

A man with glasses and a shaved head is sitting in a small, light green rowing boat on a dark body of water. He is wearing an orange sweater that features a pixelated graphic of a chicken. The background is a night sky with a large, bright full moon and some wispy clouds. The water is dark and reflects the moon. The entire scene is framed by a dark blue background with white text on the left and yellow text on the right.

the golden rule of indie games promotion

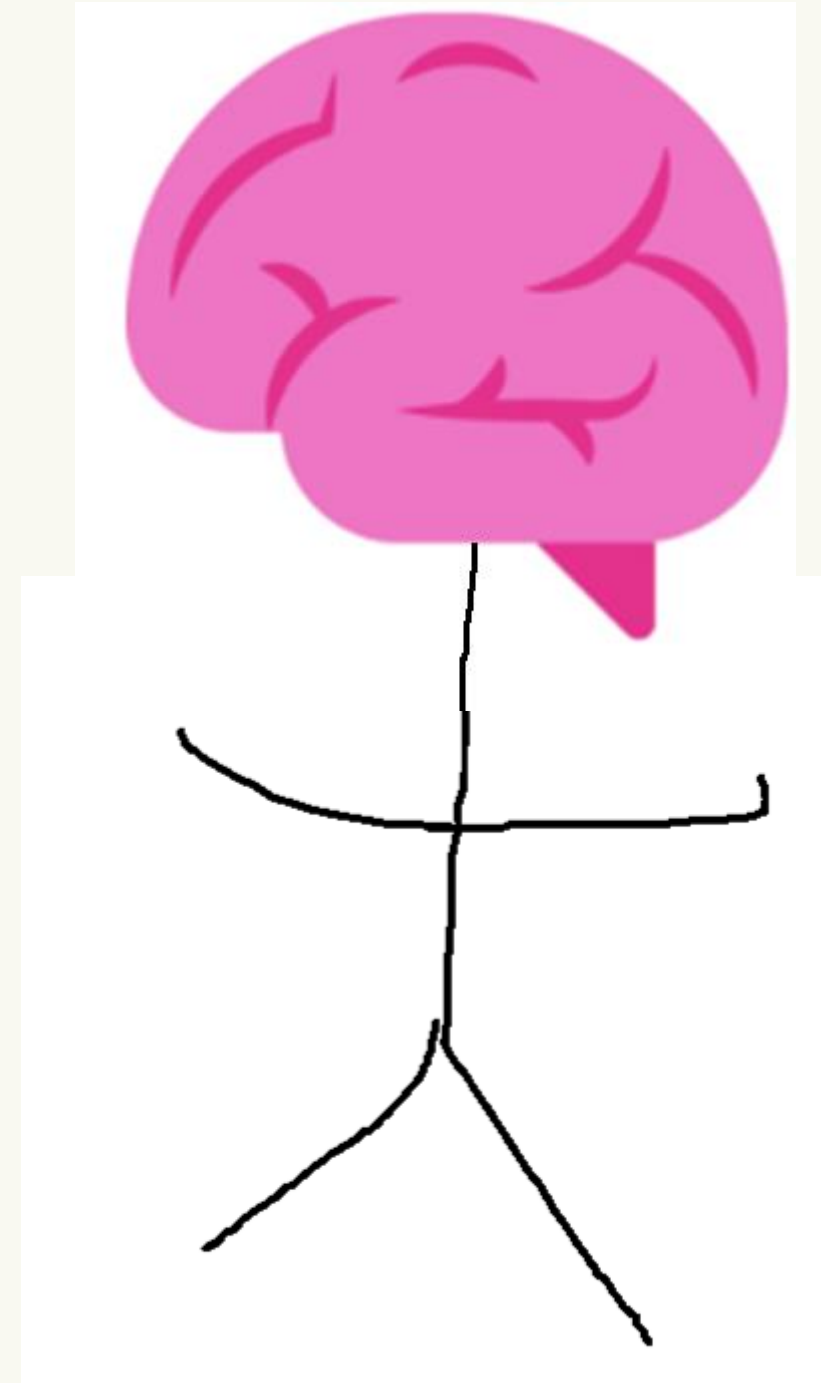
starting soon!!!

the golden rule of indie games promotion

**NO
ONE CARES
ABOUT YOUR GAME**

thomas reisenegger // @olima // GDC 2023

**system that is a
quality check for
communications
and assets**



Thomas Reisenegger

Future Friends Games, Co-founder



Worked on over 100 games including:

Vampire Survivors, The Forgotten City, Exo One, What the Golf, Omno, Laysara, art of rally, Cloudpunk, Frog Detective etc.



Today we will talk about

1. The **avengers problem**

(and fix it)

