Beth Molloy

Community Manager | poncle

- Essex, near London, UK

- Studied Business & Finance

- Customer service / Sales

- Children's party entertainment company

- First role in the Games Industry! - *Feb 22*

- 💖 Roller skating, theme parks, cosy games & have two cats

poncle

- London, UK, Remote work

- Founded April 2022

- Luca Galante

- Team of fourteen

- Lowercase 'p'

- Community & Marketing:

  - **Feb (2022)**: Only me!

  - **April**: *+ Future Friends Marketing*

  - **Aug**: *+1 CM/Player Support*

  - **Dec**: *+1 Marketing Manager*

"When I wrote the name 'poncle' for the first time, some 10 years ago, I went for a lowercase 'p' because I had this pretentious thought of 'this would serve as a reminder to stay small and humble no matter what'. And oh my, with things being so crazy on VS that actually turned out to be a very good reminder to have!"

Vampire Survivors

- Time survival roguelite
- Simple controls

- Inspired by favourite games
- Italian references & play-on-words

- Steam, Mobile &
  Xbox Console/PC via Game Pass

- Low/fair price, great value
- Exceeding expectations

Peak concurrent players: Dec 2021: **12** | Jan 2022: **50,847**
An increase of 261,128.31%

Topics we'll cover

1. Playing catch-up with our game's existing community

2. Finding our voice on socials

3. The benefits of Early Access for building your community & brand

4. Opportunities & projects of varying success

5. Increasing reach & engagement

6. Learning my role & the games industry

Our Story

Apr 22
poncle was set up officially and started hiring the team

Sept - 20th Oct 22
Road to v1.0 updates & V1.0 launched on Steam & Xbox GP PC!

8th Dec 22
Mobile launch

3rd Jan 22
Discovered by Streamers

17th Dec 21
Vampire Survivors Early Access launch

Jan - Apr 22
Friends helping with development/bugs/community

May 22
VS launched on Xbox Game Pass PC!

10th Nov 22
Vampire Survivors v1.0 launches on Xbox console

15th Dec 22
First DLC! 'Legacy of the Moonspell'

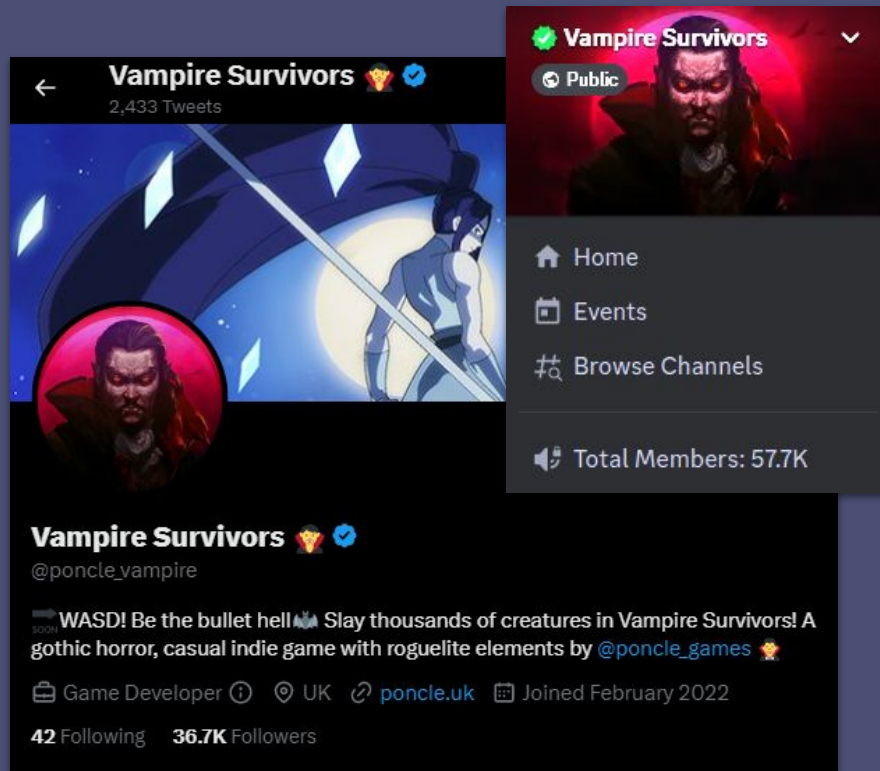# Keeping up with a fast-growing community

1. Keeping up with a fast-growing community

Online presence

- Get your handles on socials
- Buy domains
- Set everything up

Prioritising

- Find your audience
- Choose 2/3 socials
- Spend time on them
- Adding new socials

1. Keeping up with a fast-growing community

Creating a community

- Don't sell! Fun/entertaining

- Keep it safe, regulated

- Everyone is welcome!

