



A Practical Guide to Indie Game Marketing

By Joel Dreskin

Download now

Read Online ➔

A Practical Guide to Indie Game Marketing By Joel Dreskin

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

↓ [Download A Practical Guide to Indie Game Marketing ...pdf](#)

📖 [Read Online A Practical Guide to Indie Game Marketing ...pdf](#)

A Practical Guide to Indie Game Marketing

By Joel Dreskin

A Practical Guide to Indie Game Marketing By Joel Dreskin

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

A Practical Guide to Indie Game Marketing By Joel Dreskin Bibliography

- Sales Rank: #579573 in Books
- Brand: imusti
- Published on: 2015-12-23
- Original language: English
- Number of items: 1
- Dimensions: .40" h x 5.90" w x 8.90" l, .0 pounds
- Binding: Paperback
- 178 pages

 [Download A Practical Guide to Indie Game Marketing ...pdf](#)

 [Read Online A Practical Guide to Indie Game Marketing ...pdf](#)

Editorial Review

About the Author

Joel Dreskin has developed expertise with marketing, strategy development and campaign executions for high profile, enthusiast and indie brands over the past 20 years?including Star Wars, Back to the Future, Wallace & Gromit, Monkey Island, Sam & Max, original IP, and more. In addition to Joel's experience with game tie-in launches for the Star Wars prequel films during his years with the LucasArts division of Lucasfilm, he drove brand, channel and marketing program development for Telltale Games from the company's second through seventh years and digital media software initiatives with Macromedia (now Adobe). Joel has recently created and run focused showcase events for indie developers: Indie Press Day and Good Game Club; and has also been contributing to the Media Indie Exchange press/industry mixer events.

Users Review

From reader reviews:

Francis Dawson:

In this 21st one hundred year, people become competitive in most way. By being competitive right now, people have do something to make all of them survives, being in the middle of the crowded place and notice by surrounding. One thing that sometimes many people have underestimated that for a while is reading. Yeah, by reading a e-book your ability to survive raise then having chance to stay than other is high. To suit your needs who want to start reading any book, we give you that A Practical Guide to Indie Game Marketing book as beginner and daily reading guide. Why, because this book is greater than just a book.

Shari Yung:

You can find this A Practical Guide to Indie Game Marketing by check out the bookstore or Mall. Only viewing or reviewing it can to be your solve issue if you get difficulties on your knowledge. Kinds of this publication are various. Not only by means of written or printed but can you enjoy this book by e-book. In the modern era including now, you just looking from your mobile phone and searching what your problem. Right now, choose your own ways to get more information about your publication. It is most important to arrange you to ultimately make your knowledge are still up-date. Let's try to choose proper ways for you.

Lucille Davis:

Do you like reading a reserve? Confuse to looking for your preferred book? Or your book was rare? Why so many issue for the book? But any kind of people feel that they enjoy with regard to reading. Some people likes looking at, not only science book but in addition novel and A Practical Guide to Indie Game Marketing or perhaps others sources were given expertise for you. After you know how the truly great a book, you feel would like to read more and more. Science book was created for teacher or even students especially. Those textbooks are helping them to add their knowledge. In other case, beside science book, any other book likes

A Practical Guide to Indie Game Marketing to make your spare time far more colorful. Many types of book like this one.

John Rowland:

As a student exactly feel bored to reading. If their teacher asked them to go to the library or make summary for some e-book, they are complained. Just little students that has reading's internal or real their passion. They just do what the trainer want, like asked to go to the library. They go to there but nothing reading seriously. Any students feel that reading is not important, boring as well as can't see colorful images on there. Yeah, it is to get complicated. Book is very important for you personally. As we know that on this time, many ways to get whatever we wish. Likewise word says, ways to reach Chinese's country. Therefore this A Practical Guide to Indie Game Marketing can make you really feel more interested to read.

Download and Read Online A Practical Guide to Indie Game Marketing By Joel Dreskin #F4BIV13HDUW

Read A Practical Guide to Indie Game Marketing By Joel Dreskin for online ebook

A Practical Guide to Indie Game Marketing By Joel Dreskin Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read A Practical Guide to Indie Game Marketing By Joel Dreskin books to read online.

Online A Practical Guide to Indie Game Marketing By Joel Dreskin ebook PDF download

A Practical Guide to Indie Game Marketing By Joel Dreskin Doc

A Practical Guide to Indie Game Marketing By Joel Dreskin Mobipocket

A Practical Guide to Indie Game Marketing By Joel Dreskin EPub

F4BIV13HDUW: A Practical Guide to Indie Game Marketing By Joel Dreskin