

Marketing Analysis and Strategy

Find at least 5 games that you would consider competitors for your product.

List them with links to their websites and screenshots of the steam page.

Determine the selling points for them and make sure you have good ones for your game.

Determine how much people are willing to pay for a game of this type and calculate how much you should charge for yours.

Think about how to use analytics to understand how players are playing your game.

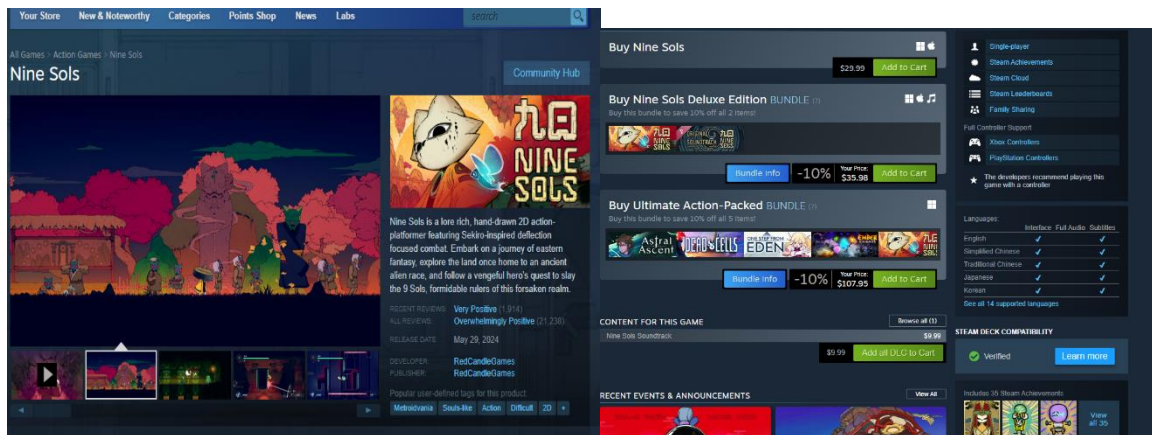
What information can you glean from the process? How can you use what you learn to better understand your target audience and market your game.

Turn in a document that explains your game analytics and how you will use this data. Describe your marketing plan for the completed project.

1: Nine Sols

https://store.steampowered.com/app/1809540/Nine_Sols/

<https://shop.redcandlegames.com/projects/ninesols>



How Nine Sols Makes Money:

- Upfront Purchase – The game sells for \$21 (\$26 with bundle) on their website and \$30 (\$35 with bundle) on Steam.
- Bundle Option – The bundle costs \$5 more and likely includes extras like a soundtrack or artbook.
- No Microtransactions – Once you buy it, that's it no extra purchases in-game.

Why the Prices Are Different:


- Steam takes a 30% cut, so the developers charge more there.
- The lower website price encourages players to buy directly from them instead.

Is It a Good Strategy?

- The higher price fits its detailed art and deep story.
- They might make more money later if they add DLC, expansions, or merch.
- Right now, sales depend entirely on how many people buy the game upfront.

2: Getting Over It with Bennett Foddy

https://store.steampowered.com/app/240720/Getting_Over_It_with_Bennett_Foddy/



Getting Over It
with Bennett Foddy

A game I made for a certain kind of person. To hurt them.

RECENT REVIEWS: **Mostly Positive** (698)
ALL REVIEWS: **Very Positive** (68,345)

RELEASE DATE: Dec 6, 2017

DEVELOPER: Bennett Foddy
PUBLISHER: Bennett Foddy

Popular user-defined tags for this product:

Psychological Horror Difficult Singleplayer Indie +

ABOUT THIS GAME

*A game I made
For a certain kind of person*

To hurt them.




Getting Over It with Bennett Foddy is a punishing climbing game, a homage to Jazzuo's 2002 B-Game classic 'Sexy Hiking'. You move the hammer with the mouse, and that's all there is. With practice, you'll be able to jump, swing, climb and fly. Great mysteries and a wonderful reward await the master hikers who reach the top of the mountain.

