Steam Marketing: Tips to uplift your Steam Page Part 1

SHARKBOW GAMES

Overview

This series of presentation offers a detailed and supportive guide to help indie developers effectively leverage Steam's platform for marketing their video games. Key areas covered include:

Understanding Steam's Social Network Features
Creating Effective Steam Capsules
Tagging Strategies
Increasing Game Visibility and Sales

Through this presentation, we will together acquire valuable knowledge and practical tips to enhance each other's game's presence on Steam and fingers crossed achieve greater success in the competitive gaming market.

SHARKBOW GAMES

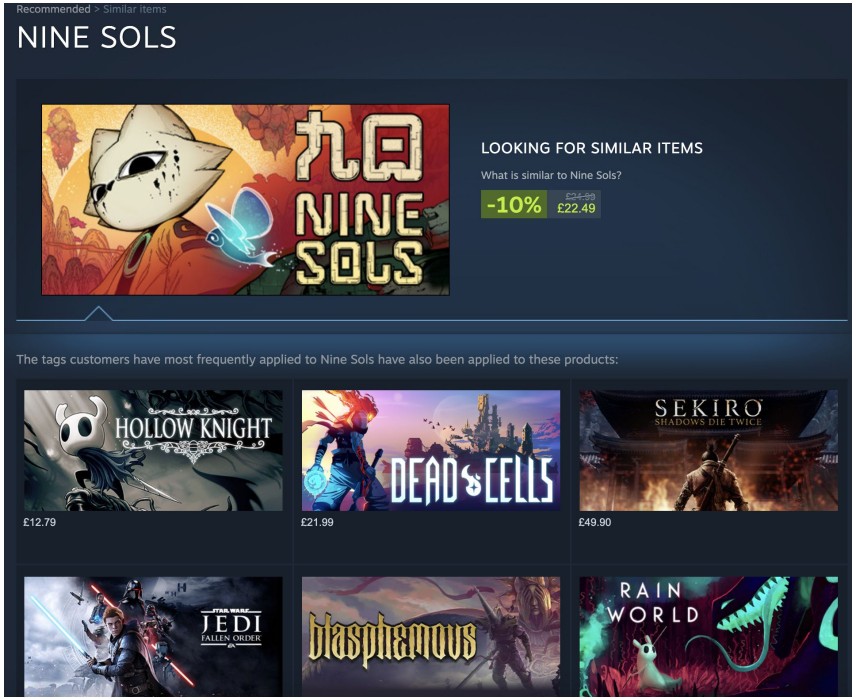
Steam as a Social Network

- **Misconception:** Steam is often mistaken as just a storefront for game files.
- **Reality:** Steam functions more like a social network, recommending games based on user behavior.