- Listen to feedback

Growing the community

- Word of mouth

- Encourage engagement *(call-to-action)*

- Consistent updates

- Reach new audiences *(analytics)*

Did it work?
Take a look at the stats...

	Feb 2022	Now
Discord Members	**11k**	**58k**
Steam Reviews	**14.5k**	**178k**

Steam Announcements now reach 50 times more people!

Over 3M Mobile Players!

178K Steam Reviews, 2nd Most reviewed!

Top Played Steam Deck, 5 Months!

Account home

Vampire Survivors 🧛 Legacy of the Moonspell 🟡 ✔ @poncle_vampire

28 day summary with change over previous period

Tweets	Tweet impressions	Profile visits	Mentions	Followers
395 ↑1.8%	3.64M ↑46.3%	474K ↑10.6%	5,889 ↑28.9%	28.1K ↑6,454

▶ YouTube
11k Subs | 2.5M Views

🐦 @poncle_vampire
37k Followers

@poncle_games
9k Followers

♪ poncle_vampire
22.5k Followers
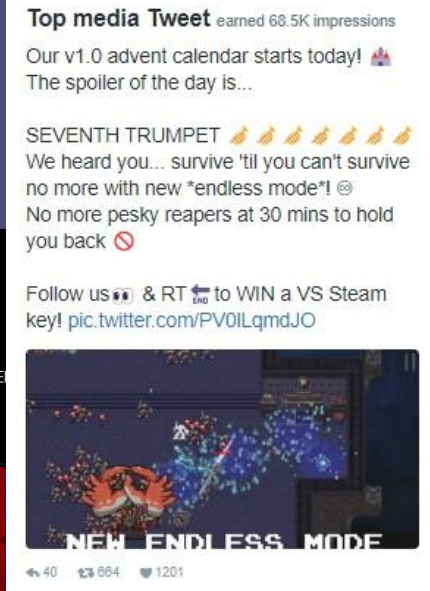
Finding our voice on socials

2: Finding our voice on socials

- Learning platforms

- Varying content

- High/low engagement posts

- Jumping on trends

- Hashtags for visibility

- Be agile - study what works!
 - *eg: Garlic/Floor Chicken/Poe Ratcho*

2: Finding our voice on socials

- Consistency & timing

- Tone of voice - turning point!
  - *Serious to relaxed/friendly*
  - *Paying attention to player likes/dislikes*
  - *Better response*

- Trusting your Community Manager
  - *Experiment*
  - *Trends*
  - *Guidelines*

2: Finding our voice on socials

- Acknowledging players

- Responding to all types of feedback
  - *Positive*
  - *Negative*
  - *Bugs*
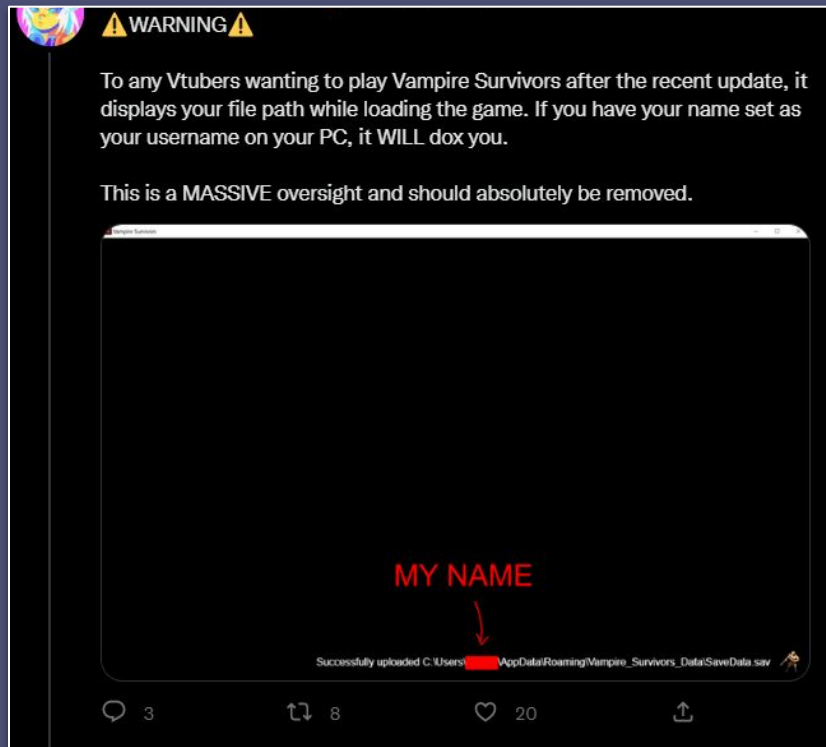
Social Media

What socials do we focus on? Delegate!