To quote Jazzuo himself: "The hiking action is very similar to way you would do it in real life, remember that and you will do well".

- Climb up an enormous mountain with nothing but a hammer and a pot.
- Listen as I make philosophical observations about the problem at hand.
- Between 2 and ∞ hours of agonizing gameplay, depending. The median time to finish for my playtesters was 5 hours, but the mean was closer to ∞.
- Lose all your progress, over and over.
- Feel new types of frustration you didn't know you were capable of.
- Magical reward awaits hikers who reach the top.

Epilepsy warning: contains some surprising elements.

Buy Getting Over It with Bennett Foddy

\$7.99 **Add to Cart**

Ever Increasing Difficulty: The game is built to be much more difficult over time (to the point of raging) so that it never gets boring for the player (at the risk of making them want to put it down). This was entirely intentional by the developer as he made it to cause players pain. The whole point is you're supposed to struggle, get mad, want to stop, but ultimately you keep pushing yourself until it is finally over (or you give up completely).

Physics-Based Movement : Unlike many other climbing/ platformer games, this game relies solely on momentum to progress (or cause setbacks) which makes it really unique compared to those others

No Long Waiting Sections (Such as Cutscenes): The game has a story of sorts with some dialogue that you will experience, but you encounter them while still playing the game. If you are in a groove, you are not stopped by any cutscenes that may break your flow. This is also great for the streaming market as there will always be something to commentate with and/or for viewers to comment on.

Linear Progression: There is change of environment over time as you climb the mountain, but there are little to no loading zones and there really is only one way to go, so it is very simple to follow and learn, even if mastering the skills and actually completing the game may be very difficult and strenuous

The game is priced at \$7.99 with no DLC or any extra content other than the base game itself. This is a fairly good price point as the game takes about 6 hours of total playtime to complete on a first playthrough (however, it can take much longer if you are not the most skilled) and is extremely popular with speed-runners and streamers who will most definitely get their money's worth with the amount of hours they will spend playing.

3: There's No Time To Explain

https://store.steampowered.com/app/368730/No_Time_To_Explain_Remastered/



Traditional Style Levels: No Time To Explain features a lot of grid based levels that use tiles to form the environments, as well as the same tile for multiple stages. While this is good for rapidly making new levels, it ends up making every level look same-y.

Core Gameplay that Slightly Changes: The main mechanic of No Time To Explain is 'gun gliding,' using a laser to help you move across levels. The core of this doesn't change (using a gun to platform) but the way the gun works does, such as being a burst fire weapon.

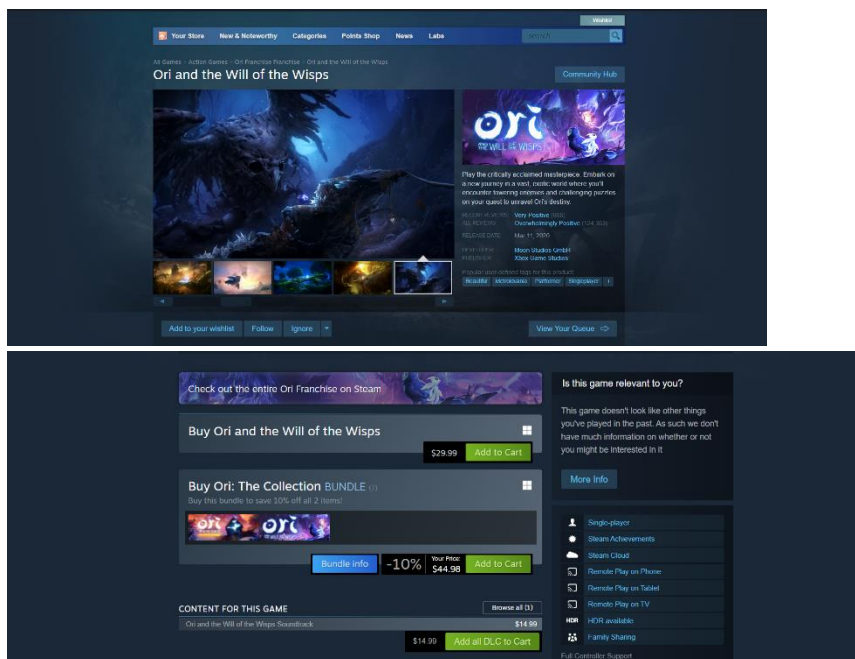
Story Light: No Time To Explain is as simple as it gets; the story is just 'there's no time to explain it' which lends the levels and gameplay to speak for itself