Steam Store, 2024,

Steam's Recommendation System

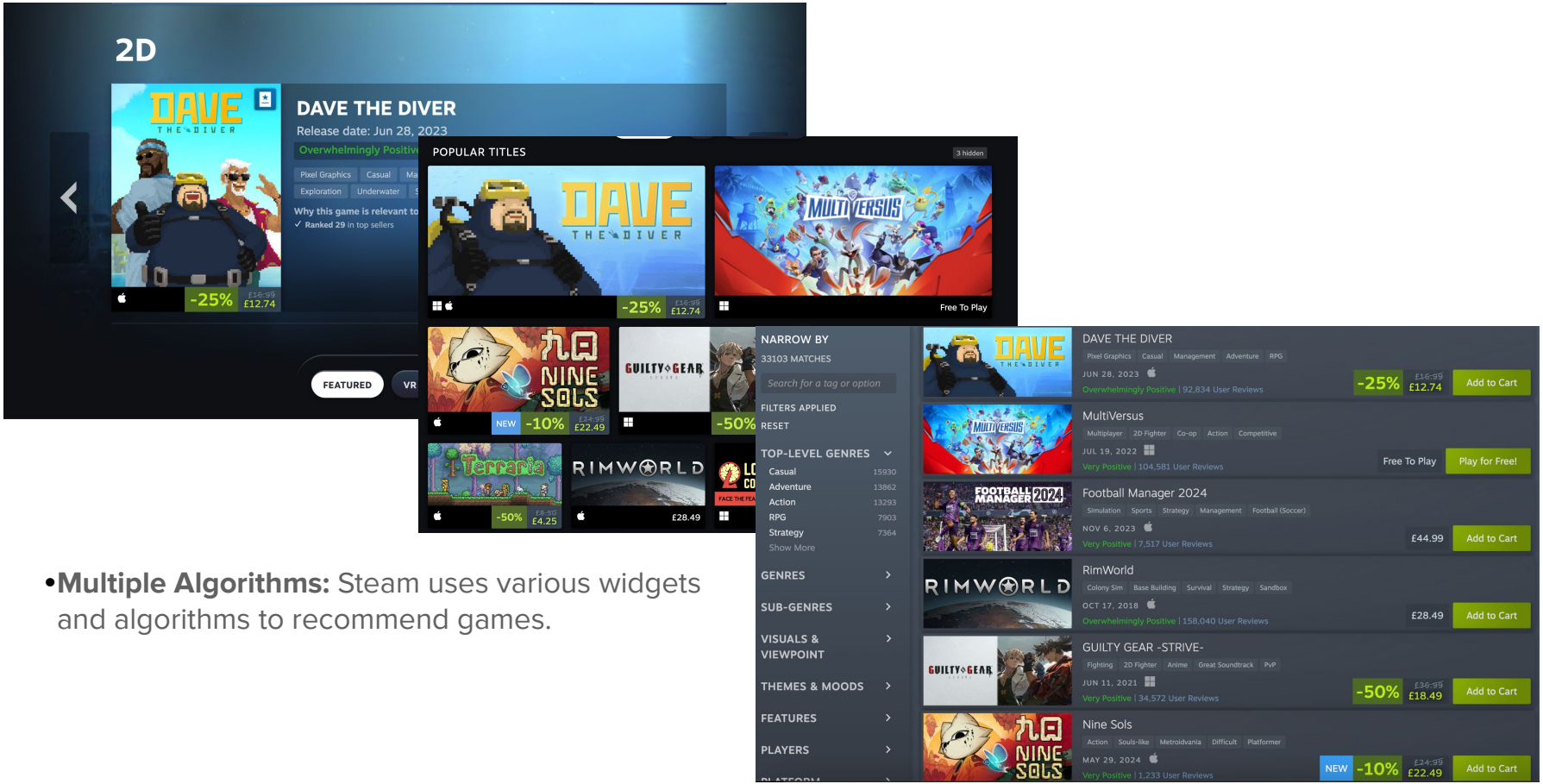
- **Multiple Algorithms:** Steam uses various widgets and algorithms to recommend games.
- **User Behavior:** Recommendations are based on what users have played and enjoyed.
- **Similarity:** Games are recommended based on their similarity to previously played games.



NINE SOLS Similar items

Similarity

[2D Steam]

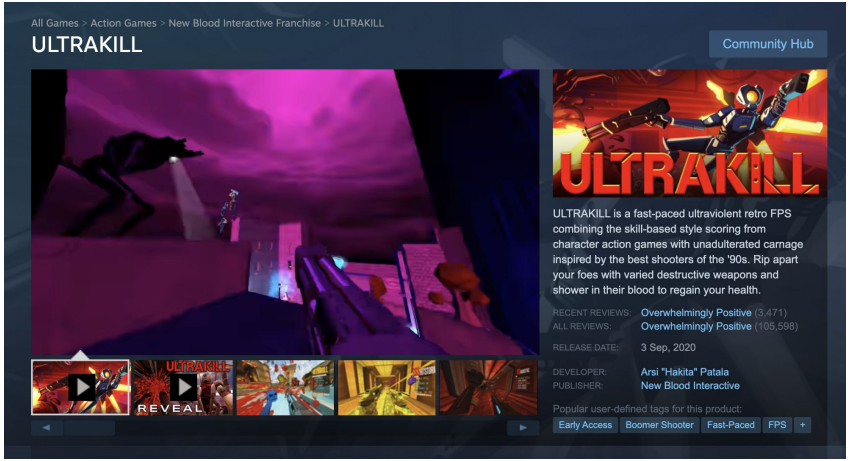


- **Multiple Algorithms:** Steam uses various widgets and algorithms to recommend games.

