



AWARENESS usually the first contact the player has with the game

CONSIDERATION this helps the customer to learn more about the game, wishlist it, etc.

CONVERSION convincing the player to buy the game

RETENTION providing the best possible gaming experience to keep the player hooked

ADVOCACY turning your biggest fans into ambassadors

AWARENESS

- Steam page
- Social Media (X, Instagram, Discord, TikTok, YouTube) presence, posts, ads.
- Events, e.g. Gamescom
- (Organic) influencer marketing
- (Organic) press coverage
- Steam Fests
- Curations and awards (e.g. IGF, Day of the Devs)
- Teaser trailer
- Announcement trailer
- Etc.

CONSIDERATION

- Steam page
- Game website
- Launch trailer
- Accolades trailer
- Reviews
- Metacritic
- Direct mail
- Steam Fests
- Community
- Etc.

CONVERSION

- 10% launch discount
- Bundling with similar games
- Platform sales
- Etc.

RETENTION

- Customer support
- Community building
- Bug Fixing
- Reacting to reviews
- Etc.

ADVOCACY

- User reviews
- Community
- Word of mouth
- Etc.



CUSTOMER
JOURNEY

AWARENESS

CONSIDERATION

CONVERSION

RETENTION

ADVOCACY



Personas help you visualise your audience, making them more tangible and easier to tailor your messaging to.

Create one or more personas for your primary and secondary audiences. Primary audiences will buy your game on or shortly after its release date, at full price or at a small discount. Secondary audiences may need a little more persuasion, such as a friend's recommendation, high review scores and/or a deeper discount.

For the gamer type/temperaments/motivations, there are many resources available online, such as those by Bartle, Keirse, Yee, Newzoo, etc.

NAME

DEMOGRAPHIC.

- 25-45
- Male
- American
- Middle income
- In a relationship
- Parent

GAMER TYPE.

Explorer, lapsed gamer, immersion

WOULD BUY BECAUSE.

Visuals, music, relaxing, short, emotional, suitable for children, low price.

PSYCHOGRAPHICS.

Overall: puts his family first, loves and cares for animals, loves to play games but doesn't spend too much time on them, believes in the healthy body/healthy mind principle.

DESCRIPTION.

Brandon is now in his thirties and has young children. He grew up with video games and still loves them, but struggles to find the time to play them. In recent years he has moved towards short indie games that he can pick up, play and finish in a couple of sessions. He particularly enjoys playing video games with his children. He tries to find games that are fun for both him and his children. He loves seeing them enjoy games as much as he does, and values the bonding that comes from playing together.

BEHAVIOUR.

- Likes: platformers, action-adventures, FPSs, puzzles, etc.
- Buys a few games a year, mainly indie hits that catch his attention.
- Buys merchandise based on games that leave a lasting impression.
- Owns a PS5, a Nintendo Switch and a Steamdeck.
- Active on X, video game websites, Instagram, Metacritic and YouTube.
- Buying behaviour influenced by Metacritic (user) scores and friends.

WHY THIS PROFILE.

We came up with Brandon as a persona for our primary target audience based on wishlists, offline play sessions, feedback from conventions, social media A/B testing, and feedback from our demo on Steam.



CUSTOMER PERSONA

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NAME

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WHY THIS PROFILE.



A **SWOT** helps you identify the **STRENGTHS** and **WEAKNESSES** of your game. **STRENGTHS** and **WEAKNESSES** are internal, **OPPORTUNITIES** and **THREATS** are external. The example in the template is based on the VAF-supported game Koira.

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S

STRENGTHS.

Hand-drawn visuals, strong emotional hook, beautiful classical music, backing of DON'T NOD, non-verbal game = makes it more universal, etc.

W

WEAKNESSES.

Some people might consider the visuals as childish / might think this is a game for kids, quite short game duration, rather dark visuals, too scary for kids?, singleplayer only, not challenging enough?

O

OPPORTUNITIES.

There aren't a lot of games about the bond between dogs and their owners, this might increase discoverability, cosy games are a trend. Great game for Switch 2 platform?

T

THREATS.

Narrative games seem to be out of fashion, the competition in the broader narrative genre is fierce.



SWOT

T

THREATS.



LEAN CANVAS MODEL

IN SAMENWERKING MET GAME DRIVE

CONSUMENTENBEHOEFTE.N.	PRODUCTAANBOD.	UNIEKE VERKOOPARGUMENTEN.	CONCURRENTIEVOORDEEL.	KLANTSEGMENTEN.
Identificeer en beschrijf de behoeften van de consument.	Benoem hoe de game de consumentenbehoeften vervult.	Bedenk een overtuigende oneliner en 2-3 belangrijke verkoopargumenten (USP's) die de game onderscheiden in de markt en de sterkste punten van de game benadrukken. HIGH-LEVEL CONCEPT Noem de benodigde marketingacties die uw verkoopargumenten doeltreffend presenteren.	Benoem wat u onderscheidt van andere games/studio's, bijvoorbeeld early adopters.	Creëer een lijst van al uw primaire en secundaire doelgroepen, met daarbij hun respectievelijke kenmerken en demografie.
	BELANGRIJKE INDICATORE.N. Noem kengetallen waarmee u kunt bijhouden hoe uw bedrijf presteert, bijvoorbeeld wishlists.		KANALE.N. Creëer een lijst van alle manieren waarop u consumenten gaat bereiken.	
KOSTENSTRUCTUUR.			INKOMSTEN.	
Geef een totaal overzicht van uw marketingbudget.			Benoem uw businessmodel(len), waardeproposities, en prognoses – omzet en verkochte eenheden.	



LEAN CANVAS MODEL

IN COLLABORATION WITH GAME DRIVE

CONSUMER NEEDS.	PRODUCT OFFERING.	UNIQUE SELLING POINTS.	COMPETITIVE ADVANTAGE.	CONSUMER SEGMENTS.
Identify and describe key consumer needs.	Outline how the game fulfills the consumer needs.	Share a compelling one-liner and 2 - 3 key selling points that highlight the distinctive nature and excellence of the game.	What sets you apart from other games/studios e.g. early adopters.	Provide a list of your primary and secondary target consumers, along with their respective characteristics and demographics.
	KEY METRICS.		CHANNELS.	
	List some key numbers detailing how your business is doing e.g. wishlists.	HIGH-LEVEL CONCEPT Enumerate the marketing actions that will effectively showcase your selling points.	List your paths to reach consumers.	
COST STRUCTURE.			REVENUE.	
Provide a high-level overview of your marketing budget.			Disclose your business model(s), value propositions, and forecasts - revenue and units sold.	