2. 'No one cares mindset' on a **micro level**

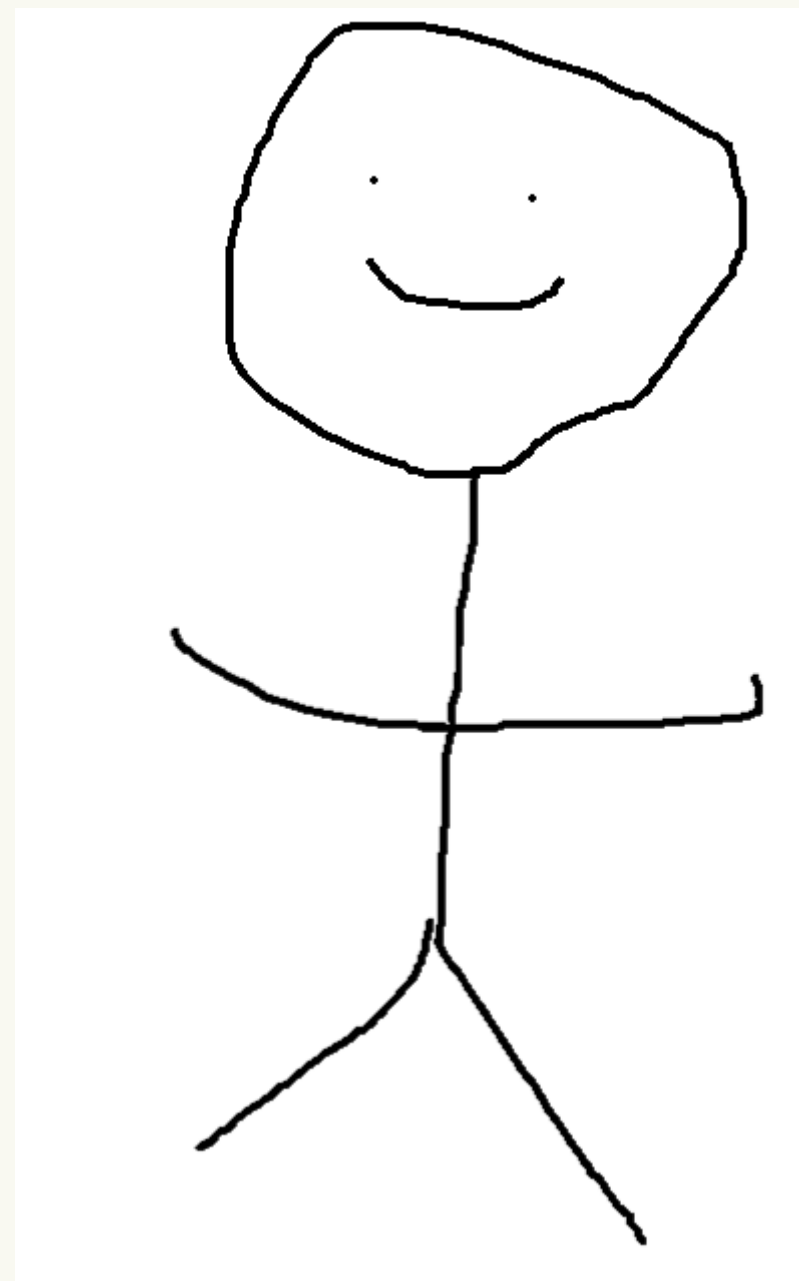
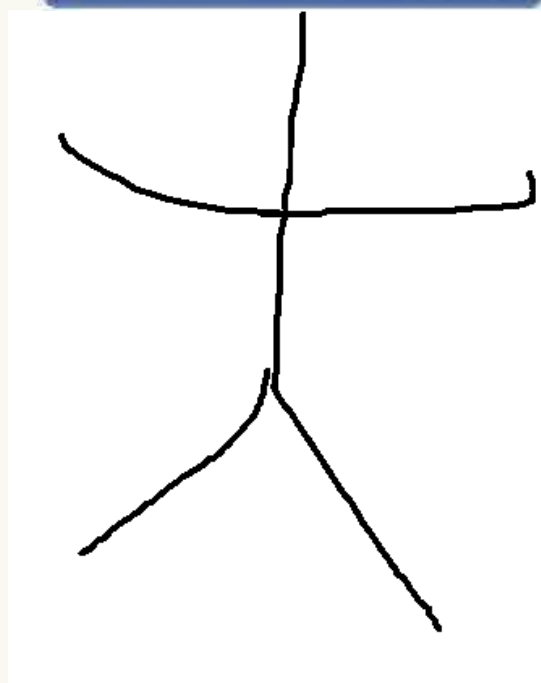
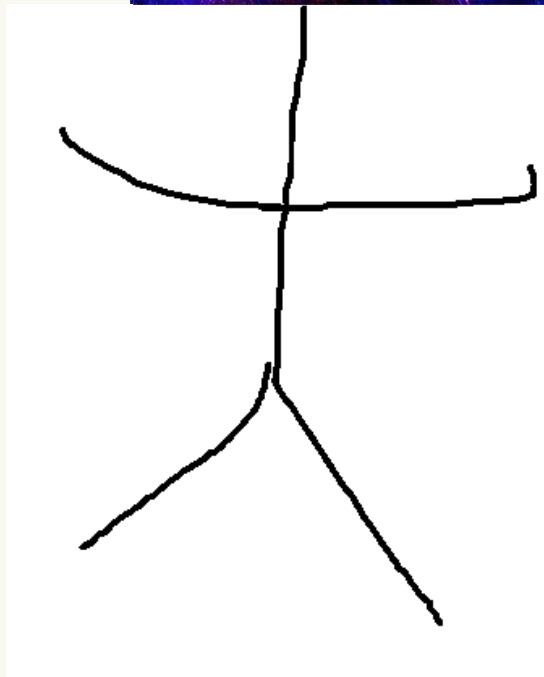
(social posts, emails etc.)

3. 'No one cares mindset' on a **macro level**

(whole campaign)



