.

Community helps you make better quantitative product decisions, too!

Community helps you be many places at once.

Build where the players are, not where you expect them to be.

On mobile, this means you need a little presence in a lot of places.

Put another way…

Your players are everywhere.

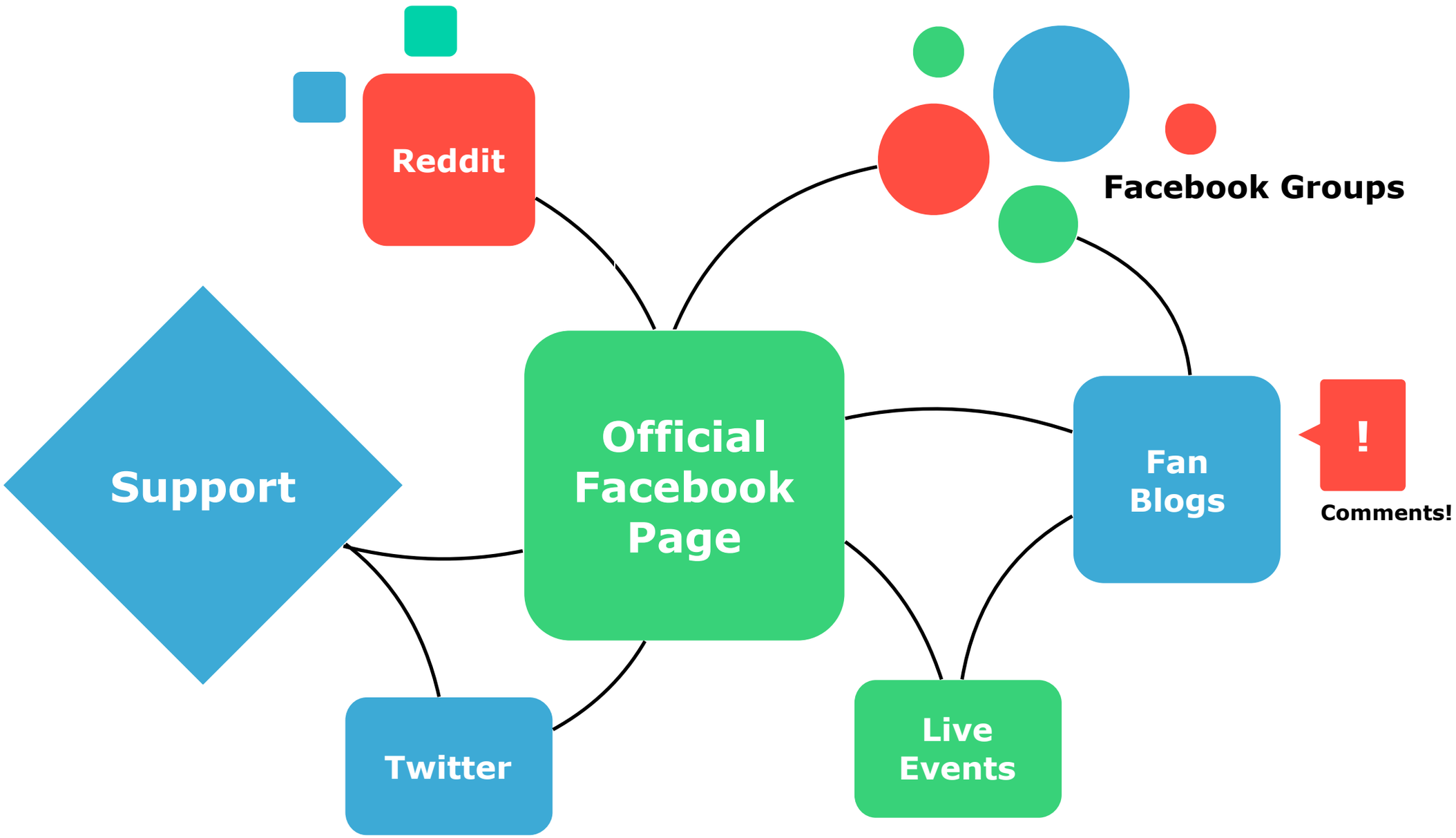
You should be, too.

(five minutes at a time.)

