



Steam Festivals

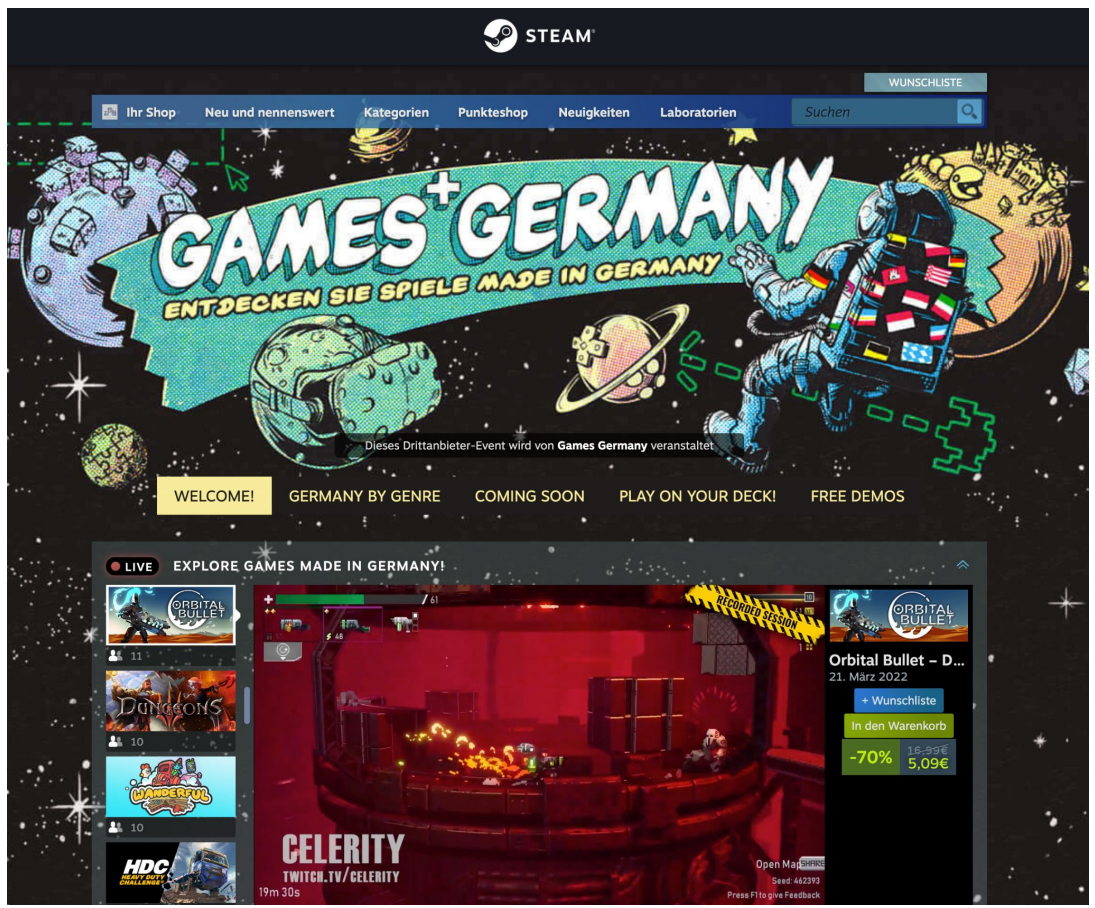
A Practical Guide

By Benjamin Justice





What's a Steam Festival?



STEAM

WUNSCHLISTE

Ihr Shop Neu und nennenswert Kategorien Punkteshop Neuigkeiten Laboratorien Suchen

GAMES+GERMANY

ENTDECKEN SIE SPIELE MADE IN GERMANY

Dieses Drittanbieter-Event wird von Games Germany veranstaltet.

WELCOME! GERMANY BY GENRE COMING SOON PLAY ON YOUR DECK! FREE DEMOS

LIVE EXPLORE GAMES MADE IN GERMANY!

