



The Importance of Working with Influencers to Grow Your Game's Audience

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Who am I?

Past:

Tencent 腾讯

amazon

signal
studios

3D
REALMS

Current:

INNervATE

REBOOT



Key Points:

- Launched over 30 games onto Steam (and a couple on Xbox)
- Executed dozens of campaigns for games + brands with hundreds of high-quality influencers
- Got my first computer at the age of 2 and have been gaming ever since (See my other talks at Twitchcon and PAX!)





Let's chat about influencer marketing

- Its importance in the gaming industry
- Common misconceptions
- What are the rules and regulations around it?

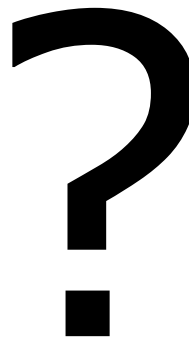




What are influencers?



Markiplier – Famous YouTuber





Where are influencers?



Beam



tumblr.





Why are influencers so important?

- Influencer marketing content **delivers** 11x higher ROI than traditional forms of digital marketing²
- 40% of people **say they've** purchased an item online after seeing it used by an influencer²





Why are influencers the key to your game's success?

- Those that were acquired through **influencer marketing** had a 37% higher retention rate ³
- **Mid-tier influencers** have been responsible for up to 46% of some top games ⁴





Why do influencers work so well?

Influencers are:

- Authentic
- Engaging
- Good at creating a variety of content to fit different demographic needs
- Great creators of micro communities





What about traditional advertising?

- Gamers are cutting the cord at rapid rates
- 40% of gamers use ad blockers ^{5/6}
- Streaming video and audio now account for over 70% of Internet usage during peak times ⁷





Should you be doing influencer marketing?

- Influencer marketing isn't just for AAA games
- Example of a successful indie: Binding of Isaac ⁸





Tips and tricks to get started

- **Make your game accessible**
- **Make sure streamers can find your game**
- **Create your own influencer program**





Ensure your success

Ways you can track influencers:

- Use of hashtags
- Bit.ly or other tracking links

Analytics tools:

- Twinge
- Gamesight Analytics
- SocialBlade
- Sully Gnome
- Tubular Labs

Attribution tools:

- Tune (mobile)
- Appsflyer (mobile)
- HasOffers (web)
- Gamesight Track (Steam)





FTC rules: Native advertising

- **The point is to protect people from deceptive advertising practices**
- **Make it clear to viewers that their review is sponsored**
- **Giving someone a free game IS a form of sponsorship**





Live video FTC tips

- Provide images that your influencers can display at all times

SUPPORTED BY



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NVIDIA

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DXRACER

MC PRO HOSTING





Pre-recorded video

FTC recommends a sponsored notice in the title



Will Cheese Fail Cold Cast Marathon 3 Game 5 - Sponsored By Corsair | JORD | Lootcrate

LifesAGlitchTV

10 months ago • 19,592 views

Jord Wood Watch:<http://www.woodwatches.com/bouse> (Promo code "BOUSE" 20\$ off) LootCrate: ...



[Sponsored] Moba Legends Gameplay - MOBILE MOBA GAME FOR ANDROID/IOS

LeagueOfGosu

6 months ago • 182,943 views

THIS VIDEO IS A PAID PRODUCT PLACEMENT. Download link: <http://goo.gl/V8M5Qo> ok I TRIED TO LEAVE THE COMMENTS ...



Game Theory: Is the MMO genre DYING? (Sponsored)

The Game Theorists

1 year ago • 2,666,428 views

The gaming press seems to think that the MMO genre is dying, but is that really true? Or is history simply repeating itself? Thanks ...



(Sponsored) - Tactical Genius Game 18 - 1V1

FilthyRobot

1 hour ago • 45 views

Sponsored Content* Filthy playing Tactical Genius, a free to play turn based, strategy game from Pixeltales and available on ...

NEW





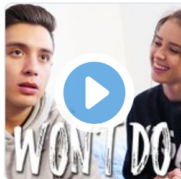
Social media tips

- Hashtags such as **#sponsored** or **#ad** help and don't take up much space



Jess Conte ✓ @jessconte · 6h

NEW VLOG 😊 "Collide" private screening, shaving my head, kissing a toad and deleting social media!! bit.ly/2ldW8ep #CollideMovie #Ad



CAN'T BELIEVE SHE DIDN'T DO THIS FOR ME

Such a dope movie screening! Thanks to Open Road Films for partnering with us on this video and allowing us to screen Collide. Let us know in the comments ho...

youtube.com

↩ 30

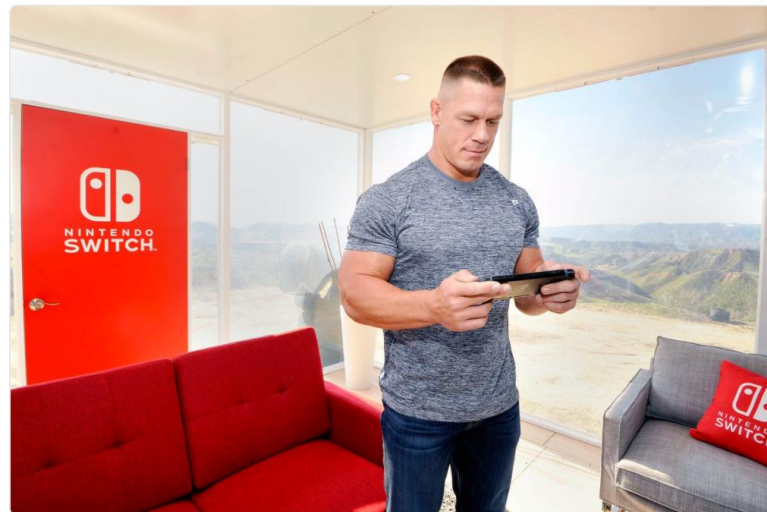
↺ 181

♥ 1.4K



John Cena ✓ @JohnCena · 7h

Starting my day with @NintendoAmerica and the new #NintendoSwitch. Who's ready for some #Zelda: Breath of the Wild? #ad



↩ 378

↺ 4.7K

♥ 11K





References

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3. <http://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/a-new-way-to-measure-word-of-mouth-marketing>
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Thank You!

Please feel free to follow me on Twitter: [@omglazerkittens](https://twitter.com/omglazerkittens)

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