How to be Everywhere:

- Find your players
- Respond in kind across many channels
- Invest in individuals
- Think mobile, not desktop

This is called a distributed community.



Community Management starts before the game launches.

Find their medium.

Forums

Facebook Groups

Blogs

Youtube

Messaging Apps

Facebook Pages

Comment Sections

Twitch

Meetups

#Hashtags

Subreddits

Instagram

Think Mobile, Not Desktop.

- Facebook and Messaging apps offer ready-made mobile community platforms.
- Notifications are huge.
- In-app Customer Support saves.

Respond in kind.

- If someone posts to a blog, *comment on it!*
- If they tweet, *reply!*
- If they make a Facebook group, *join it!*

This is not scalable

This is not scalable

that’s why it works

Surprise people five minutes at a time.

You don’t have to agree with someone to make them happy.

You just have to listen.

Players will notice.

Your community will find you.

When they find you:

- Give them tools.
- Give them access to information.
- Make your information better than spoilers or hacks.

If your community starts to misbehave, that represents an unmet need.

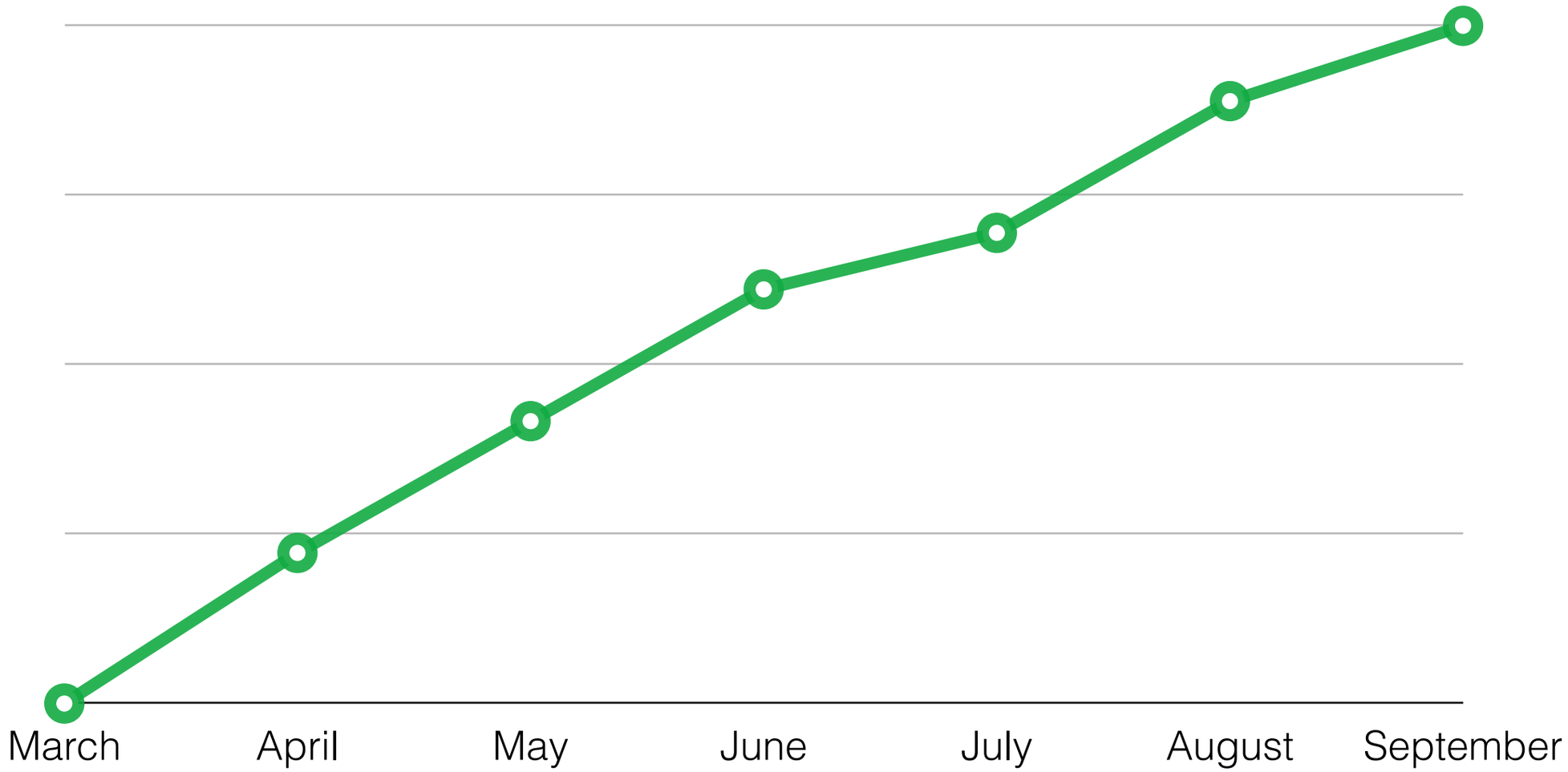
Target that next.