- ORBITAL BULLET (11)
- DUNGEONS (10)
- WANDERFUL (10)
- HDC (10)

RECORDED SESSION

Orbital Bullet - D...
21. März 2022

+ Wunschliste

In den Warenkorb

-70% 15,99€
5,09€

CELERITY
TWITCH.TV/CELERITY
19m 30s

Open Marketplaces
Seed: 462293
Press F10 to give Feedback



BROWSE THROUGH GAMES MADE IN GERMANY! ❤️

EINGRENZEN NACH
236 TREFFER
Nach Tag oder Option suchen

FILTER ANGEWENDET
Englisch Deutsch
Ignorierte Artikel ausblenden

ZURÜCKSETZEN

HAUPTGENRES
Abenteuer 86
Strategie 57
Action 53
Mehr anzeigen

GENRES

SUBGENRES

VISUELLER STIL & PERSPEKTIVE

MOTIVE & STIMMUNGEN

FUNKTIONEN

SPIELER

39,99€	29,99€	16,99€	29,99€
-75% 29,99€ 7,49€	Bald verfügbar	17,99€	Bald verfügbar
12,99€	39,99€	19,99€	29,99€
Bald verfügbar	Bald verfügbar	Vorbestellen 49,99€	19,99€
39,99€	9,99€	18,49€	Bald verfügbar



Steam Festivals and where to find them

- Steam Next Fest
- Dreamhack Beyond Indie Showcase
- Indie Live Expo
- The Storyteller's Festival (by Two and a Half Studios)
- Tiny Teams (by Yogscast)
- Wholesome Direct
- And many more!

Newsletters for Discovery:

- [HowToMarketAGame.com](https://www.howtomarketagame.com)
- [GameDiscover.co](https://www.gamediscover.co)



Steam Festivals

- Online Events on Steam
 - Present specific games
 - High Traffic
- Live Streams
- Demos
- Steam Deck Compatibility
- Sales

=> Crazy Wishlist Possibilities!

The screenshot shows the Steam interface for the 'Games+Germany' festival. At the top, there's a navigation bar with 'Ihr Shop', 'Neu und nennenswert', 'Kategorien', 'Punkteshop', 'Neuigkeiten', 'Laboratorien', and a search bar. The main banner is space-themed with the text 'GAMES+GERMANY' and 'ENTDECKEN SIE SPIELE MADE IN GERMANY'. Below the banner, there are buttons for 'WELCOME!', 'GERMANY BY GENRE', 'COMING SOON', 'PLAY ON YOUR DECK!', and 'FREE DEMOS'. The main content area features a live stream for 'Orbital Bullet' with a '70% OFF' sale. The game is priced at 5,09€ (down from 16,59€). The stream is hosted by 'Celerity' on Twitch.

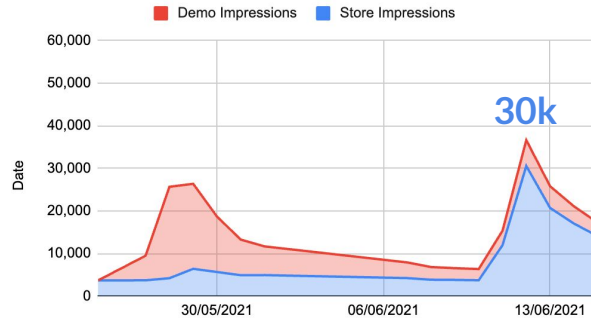


How many Wishlists?

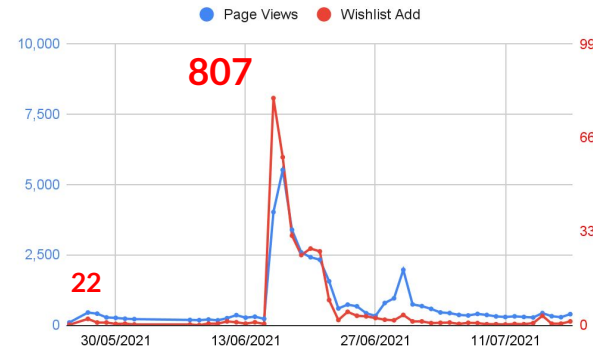
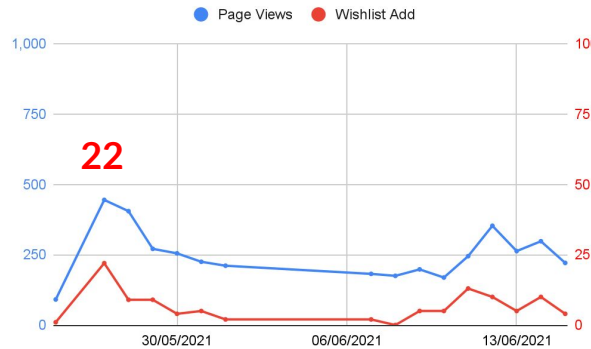
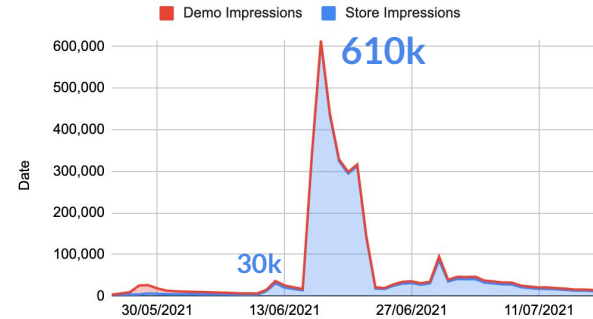