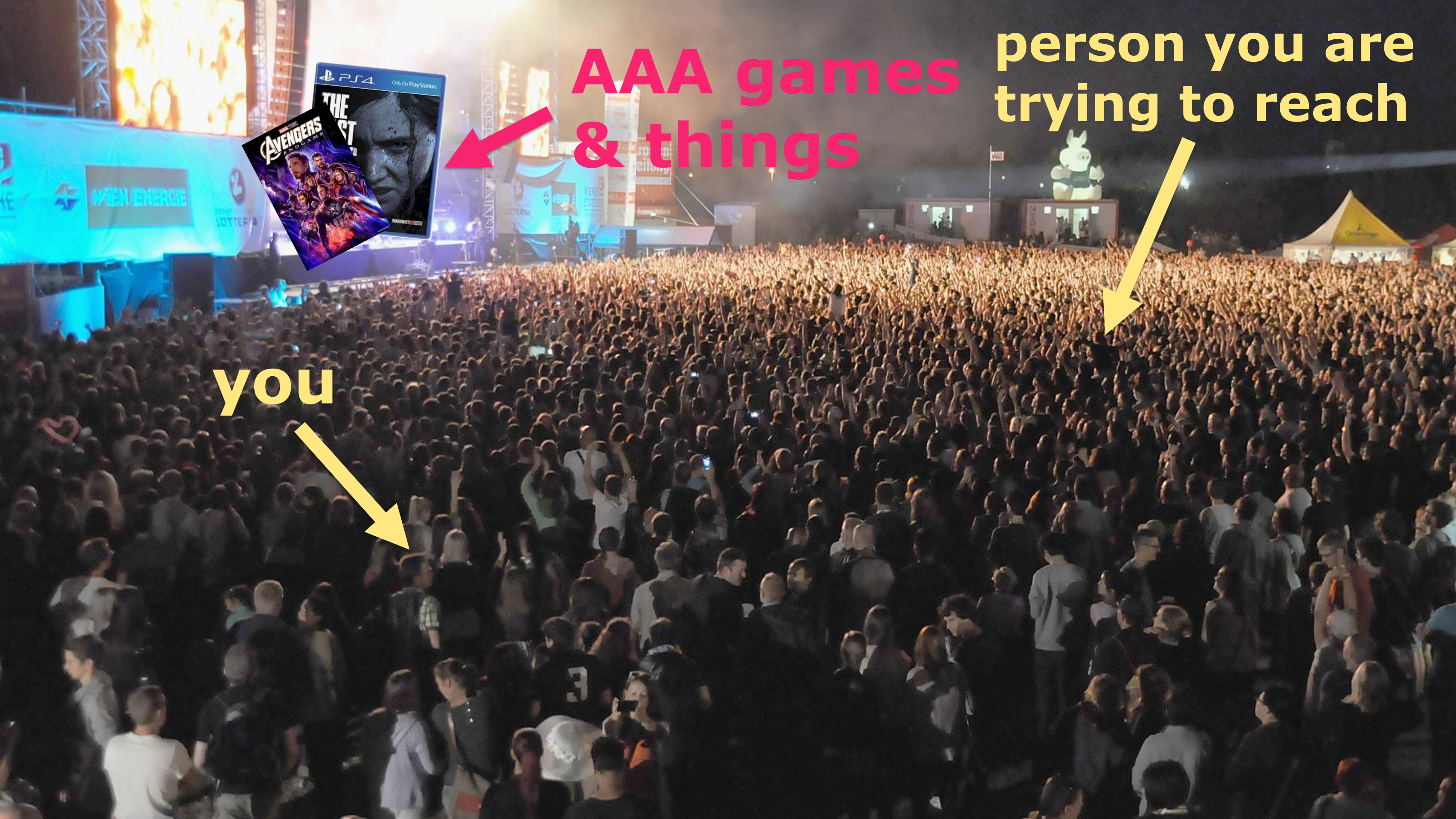
the avengers problem



**AAA games
& things**

**person you are
trying to reach**

you



Micro Level

Rule 1: Get to the point quick



320k views / 26k likes

Rule 1: Get to the point quick



TOWNSCAPER

Instant town building toy

RECENT REVIEWS: **Very Positive** (109)
ALL REVIEWS: **Overwhelmingly Positive** (16,961)
EST. NET REVENUE: ~\$ 1.63 M

ABOUT THIS GAME

Features:

- Unique visuals inspired by medieval manuscripts and medical books.
- Hyper satisfying physical interactions with ingredients and equipment.
- Sandbox style gameplay where you have many different avenues available, and it's up to you to figure out the best way to complete each task.
- Sell your potions to the townsfolk while roleplaying as a noble artisan, a greedy weasel, an occult dark master, or whomever else you may wish to be!

Work with all sorts of ingredients

Leaves, flowers, berries, roots, fruits, minerals, and a plethora of mushrooms are at the ready for your mortar and pestle. Just like espresso, the fineness of the grind matters!



Learn the art of potion making

Concoct your potion plan. Grind ingredients and carefully mix them in your cauldron. Heat the coals. Boil and stir. Add the base: water, oil, or... something else. Congrats on your first potion! Was it easy to learn? Now try mastering it!



Rule 2: Works for newcomers



Vampire Survivors

Hair cutting
this robot



907k views / 60k likes

Rule 2: Works for newcomers

Exo One publisher reveals Ghibli-inspired adventure game 'Europa'  Inbox x



Thomas Reisenegger <thomas@futurefriendsgames.com>

19:20 (0 minutes ago)



to me ▾

Hi {First Name},

We have very exciting news coming out of Future Friends HQ today, we're publishing a new game!

At today's Wholesome Snack Event, indie dev Helder Pinto and publisher Future Friends Games (Omno, Exo One) revealed '**Europa**', a peaceful game of adventure, exploration and meditation.



About the game:

On the moon Europa, a lush terraformed paradise in Jupiter's shadow, an android named Zee sets out in search of answers. Run, glide and fly across the landscape, solve mysteries in the ruins of a fallen utopia, and discover the story of the last human alive.

Europa is coming to Steam and consoles in 2023.

Links:

- NEW - [Official reveal trailer](#)
- NEW - [Steam page](#)
- NEW - [Presskit](#)

We're so excited to finally show off this very special project to you all. Launch won't be for a while, but if you'd like to sign up for a **review code** now then let me know and I'll get your name down.

Thanks so much!