Discord	Twitter	TikTok
<u>VIPs</u>	<u>Creator & Press Audience</u>	<u>Mobile Audience</u>
- Most dedicated player base	- Giveaways & polls	- Younger demographic
- Game updates & beta access	- Fast turnaround - trends	- VS mobile apps
- Bugs, suggestions, player challenges	- Post daily	- Silly, non-reserved, unhinged humour/BTS
- Quite independent + community helpers	- Me	- Memes. templates & sounds
		- Post every ~2 days
		- CM/Future Friends

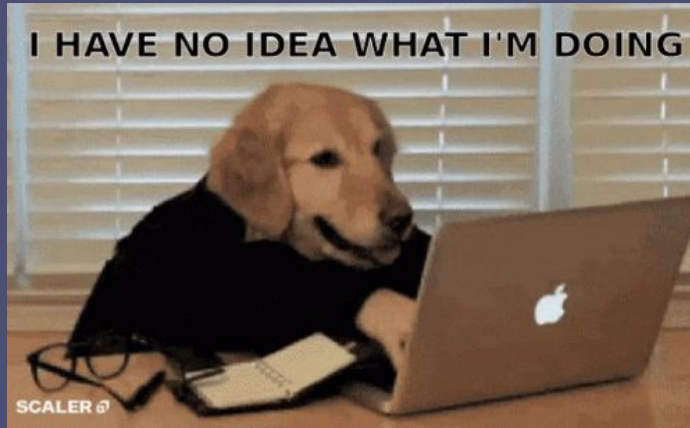# 3: Releasing in Early Access

Benefits

- Involving players with development

- Receive & implement feedback
  - *Issue Tracker*

- Build a strong community

- Brand image
  - *Quirky, grounded, responsive*
  - *+ goodwill*

VAMPIRE SURVIVORS

Help us name the new song!
Listen on YouTube, then vote for your favourite

Zi'Assunta Returns

Army of One

Moms are tough

Passion, Love and Beauty

Paradigmatize

Vento Sacro

^ Asking our community for their choice of song name

3: Releasing in Early Access

Challenges

- Constant changes

- Last minute content creation

- Difficult to schedule

- 'Overnight' success - creating systems on the go (new company)

Opportunities & projects of varying success

4: Opportunities & projects of varying success

- French Discord server project
  - Be selective

- Shadow-drops - OST release
  - Right timing, right product

- Making merch boxes for v1.0:
  - Merch company vs DIY?
  - Evaluate the situation