Steam Next Fest: Doki Doki Ragnarok

Before Steam Next Fest



With Steam Next Fest





Doki Doki Ragnarok

- Steam Next Fest (16.06.21-22.06.21)
+ 2594 Wishlists
- Dreamhack Beyond Indie Showcase (14.11.22-23.11.22):
+ 199 Wishlists
- Indie Live Expo (06.11.22-07.11.22): // *Not on Steam*
+ 400 Wishlists
- The Storyteller's Festival (25.03.23-01.04.23):
+ 333 Wishlists

=> 3.526 Wishlists from Festivals... but that's without...



Games Made in Germany (22.06.23-29.06.23)

Game	Wishlists	Stream	Released	Sale	Demo	Ads
Doki Doki Ragnarok	+602	✓	✓	30%	✓	✗
Beacon Patrol	+754	✓	✗	✗	✗	70€



The “Live” Stream



WISHLIST

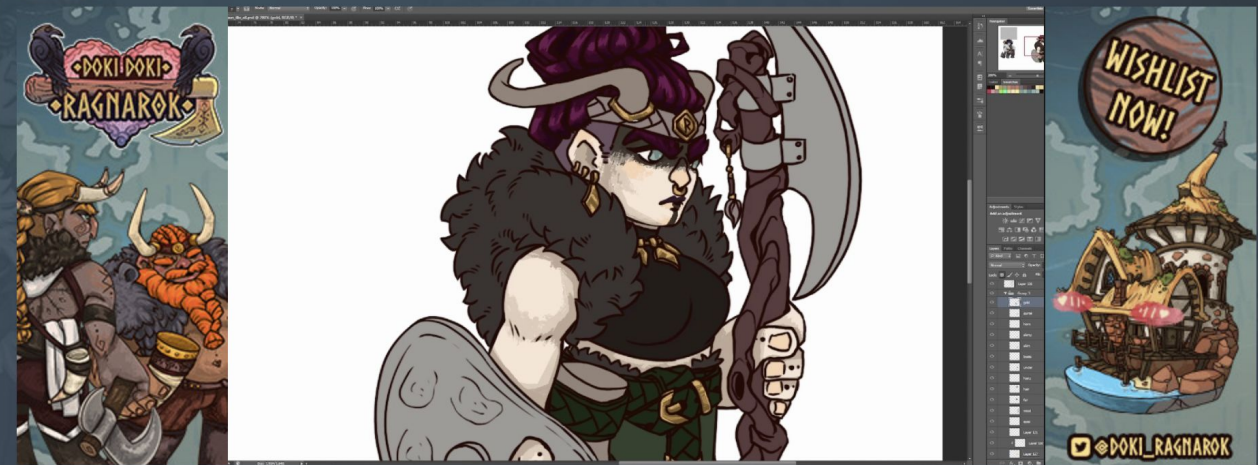
Your Store + New & Noteworthy + Categories Points Shop News Labs search