Cheers,
Grace
☺(ò_ó)☺



How much do people know your game per channel



PRESS



Newsletter



Store pages



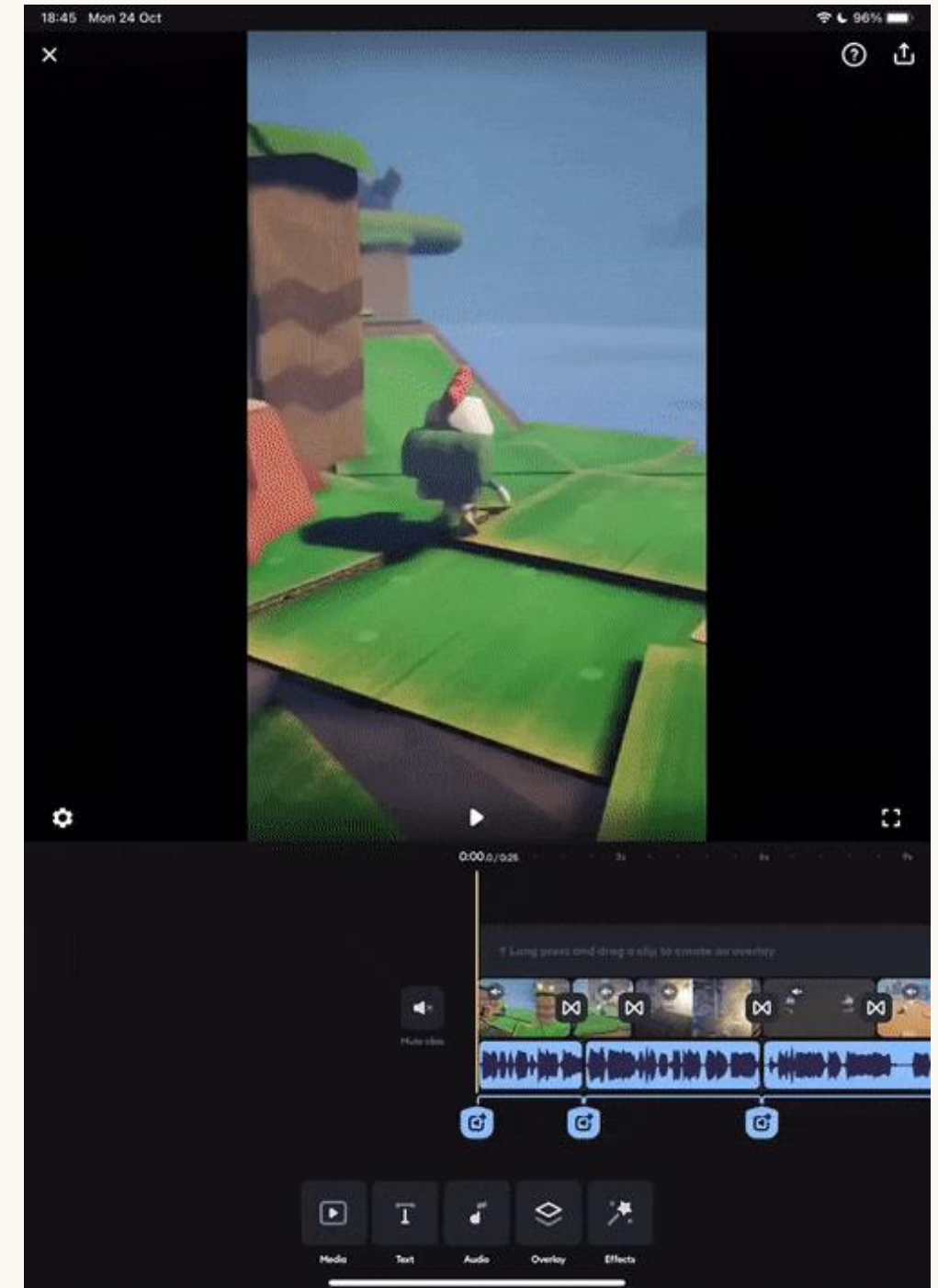
Steam news
and blogs



'First impression proof' is important

People are familiar with the game

Rule 3: Think of the environment



Rule 3: Think of the environment

1.1m views / 70k likes



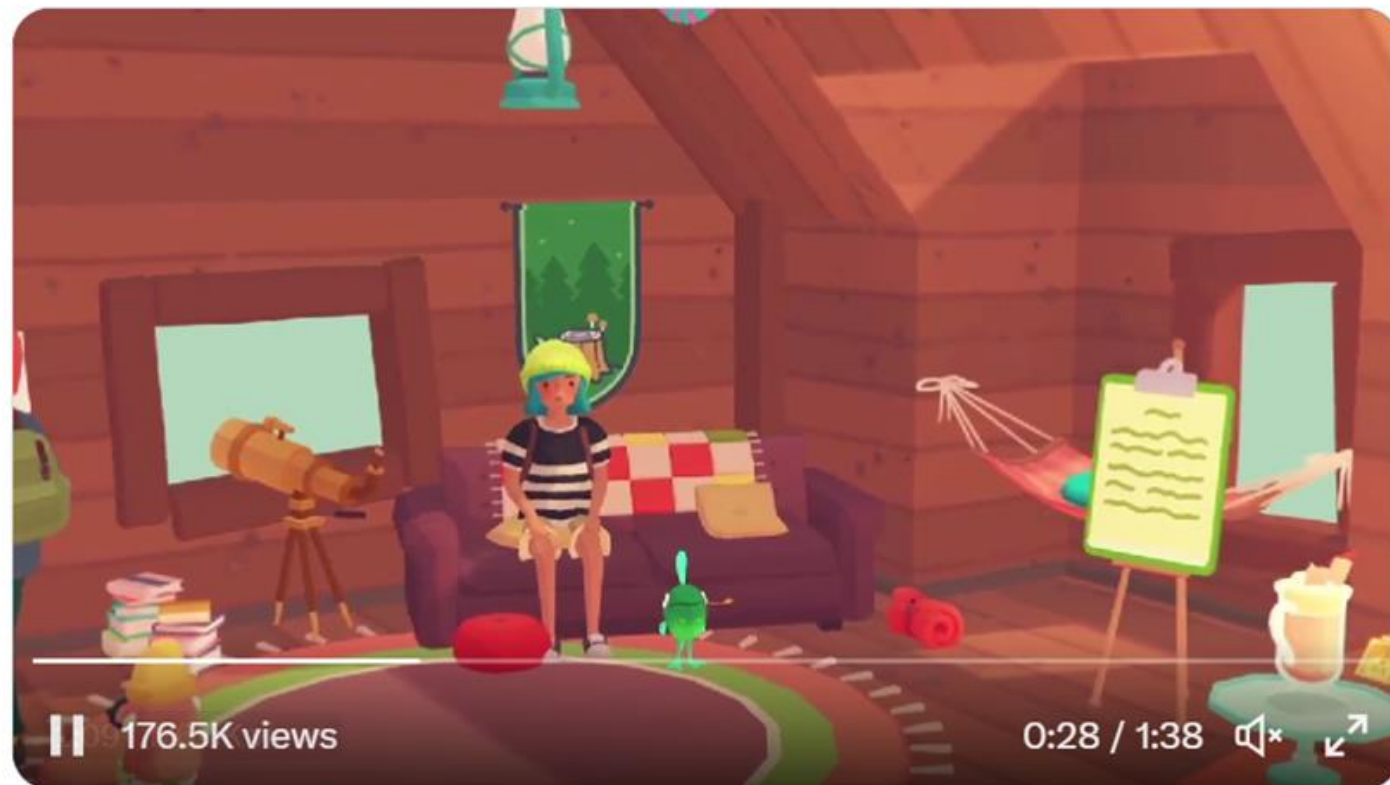
Rule 4: Know your next step



🎉 Ooblets 1.0 is out now!! 🎉

Grab it now for Nintendo Switch, Xbox, and Epic Games

All shares/retweets/fanart/streams help us get the word out! 🗣️❤️



6:31 AM · Sep 1, 2022

2,030 Retweets 444 Quotes 8,052 Likes 347 Bookmarks

- Always know where people **should go next**
- Call to actions are great! BUT can be **mega cringe**