Then Listen.

- Start with ten people.
- Prioritize their emails ahead of your CEO’s.

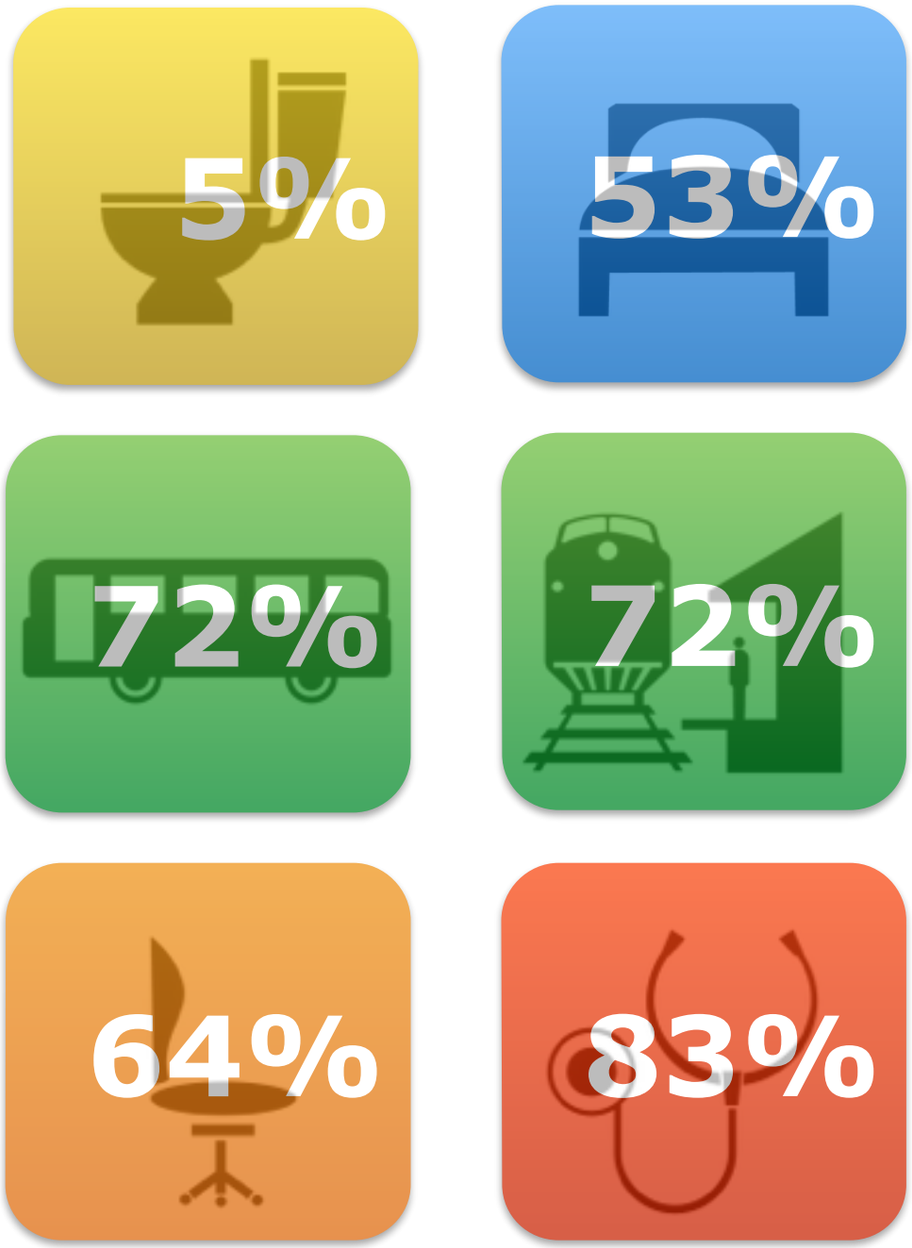
Then Measure.

