



# Auroch Digital

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**@AurochDigital**

59:00

 15

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# Welcome to the Steampocalypse!

Jungle



23 1/3

Zombie

 7

 6

 0



VENOM: Deals venom

A decaying corpse risen from the dead and forced to serve as a minion of Darkness

Player Marksmanship:  $14 + 3 = 17$   
V5  
Enemy Reflex:  $6 + 4 = 10$   
Ranged attack successful!



# What is the Steampocalypse?





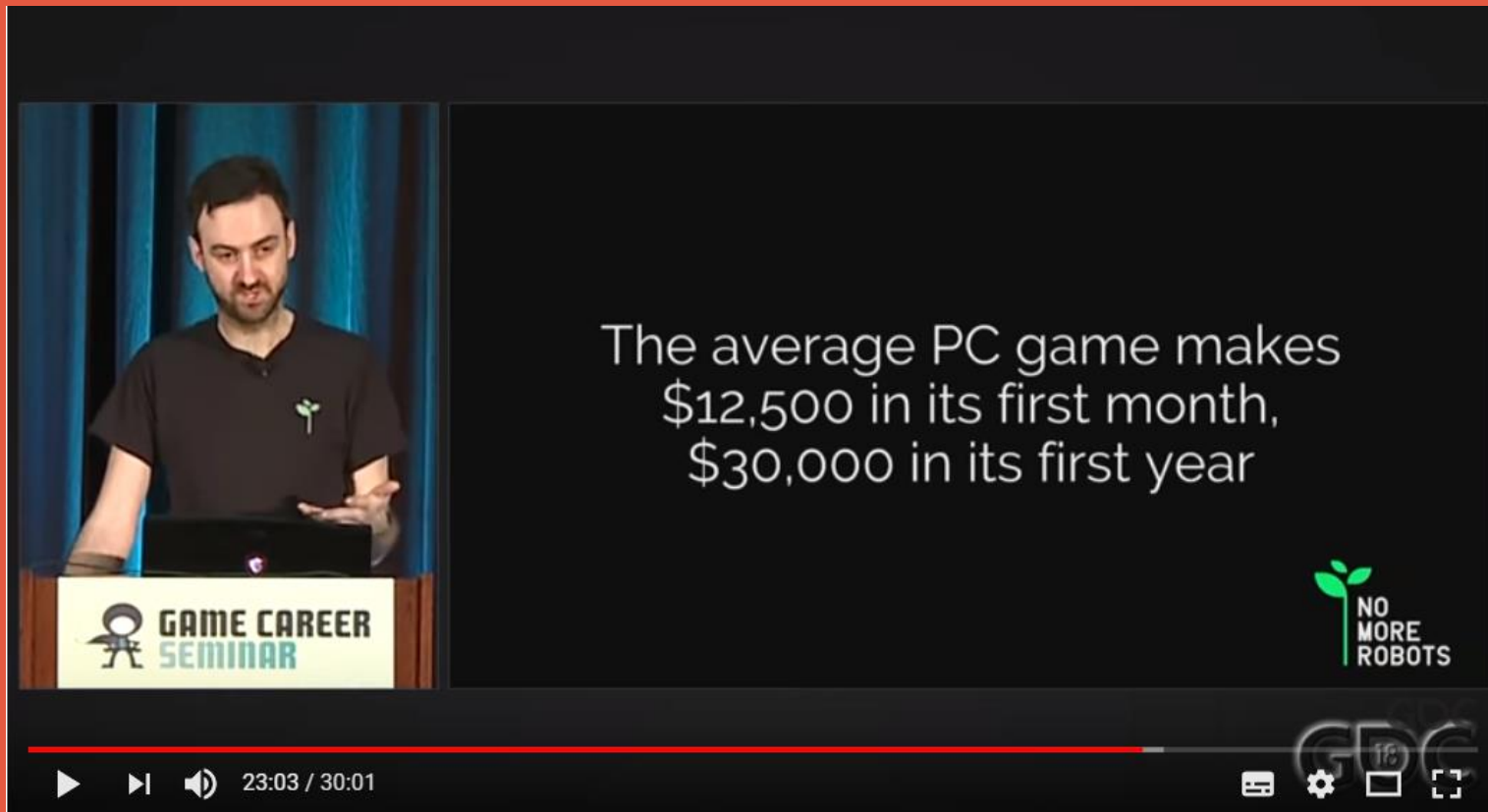
# How does the Steampocalypse manifest?

It makes it harder for...

- Harder to stand out on the store.
- Harder to get press coverage.
- Harder to get player trust.
- Harder to make a living.



# Harder to make a living...



The average PC game makes  
\$12,500 in its first month,  
\$30,000 in its first year

GAME CAREER SEMINAR

NO MORE ROBOTS

23:03 / 30:01

[Worth watching the whole talk!](#)

# What the f\*\*k can we do?

- Diversify your sales channels (stores, platforms, retailers)
- Diversify your income sources.
- Make games that cost less dev time (hat-tip [Jake Birkett](#))
- Charge a reasonable amount for games (hat-tip to [Mike Rose](#))
- Go 'Prepper...'