Micro Level Checklist

1. Does it get to the point in the **first few seconds**?
2. Does it work for **newcomers**?
3. Does it fit the **platform and environment** it's read/watched on?
4. Does it point to the **next step**?

Macro Level

Just show your game



VAMPIRE SURVIVORS

Mow down thousands of night creatures and survive until dawn! Vampire Survivors is a gothic horror casual game with rogue-lite elements, where your choices can allow you to quickly snowball against the hundreds of monsters that get thrown at you.

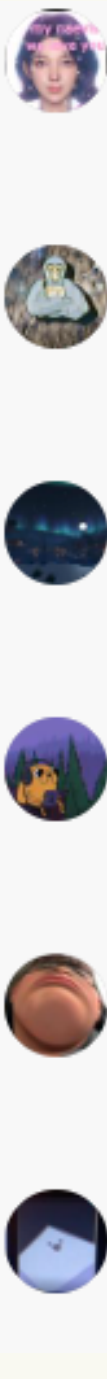
RECENT REVIEWS: **Overwhelmingly Positive** (3,966)
ALL REVIEWS: **Overwhelmingly Positive** (178,852)
EST. NET REVENUE: ~\$ 14.1 M



TikTok
@exbleative

Scary things in my non-scary sci-fi game, P1

00:02/00:21



naevis calling 📞 😊
what is the game called?
5-22 Reply

glitchmonkvr
what is this game called
5-21 Reply

:)
Is it free?
5-21 Reply

TomyKex
game name?
5-21 Reply

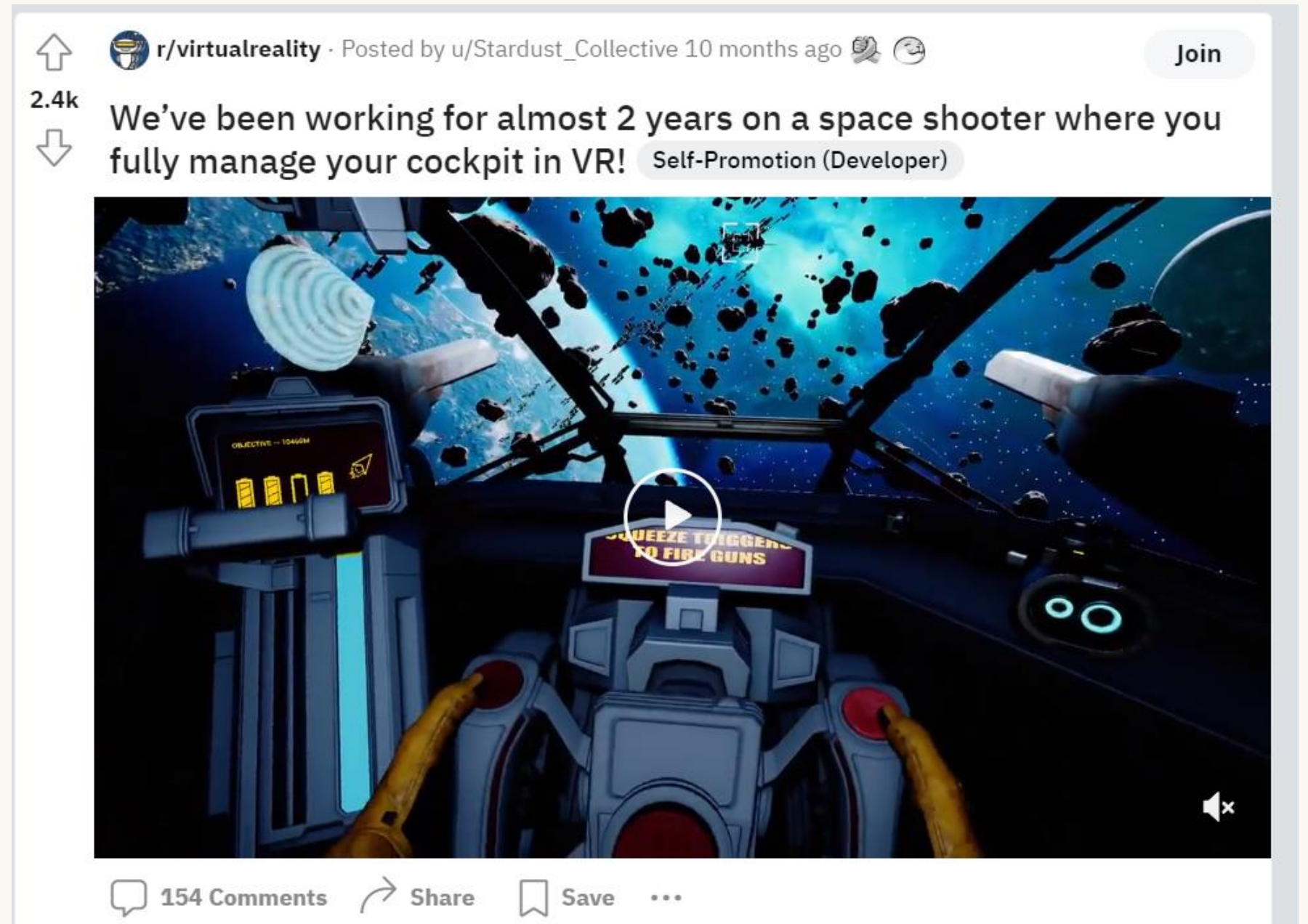
Dinkz.
Game name?
5-21 Reply

jl00 ✓
game name pls
5-21 Reply

Just show your game



680k views / 80k likes



Just show your game



qazitv

QaziTV

Messages

589 Following

1.4M Followers


52.3M Likes

I'm making Shotgun Farmers, out on Xbox, PlayStation, Steam, and Switch! ↓ ↓

store.steampowered.com/ap...

