



Auroch Digital

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59:00



Welcome to the Steampocalypse!



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



What is the Steampocalypse?



“The barrier to entry is lower than ever, but the barrier to success is higher than ever before.”

Jason Della Rocca ([Source](#))



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... [Worth watching the whole talk!](#)

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

Harder to Stand Out



“Only restricting ourselves to the decent advice (i.e. promoting your game to the right influencers), well that stuff is massively harder than it was only a few years ago. The market being flooded is only the start. Consumers have a ton more games vying for their attention, but so do journalists. So do streamers. Their inboxes are absolutely slammed with hundreds of emails on a daily basis.” [The Indie Post-apocalypse](#)



What the f**k can we do?

- Make sure this is for you!
- Diversify your sales channels (stores, platforms, retailers - **good news here!! Thanks Epic, Twitch and Kartridge**)
- 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 A.

- 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.
- Diversify your income streams where you can (without losing focus)
- 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!)



PREPPER PLAN B.

- 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.)
- Put as much creativity into the marketing and promotion of your game as you do making the game (we've been removing the barrier between marketing and development...)
- Write up a strategy – check back on how it's going....
-Then keep moving! (*It's harder to hit a moving target!!*)



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...
- We've explored using [crowdfunding to build a community](#).
- We're doing a [monthly newsletter](#).
- We've started a [podcast](#).
- Building 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... 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) so we're focused on getting data on what works and what does not.**
- We've explored using [crowdfunding to build a community](#). That's done ok, **but also needs a lot of resources. We're evolving this now (next is 5th Feb!)**
- 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. Got more to come here... but again this takes time to build these...**