# PREPPER PLAN F.

- Build a min and max income profile from your game
  - assume the minimum and plan for that level of income.
- Avoid cognitive bias and cognitive dissonance in your thinking; accept what the evidence is telling you.
- Put the same energy and innovation into building your community as you are the game itself.
- Use data (with your vision) to guide your plans.
- Look for partners to signal-boost your message (dev tools, trade bodies, funders and more can all help here!)
- Join in with local hubs, groups etc.
- Have a budget for marketing. That zero budget marketing stuff is a *starting point*.
- Market like your game depends on it (Spoiler: It does.)
- Write up a strategy – check back on how it's going....
- ....Then keep moving! (*It's harder to hit a moving target!!*)



Source: TBC

# Here's a few things we've tried (and are trying)...

- We explored selling games direct at events.
- We've also tried Reddit groups, Steam groups, Steam curation, Imzy, streaming, Instagram etc...
- Doing lots of content of social media.
- We've explored using [crowdfunding to build a community](#).
- We're doing a [monthly newsletter](#).
- We've started a [podcast](#).
- Build partnerships to build presence.





# Look, I'm not saying these will all work...

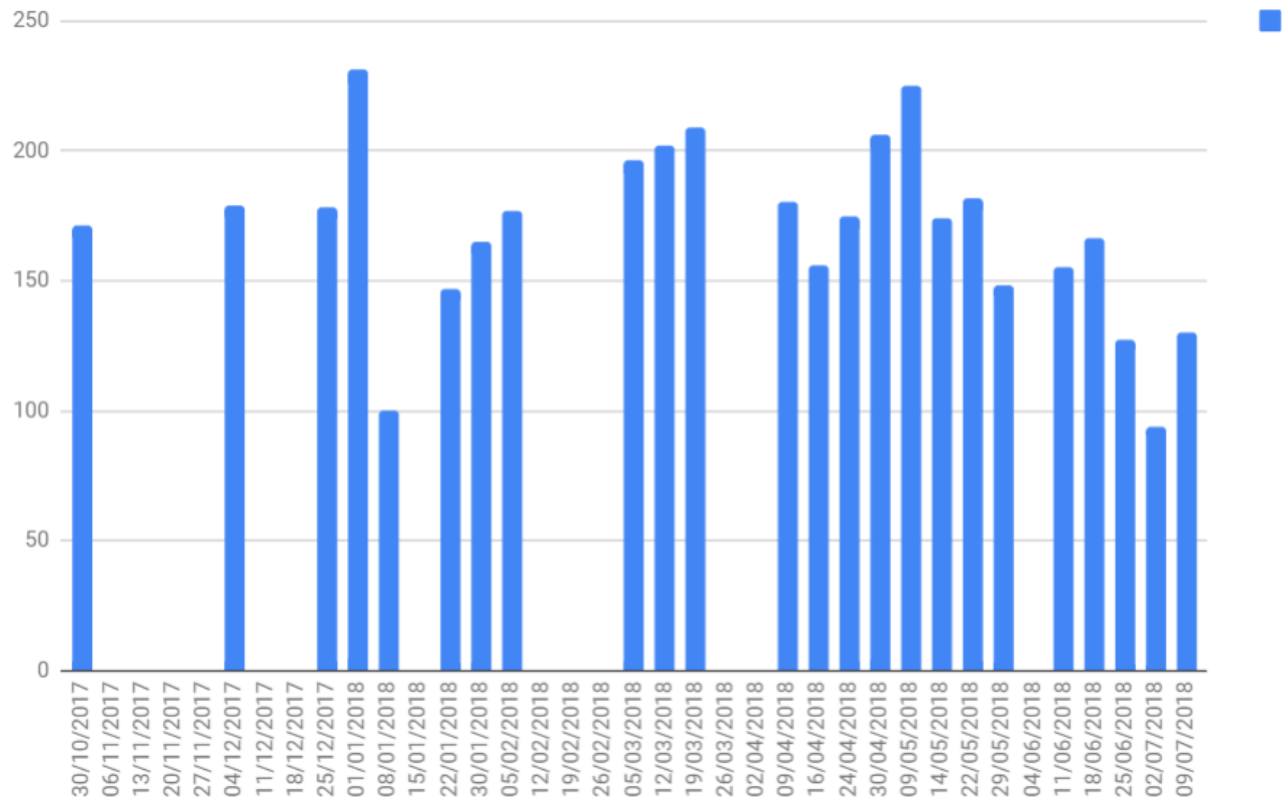
- We explored selling games direct at events. **It didn't really work out.**
- We've also tried Reddit groups, Steam groups, Steam curation, Imzy, streaming, Instagram etc... You get into issues of time and return vs investment. **I think you need to pick things you know you can do, use the data to guide you**
- Doing lots of content of social media. **However that takes time and without a large presence it's a bit chicken-and-egg (and hit-and-miss)**
- We've explored using [crowdfunding to build a community](#). That's done ok, but also **needs a lot of resources.**
- We're doing a [monthly newsletter](#). **Keeping it focused and simple is keeping the newsletter simple. So far so good**
- We've started a [podcast](#). We hope funnels players in to our community and games.
- Build partnerships to build presence. **That's worked: our [Mars Horizon announcement](#) was our most successful announcement to date – in part thanks to Sony and the UK Space Agency.**



Some good news (I hope...)



# From ICO Partner's Steamletter...



# Resources.

- Subscribe to [ICO Partners Steam Newsletter](#).
- [Follow me on Twitter](#) (ovs).
- Watch [Jake Birkett](#) talk.
- Watch [Mike Rose](#) talk.
- Book: Good Strategy/Bad Strategy: The difference and why it by Richard Rumelt
- A book called 'Superforecasting' is worth a read too.
- [Ukie Game Dev Map](#)
- *Do share more with me!!*



Source: TBC



Thank you.



Any questions?





# Auroch Digital

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