



A Practical Guide to Indie Game Marketing

Joel Dreskin

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Learn how to market for your indie game, even with a small budget and limited resources.

For those who want to earn a regular income from making indie games, marketing can be nearly as vital to the success of the game as the game itself. *A Practical Guide to Indie Game Marketing* provides you with the tools needed to build visibility and sell your game. With special focus on developers with small budgets and limited staff and resources, this book is packed with recommendations and techniques that you can put to use immediately. As a seasoned marketing professional, author Joel Dreskin provides insight into practical, real-world experiences from marketing numerous successful games and also shares tips on mistakes to avoid. Presented in an easy to read format, *A Practical Guide to Indie Game Marketing* includes information on establishing an audience and increasing visibility so you can build successes with your studio and games.

- Through case studies, examples, guidelines and tips, you will learn best practices for developing plans for your game launches, PR, community engagement, channel promotions and more
- Sample timelines help you determine how long in advance of a launch to prepare your first public communications, when to announce your game, as well as recommended timing for releasing different game assets
- Book also includes marketing checklist 'cheat sheets', dos and don'ts and additional resources

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David Colon:

A lot of people always spent their own free time to vacation or even go to the outside with them family or their friend. Were you aware? Many a lot of people spent many people free time just watching TV, or even playing video games all day long. If you need to try to find a new activity that's look different you can read some sort of book. It is really fun to suit your needs. If you enjoy the book you read you can spent the whole day to reading a reserve. The book A Practical Guide to Indie Game Marketing it is quite good to read. There are a lot of people who recommended this book. They were enjoying reading this book. When you did not have enough space to deliver this book you can buy typically the e-book. You can m0ore quickly to read this book from the smart phone. The price is not very costly but this book offers high quality.

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