LIRIK ✓
HEHEHE - !MERCH
Just Chatting gamerdad
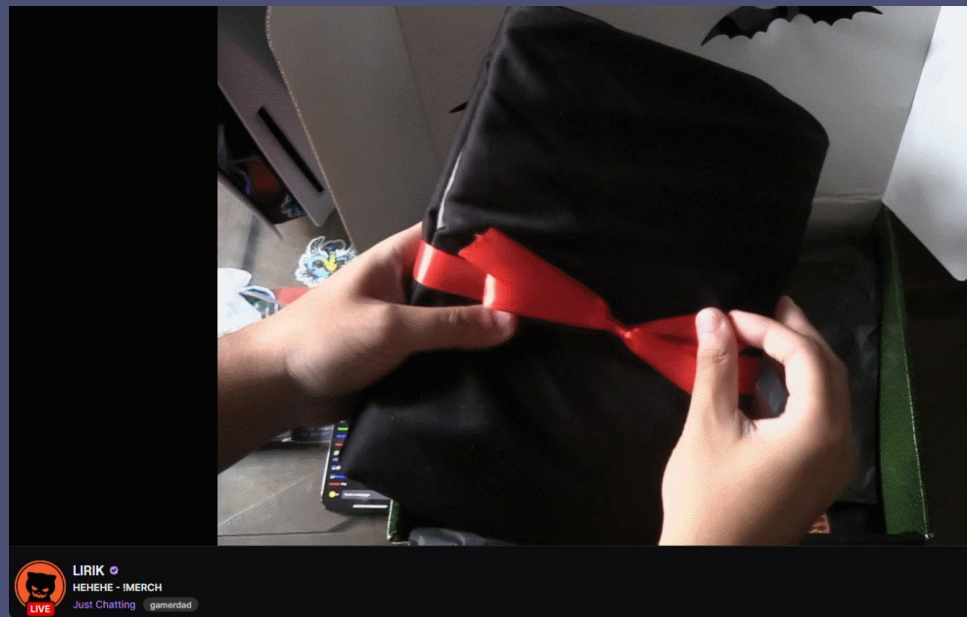
^ LIRIK's merch unboxing, Twitch
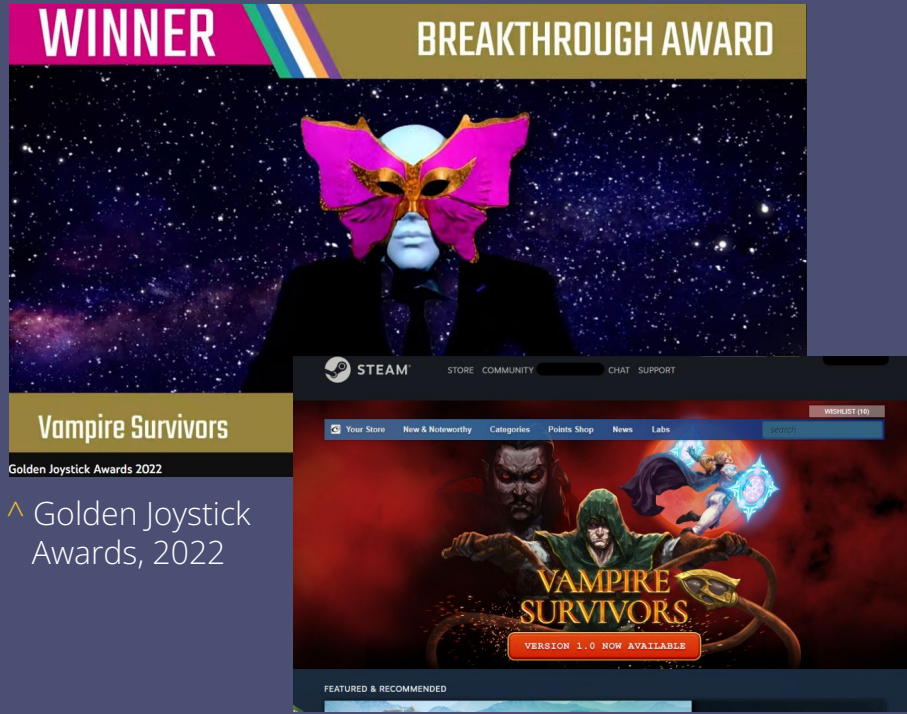
Increasing reach & engagement

5: Increasing reach & engagement

Can be controlled

- Giveaways

- Press releases, keys, Steam wishlists

- Live Streams: Steam & Twitch with creators
  - *Impact*

- IRL Events (EGX, WASD London)

5: Increasing reach & engagement

^ Golden Joystick Awards, 2022

^ v1.0 Launch, Steam front page

Out of our control

- Award show nominations/wins
  - *Award show exposure*
  - *Steam nominations increased reviews*

- Reach out to platforms
  - *Requirements*

- Creators, companies
  - *Ask to collab*
  - *Worst thing is 'no'*

Learning & growing into my role / the games industry

6: Learning & growing into my role/ the games industry

- **Learning new skills**
  - *Courses/videos*
  - *Attending talks at industry events*

- **Familiarising myself with the industry**
  - *Watching showcases & awards*
  - *Twitter / Linkedin*
  - *Content creators*

- **Staying up to date with socials/news**
  - *Newsletters (Victoria Tran's Community Dev, TikTok Gaming)*
  - *YouTube*

- **Talking to people!**
  - *Discord, Twitter, physical events & meetups, online gatherings*

- **Podcasts**
  - *She Plays Games*

6: Learning & growing into my role/ the games industry

- Safe In Our World: Mental Health Training course

- Mentors - Limit Break UK mentorship programme

- Playing more games!

- How I have built my confidence and learned to question processes along the way?
  - Trial and error
  - More knowledge = more confidence
  - Better informed suggestions
  - Improved organisation = more streamlined, more time for new projects

Summary

The main takeaways from my time and experience working in Community Management...

- How important community management is for growing, nurturing and entertaining your community

- A strong tone of voice and branding will help build the image of your company and game

- Being consistent, willing to listen, reliable and authentic as a company goes a long way!

- Early Access can be a great opportunity - player feedback, build company image and values

- You don't have to say yes to everything and not everything will go to plan, but you can learn from it

- Keep learning, making connections and developing your skills

*Community Management is crucial for your
game's success and is definitely worth investing in!*

Surviving 'Vampire Survivors'
Agile Community Management

By Beth Molloy

Thanks for listening, you've been *fangtastic!*

Any questions?

Please take a moment to give your feedback :)

poncle.uk

Beth: @Bethannieej   VS: @poncle_vampire