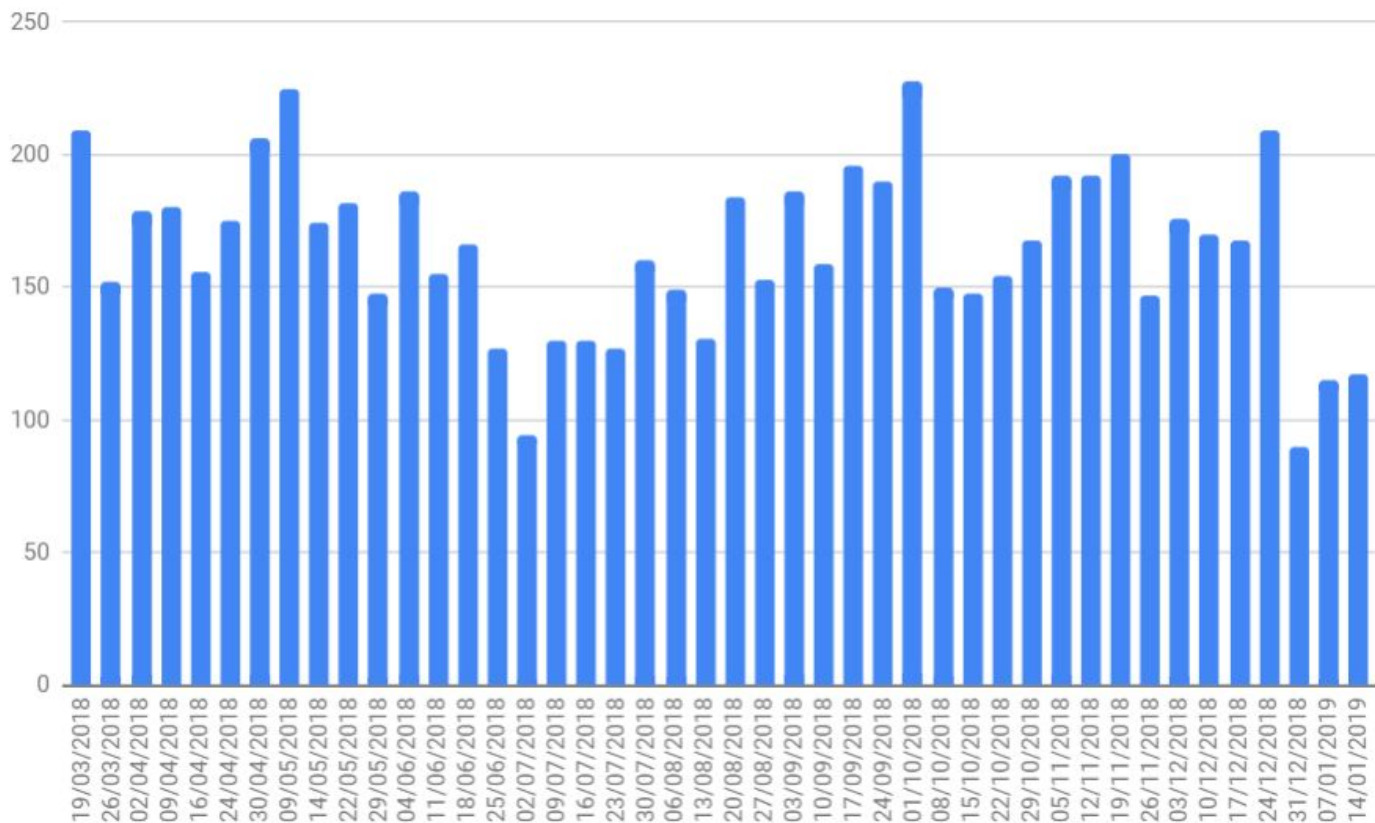


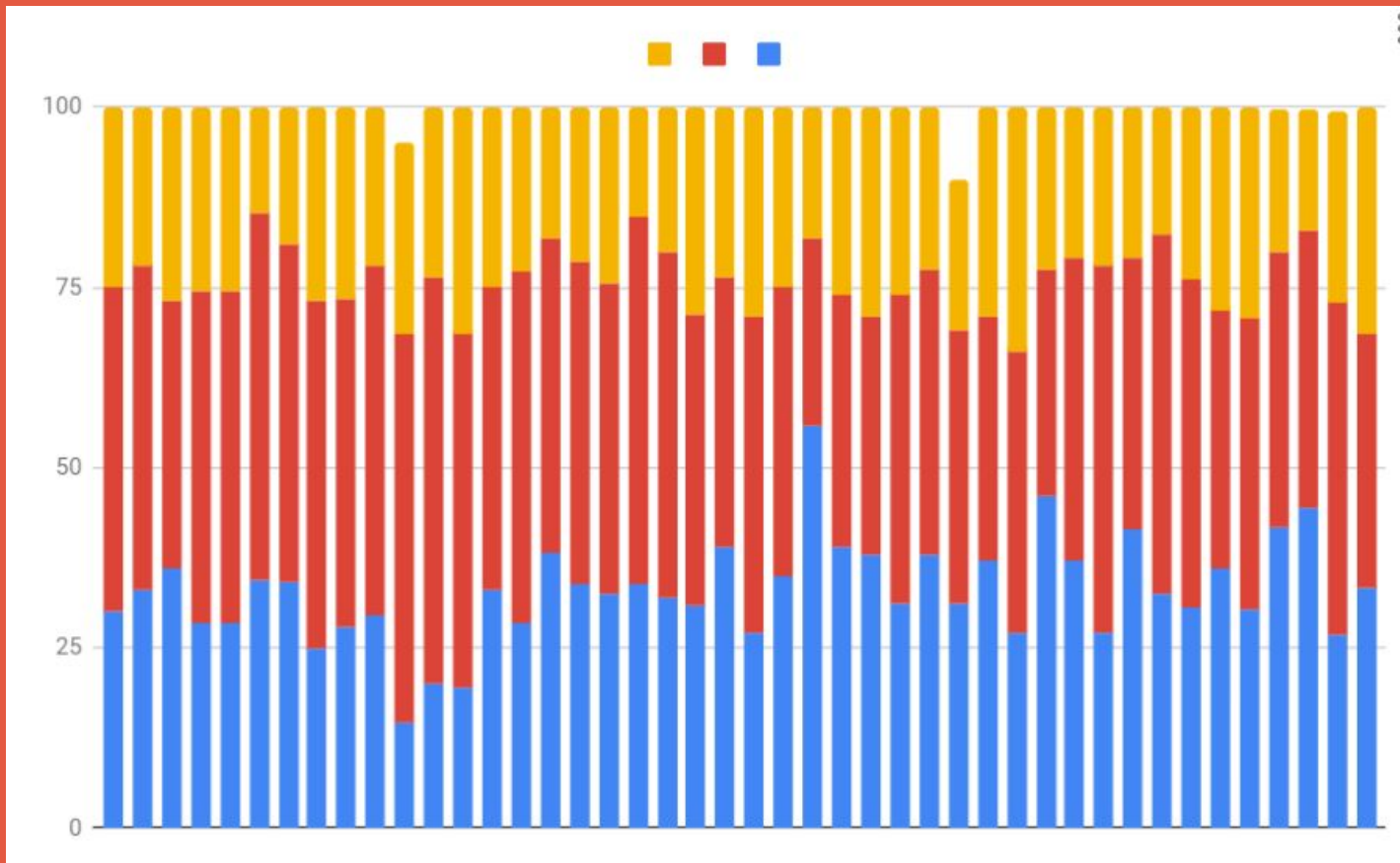
Some good news (I hope...)



From: ICO
Partner's
Steamletter:

Number
Steam
releases per
week.





Yellow - 10+ Reviews

Red - 1 to 10 Reviews

Blue - 0 Reviews



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?





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