

Promoting your video game through social media

Hello, I am Katre from the University of Tartu and I am doing academic research about indie game marketing. I am interested in whether indie game developers market their games and what social media platforms they use and find useful. This survey is anonymous but in the end, you can add a link to your game or contact details if you wish to do so.

* Required

If you have worked on multiple games, choose the one that you want to share the marketing experiences about.

1. Is your game already released? *

Mark only one oval.

- Yes
- No
- Other: _____

2. What platform is that game meant for? *

Check all that apply.

- PC
- Mobile
- VR
- Nintendo's Switch
- PS4
- Xbox One
- Mac
- Other: _____

3. What genre is that game? *

Check all that apply.

- Platformer
- Action
- Adventure
- Strategy
- RPG
- Horror
- Visual Novel
- Simulation
- Puzzle
- Roguelike/Roguelite
- FPS
- Other: _____

Used platforms

4. Have you ever used Twitter to post about your game? *

Mark only one oval.

- Yes *Skip to question 14*
- No
- Planning to *Skip to question 5*

Used platforms

5. Have you ever used TikTok to post about your game? *

Mark only one oval.

- Yes *Skip to question 44*
- No
- Planning to *Skip to question 6*

Used platforms

6. Have you ever used Reddit to post about your game? *

Mark only one oval.

- Yes *Skip to question 64*
- No
- Planning to *Skip to question 7*

Used platforms

7. Have you ever used YouTube to post about your game? *

Mark only one oval.

- Yes *Skip to question 54*
- No
- Planning to *Skip to question 8*

Used platforms

8. Have you ever used Instagram to post about your game? *

Mark only one oval.

- Yes *Skip to question 24*
- No *Skip to question 9*
- Planning to *Skip to question 9*

Used platforms

9. Have you ever used Facebook to post about you game? *

Mark only one oval.

- Yes *Skip to question 34*
- No
- Planning to *Skip to question 10*

Used platforms

10. What other platforms do you use or have used to post about you game? *

Check all that apply.

- Twitch
- 9GAG
- Imgur
- Giphy
- Discord server dedicated for your game
- Other Discord servers
- Not using any other platforms
- Other: _____

11. What have you found useful posting on those other platforms?

12. How long have you been using those other platforms to post about your game?

Mark only one oval.

- Less than a month
- 1-3 months
- 3-6 months
- 6-12 months
- More than a year
- Other: _____

13. Any other comments about promoting your game on social media platforms?

Skip to question 75

Twitter

14. What type of account do you use for posting?

Mark only one oval.

- Personal account
- Account dedicated to your game
- Account dedicated to your company
- Other: _____

15. How often do you post?

Mark only one oval.

- Daily
- Couple times a week
- Couple times a month
- Couple times in a year
- Other: _____

16. How long have you been posting about your game on Twitter?

Mark only one oval.

- Less than a month
- 1-3 months
- 3-6 months
- 6-12 months
- More than a year

17. How many followers do you have?

Mark only one oval.

- Less than 100
- 100 - 500
- 500 - 1000
- 1000 - 10 000
- 10 000 - 50 000
- 50 000 - 100 000
- More than 100 000
- Other: _____

18. What kind of content do you post?

Check all that apply.

- Short videos
- Gifs
- Images
- Devblogs
- Updates & announcements about the game
- Other: _____

19. What has it been useful for?

Check all that apply.

- Getting wishlists
- Getting traffic on your store page
- Connecting with other developers
- Connecting with the community
- Hasn't been very useful for anything
- Other: _____

20. Does it take a lot of effort to make successful posts?

Mark only one oval.

- Yes
- No
- Other: _____

21. Do you feel it is worth the effort?

Mark only one oval.

- Yes
- No

22. Any useful tips for game devs planning to use Twitter?

23. Any other comments about Twitter?

Skip to question 5

Instagram

24. What type of account do you use for posting?

Mark only one oval.

- Personal account
- Account dedicated to your game
- Account dedicated to your company
- Other: _____

25. How often do you post?

Mark only one oval.

- Daily
- Couple times a week
- Couple times a month
- Couple times in a year
- Other: _____

26. How long have you been posting about your game on Instagram?

Mark only one oval.