Videos


Liked



that there should be a plushie of her after everything we put her through

3002


I got this message from Bo...



New Items!

3893

We've got some lucky ...




Steam Xbox PlayStation Nintendo Switch

Looking at all the consoles I ported my game to after years of hard work

24.4K


It took more than a year to...



This Is Shotgun Farmers

7935


Replying to ...



Season 2 Preview is the

21.6K

One small step for far...




SHOTGUN FARMERS

Pomegrenade

51.2K

Replying to ...




Carrocket Launcher

All The Guns

41.5K

Replying to @isaiah_wrizz ...




SHOTGUN FARMERS

Megastorm LLC

Adventure Arena

37.9K


Last day for Xbox players! ...



Window Burn

83.8K


I made the windows open ...



When people ask what my game is about

20.6K


To be completely honest, I...



VR?

150K


Let's talk about Shotgun F...



Album Covers

13.8K


Possible album covers for ...



Decides to quit his job to make this video game

2.5M


I still can't believe I quit my...



Crop Guns

33.4K


Which crop gun is your fav...




Saw Blades?

115.9K


Looking back at old versio...




Zombie Mode




Hot



Is it on Xbox? Is it on PlayStation? Is it on Switch?



Tutorial

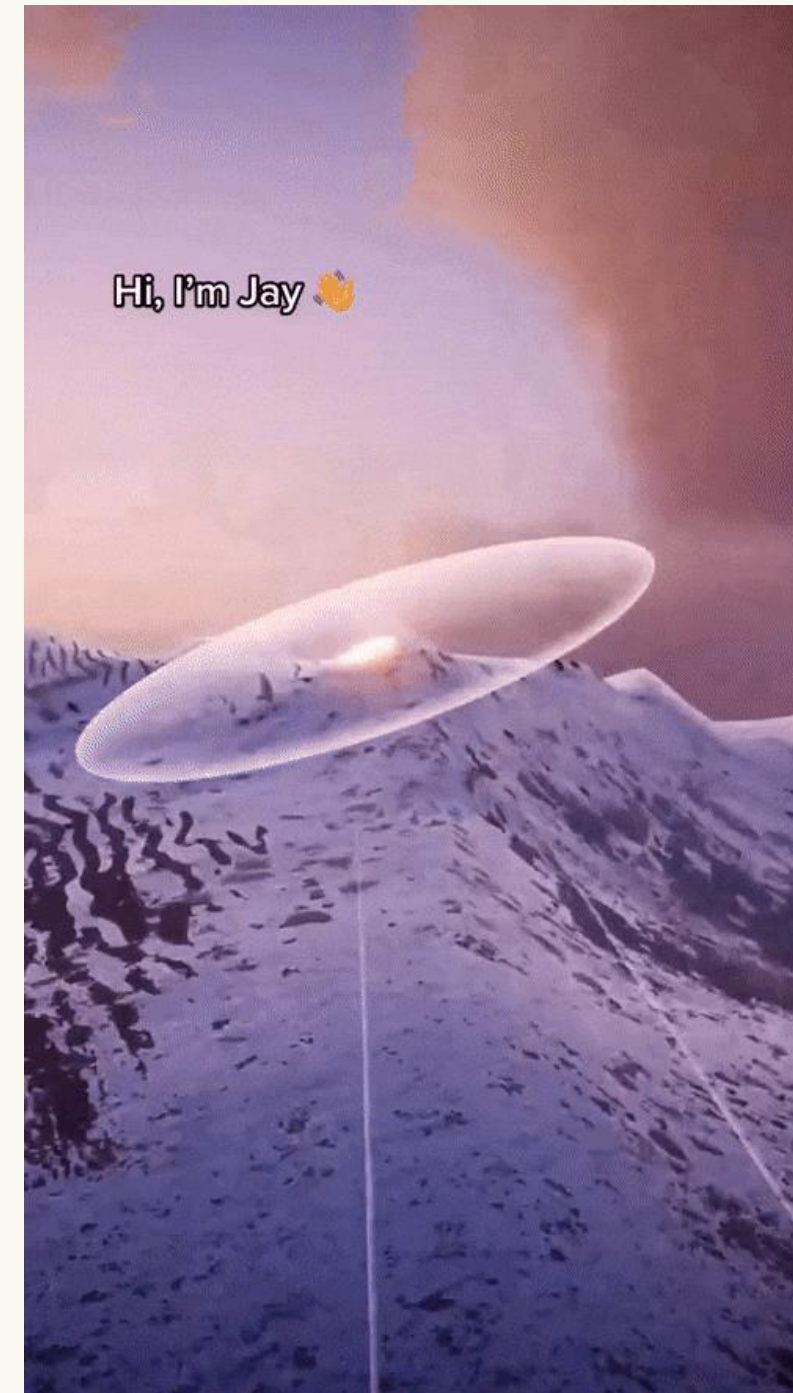


Flying On A

Bonus rule: Know your money shot



2.3m views / 317k likes



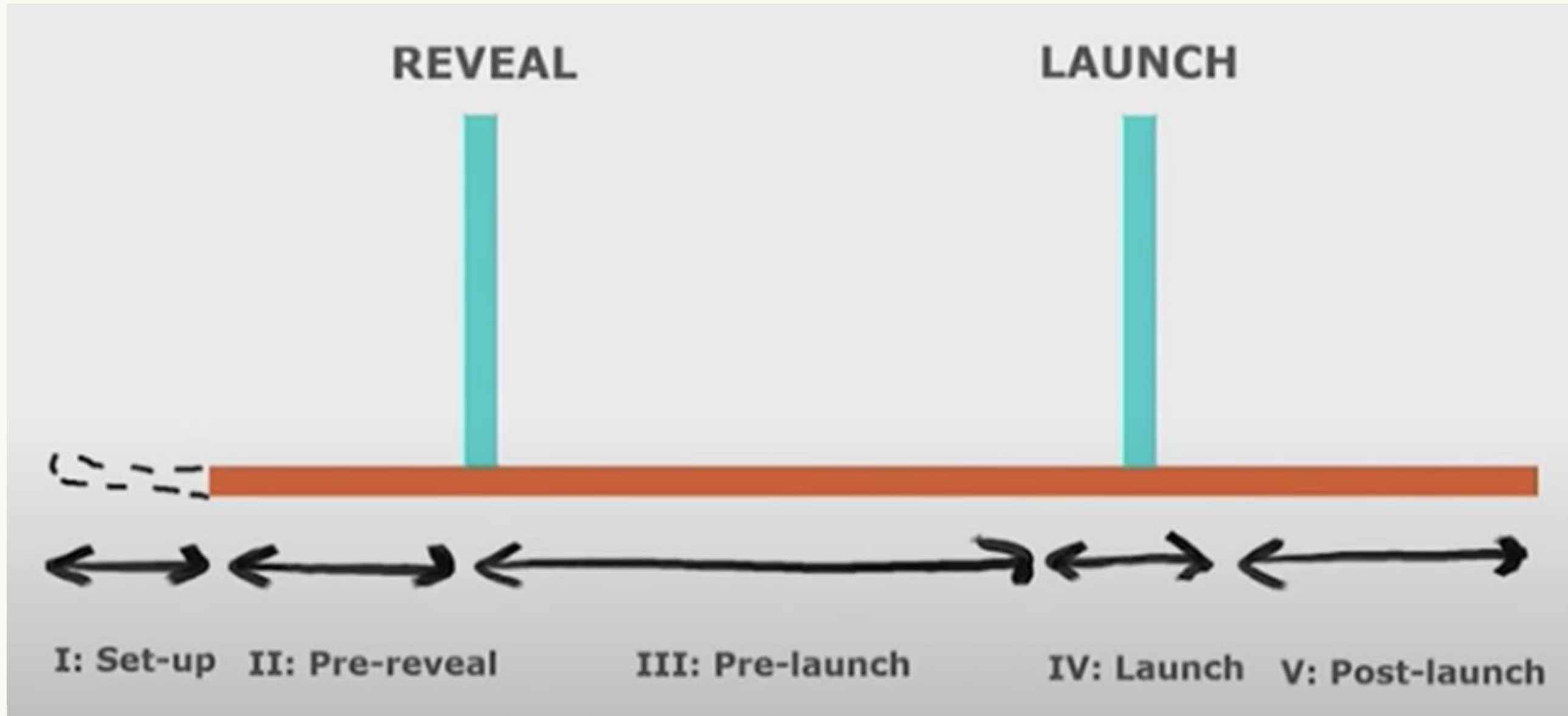
9.3 m views / 1.4m likes

PR campaign evolution



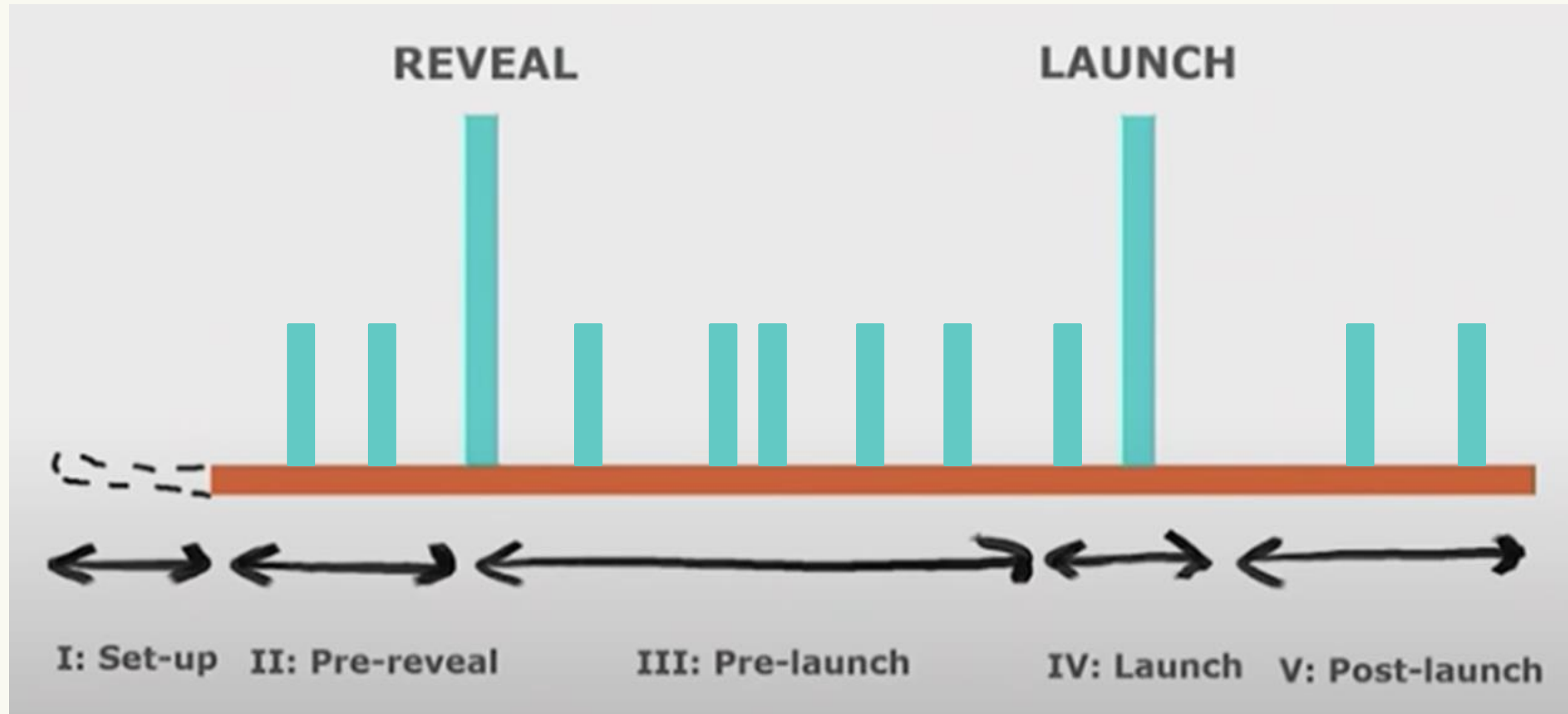
1: make game

PR campaign evolution



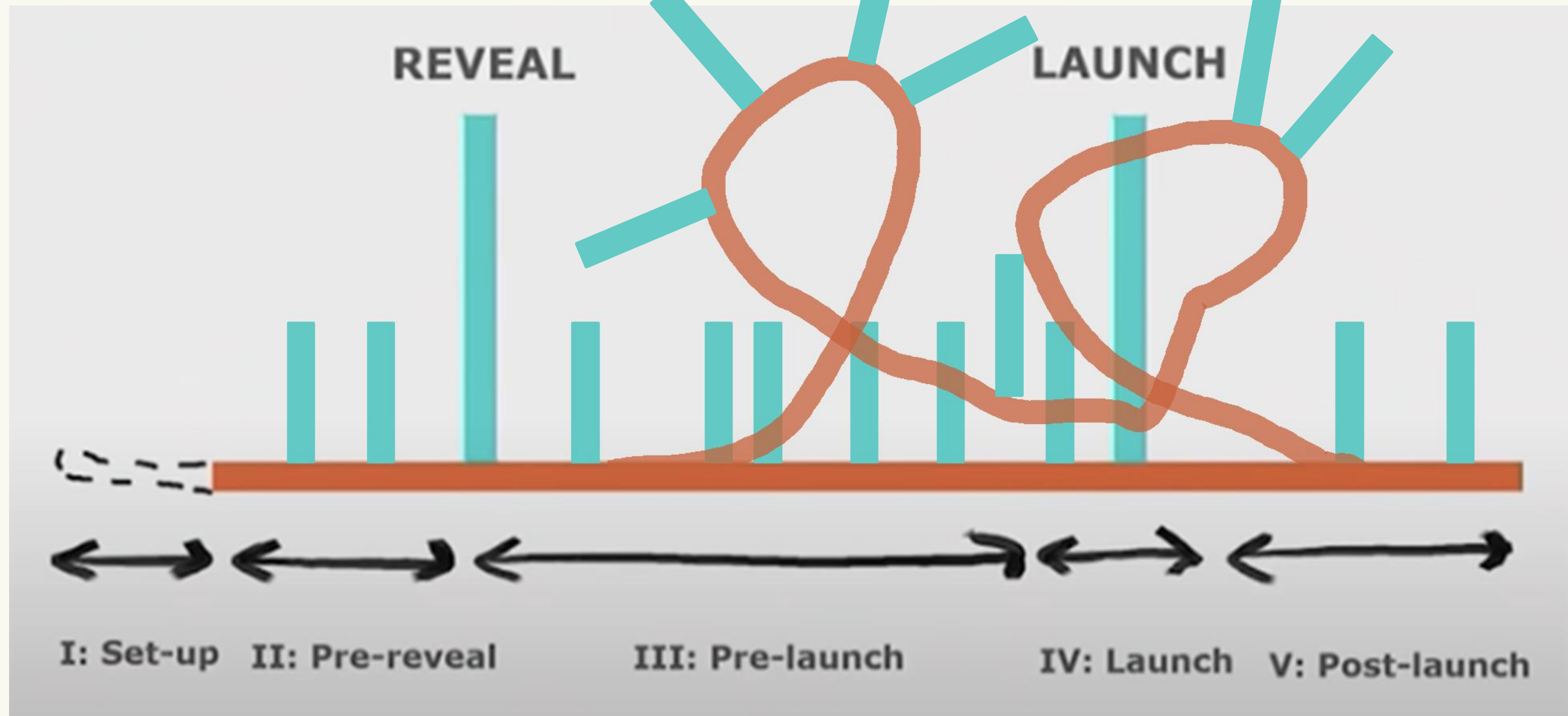
2:regular PR campaign

PR campaign evolution



3: rinse, repeat