All Games > Simulation Games > Doki Doki Ragnarok

Doki Doki Ragnarok

Community Hub

LIVE NOW BROADCASTING: WATCH THE DEVELOPER PLAY



2

Show Chat

Oh my... I don't know what to say! I was not expecting a viking invasion today



LIVE AKTIVE ÜBERTRAGUNG: SCHAUEN SIE DEM ENTWICKLER BEIM SPIELEN ZU



 753





LIVE AKTIVE ÜBERTRAGUNG: SCHAUEN SIE DEM ENTWICKLER BEIM SPIELEN ZU



 849





LIVE AKTIVE ÜBERTRAGUNG: SCHAUEN SIE DEM ENTWICKLER BEIM SPIELEN ZU



 915





LIVE AKTIVE ÜBERTRAGUNG: SCHAUEN SIE DEM ENTWICKLER BEIM SPIELEN ZU



 979





LIVE NOW BROADCASTING



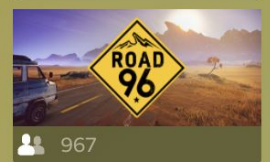
Spirit of the Island

1,957



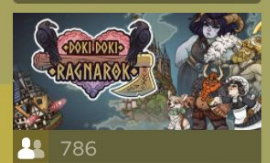
COUNTRYBALLS HEROES

1,697



ROAD 96

967



SOKOBAN RAGNAROK

786



753



Sail Forth
✦ Eventually ✦

+ Wishlist

Install Demo

Coming Soon

Show Chat  



Live Stream: Step By Step

- Do not stream “live”. Stream Pre-Recorded.
- Record Gameplay
 - “Anything” is 100x better than nothing
- If you have anything else to show, do it
 - “Designing a Character”
 - Different Modes / Biomes / etc
- Aim for 15+ minutes
- Maximize your initial viewers on your store page
 - Ask friends, run ads, etc
- Learn basic video cutting techniques (DaVinci Resolve is free)



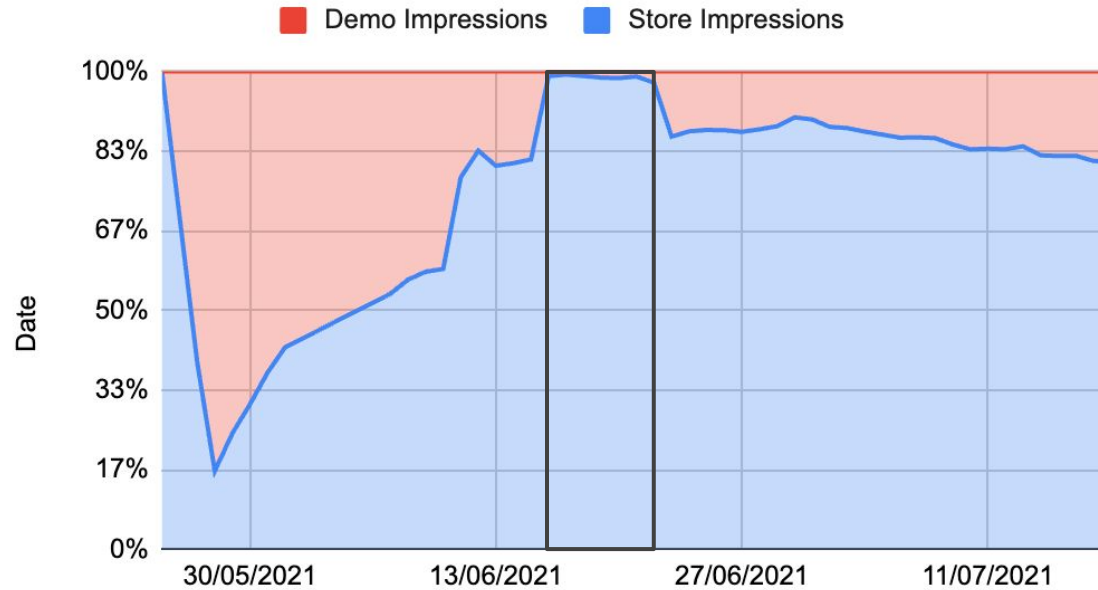


The Demo



Demo => Visibility

With Steam Next Fest (Ratio)





Lifetime play time stats: Doki Doki Ragnarok Demo

<< back to [Doki Doki Ragnarok Demo](#)

Lifetime users measured 1,114

Average time played 16 minutes

Median time played 10 minutes ([compare to other games on your partner account](#))

Time played range 2 minutes -

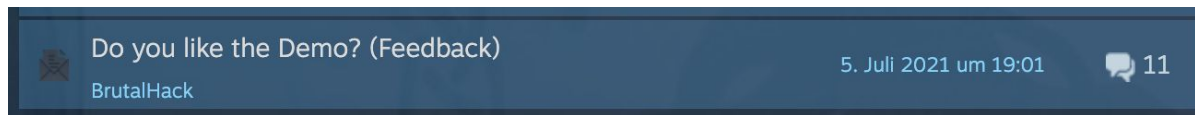
27 minutes (one standard deviation of playing time)

Minimum time played	Percentage of users
10 minutes	50%
30 minutes	14%
1 hour 0 minutes	3% (well below average as compared to other Steam demos)
2 hours 0 minutes	0%



Demo

- Provide a Taste of Gameplay
- Just a taste. Don't satisfy their hunger! :D
- Test on Windows, Mac, Linux (Steam Deck, if possible)
- In-Game Call to Action
 - o 🏆 Wishlist (Sales)
 - o 📧 Newsletter (Your Platform)
 - o 🗨️ Discord, Social Media, etc (May be bought by weird billionaires!)
- In-game Link to Feedback Form
 - o E.g. after playthrough
- Create a Feedback Thread in Steam Community Discussions