Importance of Genre and Similarity

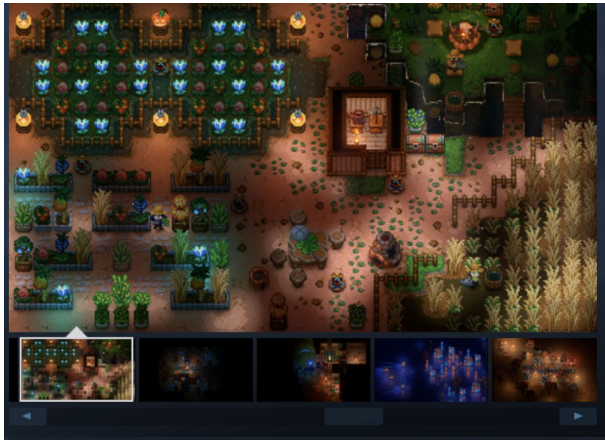
- **Core Concept:** Similarity to existing popular games is crucial.
- **User Expectations:** Users often choose new games because they remind them of other games they liked.
- **Marketing Strategy:** Highlight how your game is similar to and different from popular games.

DOOM Eternal Similar Titles



ULTRAKILL Steam

Core Concept



Explore an endless cavern of creatu
resources in a mining sandbox adve
players. Mine, build, fight, craft and
the mystery of the ancient Core.

RECENT REVIEWS: Very Positive (315)
ALL REVIEWS: Very Positive (24,8

RELEASE DATE: 8 Mar, 2022

DEVELOPER: Pugstorm
PUBLISHER: Fireshine Games

Popular user-defined tags for this prod
Early Access | Online Co-Op | Pixel G

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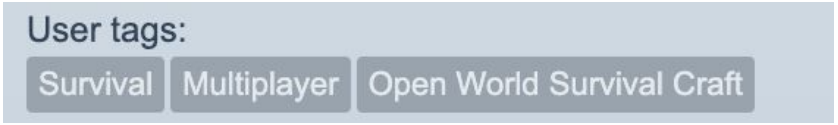
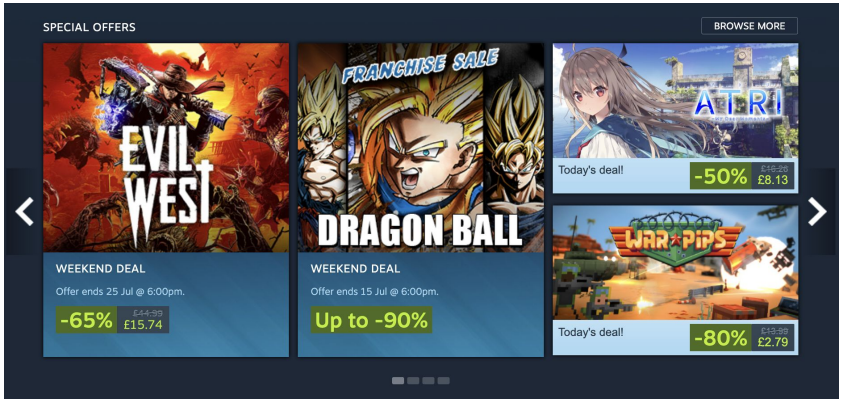
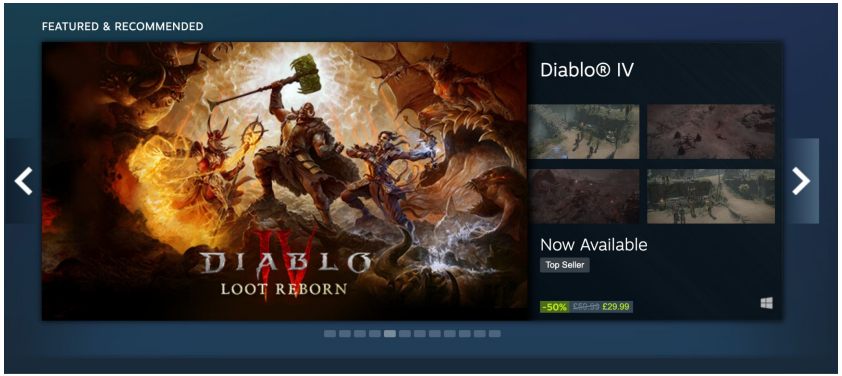