- Less than a month
- 1-3 months
- 3-6 months
- 6-12 months
- More than a year

27. How many followers do you have?

Mark only one oval.

- Less than 100
- 100 - 500
- 500 - 1000
- 1000 - 10 000
- 10 000 - 50 000
- 50 000 - 100 000
- More than 100 000
- Other: _____

28. What kind of content do you post?

Check all that apply.

- Short videos
- Gifs
- Images
- Devblogs
- Updates & announcements about the game
- Other: _____

29. What has it been useful for?

Check all that apply.

- Getting wishlists
- Getting traffic on your store page
- Connecting with other developers
- Connecting with the community
- Hasn't been very useful for anything
- Other: _____

30. Does it take a lot of effort to make successful posts?

Mark only one oval.

- Yes
- No
- Other: _____

31. Do you feel it is worth the effort?

Mark only one oval.

- Yes
- No

32. Any useful tips for gamedevs planning to use Instagram?

33. Any other comments about Instagram?

Skip to question 9

Facebook

34. What type of account do you use for posting?

Mark only one oval.

- Personal account
- Account dedicated to your game
- Account dedicated to your company
- Facebook page dedicated to your game
- Facebook page dedicated to your company
- Other: _____

35. How often do you post?

Mark only one oval.

- Daily
- Couple times a week
- Couple times a month
- Couple times in a year
- Other: _____

36. How long have you been posting about your game on Facebook?

Mark only one oval.

- Less than a month
- 1-3 months
- 3-6 months
- 6-12 months
- More than a year

37. How many followers do you have?

Mark only one oval.

- Less than 100
- 100 - 500
- 500 - 1000
- 1000 - 10 000
- 10 000 - 50 000
- 50 000 - 100 000
- More than 100 000
- Other: _____

38. What kind of content do you post?

Check all that apply.

- Devblogs
- Updates & announcements about the game
- Sharing posts from other social platforms (e.g. YouTube videos, TiktTok posts)
- Gameplay/Developer streams
- Other: _____

39. What has it been useful for?

Check all that apply.

- Getting wishlists
- Getting traffic on your store page
- Connecting with other developers
- Connecting with the community
- Hasn't been very useful for anything
- Other: _____

40. Does it take a lot of effort to make successful posts?

Mark only one oval.

- Yes
- No
- Other: _____

41. Do you feel it is worth the effort?

Mark only one oval.

- Yes
- No

42. Any useful tips for game devs planning to use Facebook?

43. Any other comments about Facebook?

Skip to question 10

Tiktok

44. What type of account do you use for posting?

Mark only one oval.

- Personal account
- Account dedicated to your game
- Account dedicated to your company
- Other: _____

45. How often do you post?

Mark only one oval.

- Daily
- Couple times a week
- Couple times a month
- Couple times in a year
- Other: _____

46. How long have you been posting about your game on TikTok?

Mark only one oval.

- Less than a month
- 1-3 months
- 3-6 months
- 6-12 months
- More than a year

47. How many followers do you have?

Mark only one oval.

- Less than 100
- 100 - 500
- 500 - 1000
- 1000 - 10 000
- 10 000 - 50 000
- 50 000 - 100 000
- More than 100 000
- Other: _____

48. What kind of videos do you post?

Check all that apply.

- Short clips of gameplay
- Gameplay clips with commentary
- Comedic videos of your game
- Other: _____

49. What has it been useful for?

Check all that apply.

- Getting wishlists
- Getting visits on your store page
- Connecting with other developers
- Connecting with the community
- Hasn't been very useful for anything
- Other: _____

50. Does it take a lot of effort to make successful posts?

Mark only one oval.

- Yes
- No
- Other: _____

51. Do you feel it is worth the effort?

Mark only one oval.

- Yes
- No

52. Any useful tips for game devs planning to use TikTok?

53. Any other comments about TikTok?

Skip to question 6

YouTube

54. What type of account do you use for posting?

Mark only one oval.

- Personal account
- Account dedicated to your game
- Account dedicated to your company
- Other: _____

55. How often do you post?

Mark only one oval.

- Daily
- Couple times a week
- Couple times a month
- Couple times in a year
- Other: _____

56. How long have you been posting about your game on YouTube?

Mark only one oval.

