



# When Promoting Your Indie Game On Twitter Doesn't Work, And What To Do About It

If you're an indie game developer, and you've tried twitter, or even Facebook and Google to promote your indie video game, but it didn't lead to any game sales, then read this because you'll learn a new marketing tip.

## People Don't Go To Twitter To Buy, They Go On Twitter For This...

It's hard to sell and promote your indie game on twitter because people don't go on twitter to shop.

Surely, some people who go on twitter do buy stuff off that platform. But for the most part, people are on twitter to do three things...

One, people are on twitter to consume content that is entertaining. And two, they are on twitter to socialize and share their own content.

These two reasons are pretty obvious.

But let me share with you an non-obvious reason why most people use twitter...

People use twitter to discover NEW information that will help them gain social status, authority, and personal prestige.

You see, the hunt for NEW information, daily, is a driving force in us humans. If we miss a day, we feel like we are missing out.

So, it's hard to sell and promote your game on twitter because people are not there for acquiring new stuff... they are there to acquire INFORMATION. Twitter is not an online shopping center.

But that doesn't mean you can't use twitter to promote your game. Let me show you what I talking about, next...

## **The Silent Art of Promoting Your Indie Game On Twitter**

I just told you that people don't use twitter to buy things, they use it to acquire NEW information so that they gain some sort of advantage.

Remember, discovering NEW information lets a person gain social status, personal prestige, and authority.

Ok, now that you know that people are on twitter to acquire NEW information more than they are to buy things, let's use this to help you promote your game.

So, how do you leverage this new insight so that it helps you promote your indie game.

Well, let's pretend you're a gamer, and not a game developer. Let's start there.

When a gamer is on twitter, they are on the hunt to discover a NEW game. They are looking for anything that is a bit different than what is already out there.

But don't get this confused with a gamer wanting to BUY a game. When a gamer wants to buy a game they'll go "window" shopping on Steam or Itch.io or Humble Bundle.

To the mind of a gamer, twitter isn't a gamer platform. That's not where they go to shop. Remember, gamers go to twitter to discover new information.

And the mistake most game devs make when trying to promote their indie game, is that they use twitter as a sales platform.

This doesn't work because a gamer's mind isn't open to buy things when they're on twitter. They aren't expecting to buy something. They're expecting to consume something.

But, there is a silent way to promote your indie game using twitter. Instead of directly trying to promote your indie game, you inline your tweets to what gamers want.

And what do gamers want?

They want to discover something new. A new game play feature. A new art style. A new indie game that is doing the total opposite of what everybody else is doing.

So, this is great and all... but how do you actually implement and execute this? Let me show you that next...

## **How To Silently Promote Your Indie Game On Twitter So Gamers Go To Your Steam Store: Three Step Action Plan**

It's important that you don't directly try to sell or promote your game on twitter. Again, the big mistake game devs make is that they use twitter as platform to sell games.

It doesn't work because gamers are on twitter to discover new information. Then they go to Steam or Humble Bundle to discover new games and buy them.

So, let's use that to your advantage.

Instead of directly talking about you, and your game, let's put the focus on the gamer.

What do they want to discover?

They want new information that will give them an advantage over their friends, peers, and other people.

So, what kind of information can you give them?

Well, what's something that is different about your indie game that no other game is doing?

Tweet that. Tweet what is NEW and different about your game. Better yet, don't use the name of your game -- yet.

Why? Don't you want to brand your indie game?

Nope. It's all about the gamer (for now).

Instead of talking about you and your indie game, talk about the indie game industry. Tweet your thoughts, your philosophies about game design and coding, your core beliefs about what makes a good game, your criticisms about the indie game industry.

Those are the topic that are juicy and gain a lot of interest.

So, let's use an example. Let's use what you hate about your industry.

This tweet...

As an indie game dev, here's 3 things I hate about my industry...

...is more interesting than this tweet...

New indie game on sale, \$4.99 on Steam

You see what I mean? Before you start asking people to buy your game, a better strategy is to give them content that interests them.

When you build a huge twitter following, then that's when it's ok to start branding, and putting out promotions and asking gamers to buy your game.

But when you're starting off, or if you're tweets aren't getting attention, then put the focus on the gamer. Talk about what they want to hear. Gamers are on twitter to consumer new information.

And the best way to promote your game is to do it silently. By putting the focus on the gamer, you'll get more attention.

So, here is your 3 step action plan:

**Step One:** Think about what you hate about your industry. Maybe you worked for a AAA game company, and you hated the fact after every game cycle, they let you go, and you had no job. Or what do you hate most about indie game developers?

**Step Two:** Write down your thoughts in a blog, article, short video, or even make some images and put them on imgur. It doesn't have to be a long thesis, or a novel. But it's important that you have something, and you PUBLISH it some how.

**Step Three:** Tweet your thoughts, and link your tweet to your content.

It's important to do this because padding your tweets where a gamer can link to more information makes your tweet more valuable.

That's why I had you write a short article or video or set of images.

Again, your content doesn't have to be anything fancy. A short blog, YouTube video, or set of images. That's all you need to make your tween more valuable.

# Thanks and an Extra Free Goodie

Good luck with promoting your indie game! I hope that my marketing insights helped you out a lot.

Oh, by the way... if you have any questions about how to market your indie game, feel free to email me at [konrad@getmoregamers.com](mailto:konrad@getmoregamers.com)

This is my private email that I only give out to readers such as yourself.

Talk to you soon,

Konrad