Stuff to Collect: Most levels have hats for the player to collect as an additional challenge to beat levels and unlock cosmetics

No Time To Explain is priced at \$15, while a Collector's Edition bundle is priced at around \$20, which gets you access to the legacy edition and OST.

4. Ori and the Will of The Wisps

https://store.steampowered.com/app/1057090/Ori_and_the_Will_of_the_Wisps/



Hand-Drawn Art Style: This game has a beautiful art style that makes the player feel like they are seeing a painting come to life on screen.

Metroidvania: Ori and the Will of the Wisps has a large map that the player can explore and depending if the player gets new abilities as they continue through the game. They can use these new abilities to explore new areas from places they explored before.

Platforming: In this game, platforming feels smooth and fluid. Ori or the player has multiple ways to traverse through levels. Allowing the player to experience diverse ways of platforming, such as climbing, grappling, and air-dashing.

Combat: The player learns new skills and attacks as they play through the game. There is also a system called "Spirt Shards" where the player finds abilities hiding in certain places. It can change how the player can fight or platform in the game.

5. Pizza Tower



The game

Pizza Tower is an indie game made by a small team of six. The game is a 2D platformer game in which the players play through the platformer in a very fast-paced manner while moving through the level and beating up enemies along the way.

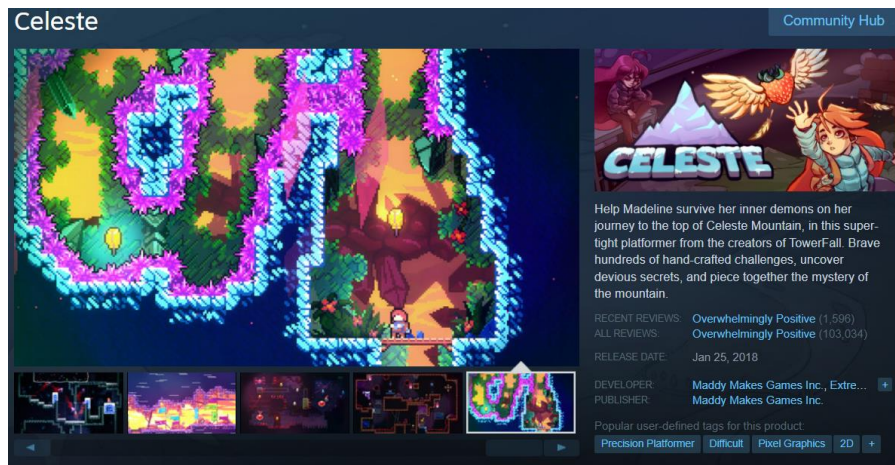
Marketing of the game

Pizza Tower originally didn't have a straightforward idea of what it would be. But the developer took inspiration from the Wario Land games series and saw how many fans were awaiting for another game for the series to release. There weren't many games that had the same feeling/gameplay as Wario Land. So, the developer took advantage of this, wanting to have a game that could satisfy the fans of Wario Land with the game and compete against other indie platformer games that were already popular at the time of development.

How it was funded

The game originally had plans of being funded through a Kickstarter. But the Kickstarter failed so the lead developer decided to fund it through their Patreon. The Patreon had different types of membership in one of them would have provided early access to builds of the game throughout its development.