PR campaign evolution



4: adapt

Understand reach of multipliers

PRESS

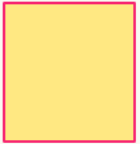


Nintendo
eShop

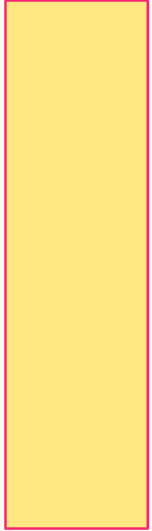




PRESS



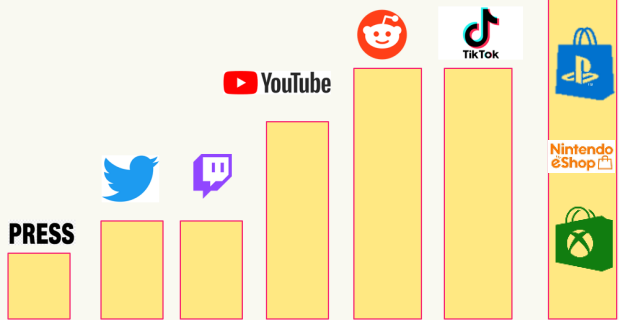
 **YouTube**



**intendo
eShop**



NO ONE CARES ABOUT YOUR GAME



Macro Level Checklist

- Just **show your game**
- Campaign planning
 - Keep **reminding people forever!**
(many beats, there is no hype)
 - Reuse **recycle, rinse repeat, experiment**
(No one cares about your game)
 - Embrace the chaos and **adapt**
- Figure out **your multipliers**

the golden rule of indie games promotion

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ABOUT YOUR GAME**

thomas reisenegger // @olima // GDC 2023

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