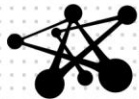


Community Commodity

Stephanie Bayer

Customer Engagement Lead at
PopCap Games



SOCIAL & ONLINE GAMES
SUMMIT

GAME DEVELOPERS CONFERENCE

SAN FRANCISCO, CA
MARCH 5-9, 2012
EXPO DATES: MARCH 7-9

2012

Ingredients for a successful game



■ Great Gameplay

■ Fun

■ Great Art Style

■ Great Concept

■ Great Team

■ ACTIVE COMMUNITY

If that's true...

Then why does it feel like once the game is launched, as little as possible is done to keep that community truly engaged?

Too often, players are seen as money makers only

No one wants to be considered
a dollar sign!*

*Yes, this is a REAL image from a monetization
platform company at Casual Connect



But we're just a Facebook/iOS/Casual Game...

- That's not an excuse!
- Better planning = better community
- Make players want to LOVE your game/brand! Give them a reason to!

How do you make your players “belong”?

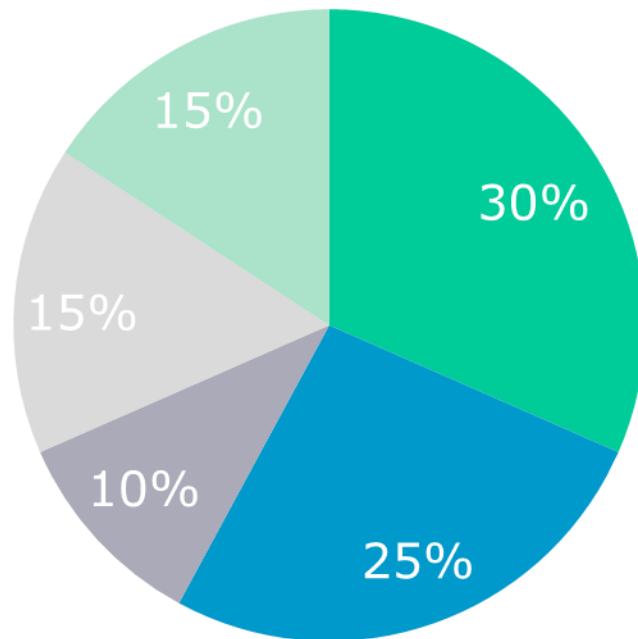
- Talk to them!
- Are your players really a gamer community? (YES!)
- How do you talk to players who don't identify themselves as gamers? (Trust me, they are indeed gamers!)

Why is your community so important?

- Their feedback is invaluable!
- Don't let your game fall prey to "Facebook" decay or start working on the next project & forget your current players!
- Without your players, where would your game be?

**The Secrets to
Community Success
(AKA How to Keep
the Digital Jazz on
Beat)**

- Ask
- Gather
- Share
- Report
- React



Bejeweled Blitz: All Grownsed Up

- Currently at 10.8 million MAU*/3.3 Million DAU*, despite being a game over 2 years old!
- Shown consistent Fan Page growth - +5% consistent fan growth per week!
- We change our promos based on player feedback; We change our game based on player feedback!

PopCap Best Practices

- K.I.S.S or have you looked at Buffalo Wild Wings Facebook page?!
- Keep it light-hearted
- Use the current sprint schedule to your advantage!
- Don't be afraid to communicate when there are bumps in the road or other technical issues
- Silence is NOT golden in the casual/social game space!

Players and the Dev team

- How do you bring them together?
- Have forums? A Fan Page? USE THEM
- Transparency!
- Don't just give the bad; Give the good too (and even the weird!)

Make a Word Cloud!



Success Story: Bejeweled Blitz Millionaires Club

- Saw a need; Filled it!
- Community Shoutout only – no prize at all other than being featured on our wall
- Players have to submit their scores in order to be considered
- Since the “shoutout” program has started, I now have HUNDREDS of requests from players!
- What’s the cost? Time. That’s it.



Suzanne McCarthy shared Suzanne McCarthy's photo.
February 18

I did IT YESSSSSSSSSSSS!!! Smiles!!!!



Ján Bravo

Hello 😊 My score is over a million 😊 I am sending a screenshot 😊 I want to be in a millionaire club. Thank you ... thank you 😊

Bez názvu.JPG



Bending the Rules...

- Establishing a point of contact
- Allow the players to get to know who YOU and YOUR COMPANY are
- Having a “Face” allows for player’s to feel comforted; They have someone they can turn to

Because of bent rules...

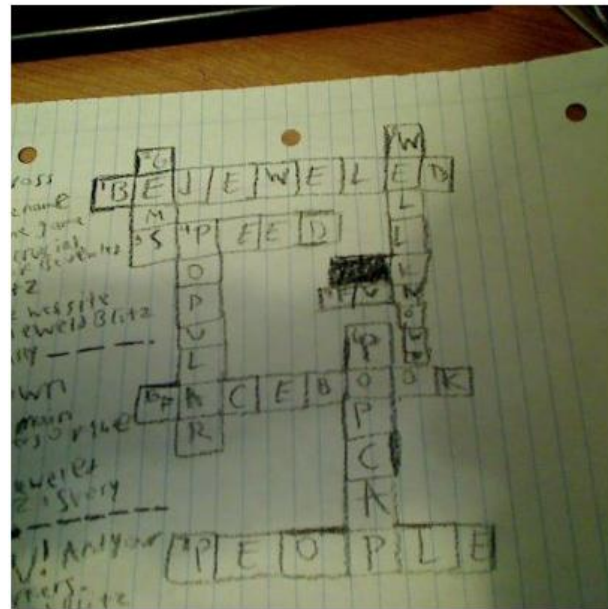
Here's my collection of laser cats.



Elizabeth Fracek Nalagan

February 15 near Oklahoma City, OK ✱

I just wanted to say THABK YOU!!! for the great job you do for Bejeweled Blitz! I saw a post where a lot of people were giving you a hard time, and I felt bad for you. I love Blitz on my iPhone, and I am so glad that I get to play! So thank you!



TL;DR

- Talk to your community! Not just through marketing posts! It's a 2-way street!
- Got 3 min? Make a word cloud!
- Share the "good, bad, & weird" with your team!
- Remember, we make games! FUN.

Hello? Is it me you're looking for?

- [Facebook.com/BejeweledBlitz](https://www.facebook.com/BejeweledBlitz)
- @NSSteph