6. Celeste



Help Madeline survive her Inner demons on her journey to the top of Celeste Mountain. In this super-tight, hand-crafted platformer from the creators of multiplayer classic TowerFall.



- A narrative-driven, single-player adventure like mom used to make, with a charming cast of characters and a touching story of self-discovery
- A massive mountain teeming with 700+ screens of hardcore platforming challenges and devious secrets
- Brutal B-side chapters to unlock, built for only the bravest mountaineers
- IGF "Excellence in Audio" finalist, with over 2 hours of original music led by dazzling live piano and catchy synth beats
- Pie

The controls are simple and accessible - simply jump, air-dash, and climb - but with layers of expressive depth to master, where every death is a lesson. Lightning-fast respawns keep you climbing as you uncover the mysteries of the mountain and brave its many perils.

This is it, Madeline. Just breathe. You can do this.



[Celeste on Steam](#)

Gameplay: When playing Celeste, the player will mostly be platforming or running away from an enemy. While each level of the game is very long, they are split into multiple screens that are basically their own section of the level. The platforming is very compact and challenging, and they have over 700 screens that the player must platform through. The controls are very simple, you discover a lot of the abilities as you go with minimal instruction from the game, but once you understand, it does a great job of being straightforward while also remaining challenging to the player.

Story: Celeste's story focuses on a main character who is trying to climb a mountain trail and ends up facing manifestations of her self doubt. The major selling point of the story is that it is a platforming game where the player *literally* faces the main character's inner

demons. The main theme of the game's story is self-discovery combined with mystery (trying to discover what is going on with the mountain).

Our Game's Selling Points:

- **Easy to learn:** Each level will have a tutorial of sorts (even if it is not a very extensive one) to help you get used to whatever the new thing is, we will never leave you to figure out how to play, only how to win
- **Diverse Gameplay:** Each level will have platforming (to give each of them a way of connecting to each other and keep some consistency in the gameplay loop), but will also add something new to keep the players on their toes and wanting to keep playing. New stimulation = New brain connections, and that often leads to continued enjoyment. If each level was the same, the players would be bored easily. This gets the player saying "What's gonna happen next, I gotta know" when they finish a level and/or a play session
- **Stylized Concept:** Many people have seen platformers before, even platformers with multiple gameplay styles, but what sets us apart is the concept itself. A platformer with multiple gameplay styles... but all centered around the theming of Ducks. That is not something you see every day. In many online communities, theming or having a notable character/idea is something that people immediately attach to (hence why mascots are so popular for sports teams). Drawing attention with our theming alone before people even know what the game is about is a fantastic way to market. Even if they don't buy the game because of whatever reason, they will still have interacted with our page and may tell their friends about what they saw, and THOSE people may check it out etc. This image and theming are something that will stick out in people's minds. It's not just some generic "Oh look, this is like Mario, but without Mario". This is something totally new right from the get-go.

For Price Point, we are thinking \$10-\$15 as, after all, we are an indie game studio so there is no name recognition to drum up interest. This is a price point that we have found is around the average for smaller indie companies and one that is not so costly that it's not worth taking a risk on if you're a potential player.

As nice as it would be to say we could sell it for \$60, it is simply going to be too big of a deterrent for players as we don't have that name recognition (or team size) to justify that price other than "we want more money" which is not a good look or a good way to attract players. This is also not groundbreaking new hardware that has never been used before so there is nothing pulling a player in other than the game concept itself. If we get too greedy, they'll move onto other games that they may think are similar without even giving our game a second glance. At a \$10-\$15 price, if a player is interested, they don't have to break the bank or take a huge risk in purchasing the game and we as the creators are still benefiting from our work. Plus, if they recommend it to a friend, that relatively cheap price will more likely than not be of very little concern to them which eliminates a huge hurdle of getting people to play a game that they have never seen before.