Core Keeper Steam

Steam's Widgets and Discoverability

- **Featured and Recommended:** Prominent section based on past play behavior and genre tagging.
- **Custom Recommendations:** Widgets like 'because you played' or 'players like you love' focus on personalized recommendations.
- **Discovery Queue:** A tool where Steam presents games similar to the user's past interests.

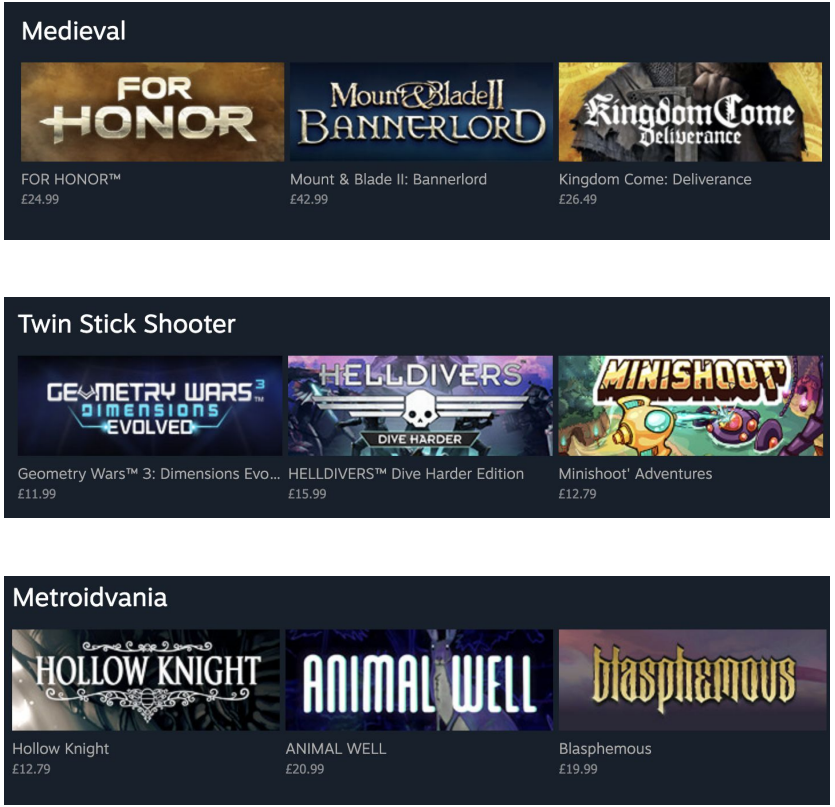




[Steam Homepage]

Genre Specificity

- **Clear Genre Definition:** Being specific with your game’s genre helps Steam's algorithms and players.
- **Avoiding Overlap:** Don’t try to cover too many genres; specificity aids in accurate recommendations.

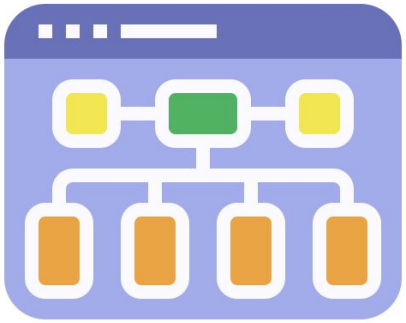


Popular Tags Steam

Steam Page Goals

- **Algorithmic Understanding:** Ensure your Steam page provides clear metadata and genre details to help Steam categorize and recommend your game.

- **Player Attraction:** Make your game look attractive and stand out as a quality product.



Creating Effective Steam Capsules

- **Consistent Colors and Typography:** Use consistent colors, typography, and art style.
- **Reflect Game's Nature:** Ensure your visuals reflect the game's action and strategic nature.

