



5 Successful Indie Game Marketing Campaigns: Putting the Strategies into Action

Preserve a Sense of Mystery

Whether in trailers or demos, ask yourself what information your players **need** to see. You can show them how the game works, but don't answer every why of the setting and characters. If certain information must remain hidden, either hide it entirely (like *Firewatch* did), or include enough information to raise questions but not enough to provide the answers to those questions.

Make it Personal

Familiarize yourself with the people you're reaching out to—what is their tone of voice, the mood of their communication? Do they have specific catch phrases or vocabulary (e.g., a specific term for their fans and followers)? If you're approaching a group of people, what are their interpersonal relationships like? Are there any historical events between them you can allude to?

PR from New Perspectives

Think about who usually tells the stories in games like yours. Who would the narrator usually be? Whose eyes do we see the story through? Does your protagonist match expectations of the genre or setting? If so, who beyond your protagonist exists in the game that could witness its events and tell their story?

Put Your Demo Where Your Mouth Is

Select a section of game that doesn't spoil too much but that you yourself would want to play. It doesn't have to be the intro (although it's a good way to familiarize players with the mechanics) but should be representative of overall gameplay. Your demo should convince players that they want to play **more** of this game.

For an effective tagline, try to sum up your game in 20 words, mentioning the genre and a unique aspect of it. Then cut those 20 words down to 10. Then try for six.

Let Your Players Market For You

Don't interfere when players create content featuring your game. Signal-boost the best on your own social channels (after asking permission)—official recognition encourages others to follow suit. Make content creation as easy as possible by providing assets to download for free—game art, sound clips, character designs showcasing varied expressions, logos—anything to make it easier for fans to build memes or upload visuals.