- Less than a month
- 1-3 months
- 3-6 months
- 6-12 months
- More than a year

57. How many subscribers do you have?

Mark only one oval.

- Less than 100
- 100 - 500
- 500 - 1000
- 1000 - 10 000
- 10 000 - 50 000
- 50 000 - 100 000
- More than 100 000
- Other: _____

58. What kind of videos do you post?

Check all that apply.

- Game trailers/teasers
- Raw gameplay videos
- Gameplay videos with commentary
- Devblogs
- Short clips for YouTube Shorts
- Other: _____

59. What has it been useful for?

Check all that apply.

- Getting wishlists
- Getting visits on your store page
- Connecting with other developers
- Connecting with the community
- Hasn't been very useful for anything
- Other: _____

60. Does it take a lot of effort to make successful posts?

Mark only one oval.

- Yes
- No
- Other: _____

61. Do you feel it is worth the effort?

Mark only one oval.

- Yes
- No

62. Any useful tips for gamedevs planning to use Youtube?

63. Any other comments about Youtube?

Skip to question 8

Reddit

64. What type of account do you use for posting?

Mark only one oval.

- Personal account
- Account dedicated to your game
- Account dedicated to your company
- Alternative account (Alt account)
- Different accounts
- Other: _____

65. How often do you post?

Mark only one oval.

- Daily
- Couple times a week
- Couple times a month
- Couple times in a year
- Other: _____

66. How long have you been posting about your game on Reddit?

Mark only one oval.

- Less than a month
- 1-3 months
- 3-6 months
- 6-12 months
- More than a year

67. How much karma do you have on Reddit?

Mark only one oval.

- Less than 100
- 100 - 500
- 500 - 1000
- 1000 - 10 000
- 10 000 - 50 000
- 50 000 - 100 000
- More than 100 000
- Other: _____

68. What kind of content do you post?

Check all that apply.

- Game trailers/teasers
- Gifs of gameplay
- Images of the game
- Gameplay videos
- Devblogs
- Other: _____

69. What has it been useful for?

Check all that apply.

- Getting wishlists
- Getting visits on your store page
- Connecting with other developers
- Connecting with the community
- Hasn't been very useful for anything
- Other: _____

70. What subreddits do you mostly post on?

Mark only one oval.

- r/gaming
- r/Games
- r/pcgaming
- r/gamedev
- r/IndieGaming
- Other: _____

71. Does it take a lot of effort to make successful posts?

Mark only one oval.

Yes

No

Other: _____

72. Do you feel it is worth the effort?

Mark only one oval.

Yes

No

73. Any useful tips for gamedevs planning to use Reddit?

74. Any other comments about Reddit?

Skip to question 7

Used software

75. What software do you use for recording gameplay videos?

Check all that apply.

- OBS Studio
- ShareX
- Movavi
- Bandicam
- I am not recording any gameplay videos
- Other: _____

76. What do you use to edit/cut your raw gameplay videos?

Check all that apply.

- DaVinci Resolve
- iMovie
- Adobe Premiere
- Lightworks
- FFmpeg
- I am not editing any of my gameplay videos
- Other: _____

77. What do you use to make Gifs?

Check all that apply.

- ShareX
- LICEcap
- Screen to GIF
- I am not making Gifs
- Gyazo
- VClip
- Recordit
- Ezgif
- Other: _____

78. What other tools do you use for promoting your games on social media platforms?

79. Do you think there is need for extra software tools that would simplify promoting your game online?

Mark only one oval.

Yes

No

Other: _____

80. If you answered yes, then what kind of software tool would you wish was out there to simply your work?

Skip to question 81

**Additional
comments**

You have reached the end of the questionnaire, feel free to add any additional comments, drop a link to your game etc. Thank you for participating!

81. How easy do you find marketing your video games through social media platforms? *

Mark only one oval.

	0	1	2	3	4	5	6	7	
Extremely difficult	<input type="radio"/>	Extremely easy							

82. Do you think there is a need for a comprehensive guide for video game marketing on social media platforms? *

Mark only one oval.

- Yes
- No
- Other: _____

83. Additional comments

84. Optional link to your game

85. Add your Discord tag or e-mail if you wouldn't mind getting contacted to talk about your experiences marketing indie game(s) bit more in depth

This content is neither created nor endorsed by Google.

Google Forms