Then grow the most successful channels.



But it’s not enough just to find them.

Remember, your community is busy.



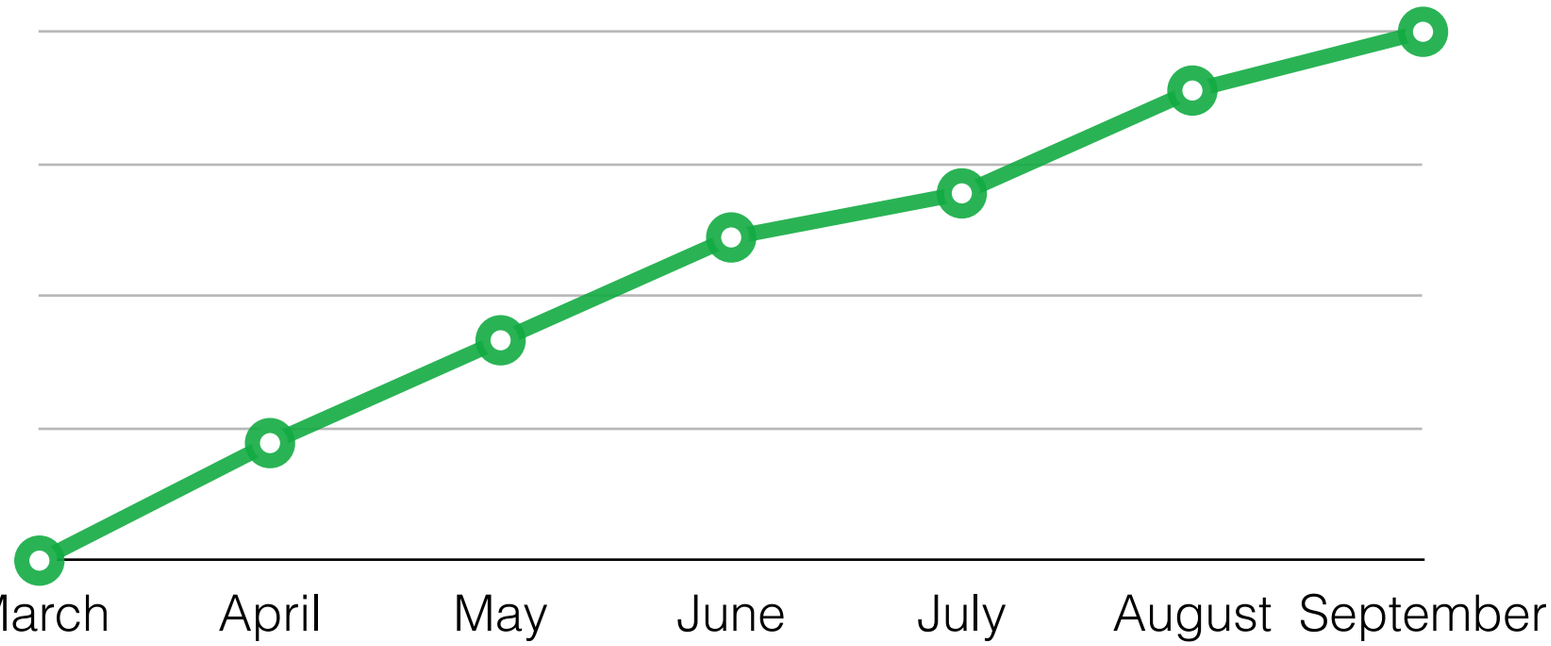
You need a mission.

Our community mission: for players on any platform to feel they help make the game great.

This creates your competitive advantage.

A distributed community spans many channels all at once and ultimately saves you time.

The community allows every engaged player to help you.



Which means every engaged player adds incremental value to your company.

Five minutes at a time.

Thanks for being **awesome**

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Credits and Awesomeness

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