American Truck Simulator - Steam

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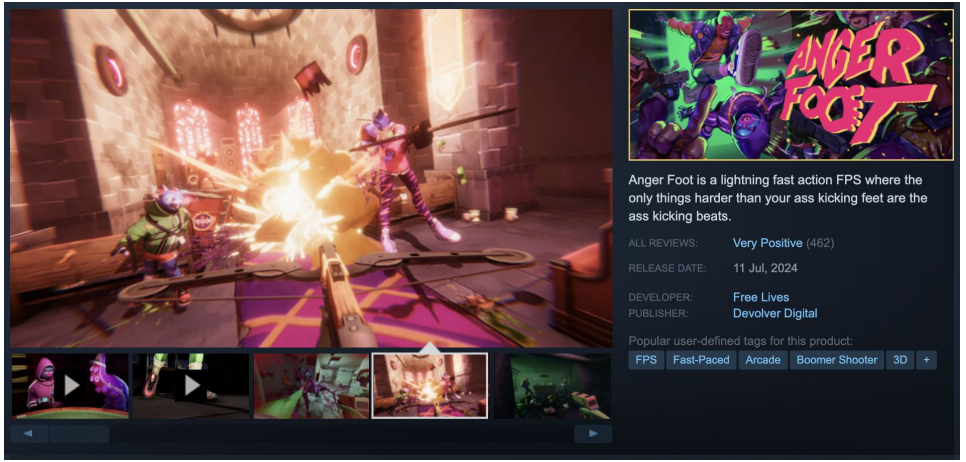
American Truck Simulator - Steam

Highlight Unique Selling Points (USPs)

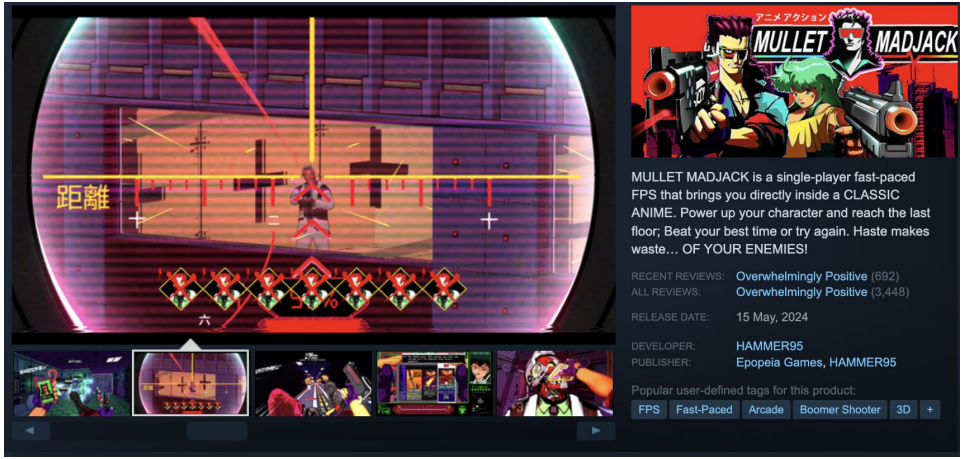
- Attracts Attention: Differentiates your game, making it stand out and capturing potential players' interest.
- Increases Discoverability: Enhances search and recommendation performance, reaching the right audience.
- Builds Engagement: Sets clear expectations and creates emotional connections, leading to higher player engagement.
- Boosts Marketing: Facilitates targeted campaigns and media pitches, improving promotional effectiveness and visibility.

Best Practices

- **Consistency Across Assets:** Ensure all assets maintain a unified style.
- **High-Quality Images:** Use high-resolution images to prevent blurriness.
- **Clarity and Emotion:** Keep designs clear and uncluttered, evoke emotions and convey action to attract players.
- **A/B Testing:** Test different designs to optimize performance.



Anger Foot Steam



`MULLET MADJACK Steam

Learning from Successful Games

- **Analyze Design Choices:** Examine the design and layout choices of successful games in the same genre.
- **Understand Layout:** Understand how they present their game to attract players.

Stardew Valley Steam