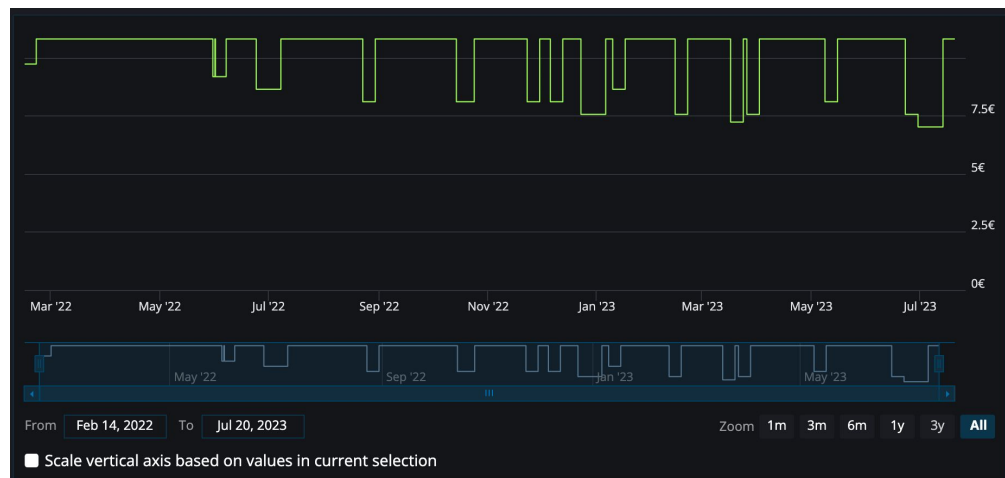


Sales



Sales

- Be on Sale, if possible!
- As always, at least 20%
- New “Low Price” always performs best
- Increment your sale amount by 5% per “important” sale
 - o Intermediate “weaker sales” do work





Extra: Facebook Ads



Facebook Ads

- Use business.facebook.com for FB/insta ads
- 40€ minimum to get “valuable” results
- Run 3 campaigns just to collect data
- Collect extra wishlists / sales with ads
 - Calculate your value gain per wishlist/sale!
 - Calculate your breakeven point
- **Wishlist conversion Rate:**
 - “~19% over 12 months” on average over steam (VERY sus number)
 - Doki Doki Ragnarok had “6% over lifetime”



Sale	Doki Price	Profit per Sale Brutto	Multiplikator	Ad Costs	Clicks	Wishlist Add	Sales	Sales in Profit	Conversion Rate	Cost per Sale	Cost per Wishlist	Profit - Cost	Balance
0%	10.79€	4.61€	1.00	26.91€	354	51	13	59.90€	3.67%	2.07€	0.53€	2.54€	32.99€
20%	8.63€	3.69€	1.00	26.91€	354	51	13	47.92€	3.67%	2.07€	0.53€	1.62€	21.01€
25%	8.09€	3.46€	1.00	26.91€	354	51	13	44.92€	3.67%	2.07€	0.53€	1.39€	18.01€
30%	7.55€	3.23€	1.00	26.91€	354	51	13	41.93€	3.67%	2.07€	0.53€	1.16€	15.02€
35%	7.01€	2.99€	1.00	26.91€	354	51	13	38.93€	3.67%	2.07€	0.53€	0.92€	12.02€
40%	6.47€	2.76€	1.00	26.91€	354	51	13	35.94€	3.67%	2.07€	0.53€	0.69€	9.03€
45%	5.93€	2.53€	1.00	26.91€	354	51	13	32.94€	3.67%	2.07€	0.53€	0.46€	6.03€
50%	5.40€	2.30€	1.00	26.91€	354	51	13	29.95€	3.67%	2.07€	0.53€	0.23€	3.04€
55%	4.86€	2.07€	1.00	26.91€	354	51	13	26.95€	3.67%	2.07€	0.53€	0.00€	0.04€
60%	4.32€	1.84€	1.00	26.91€	354	51	13	23.96€	3.67%	2.07€	0.53€	-0.23€	-2.95€



Beacon Patrol @ Games Germany



The Facebook Ad - Target Audience

- Location:
 - Germany
 - United States
- Age:
 - 18 - 50
- Interests:
 - The Settlers of Catan,
 - Board games,
 - Strategy games
 - Puzzle video games,
 - Video games
 - Steam (software)



The Facebook Ad

- 69,99€ Budget
- 482 Visits (24,57%)
- Click-Rate: 3,40%
- Maybe 24,57% of Wishlists?
=> 185 Wishlists



Performance overview

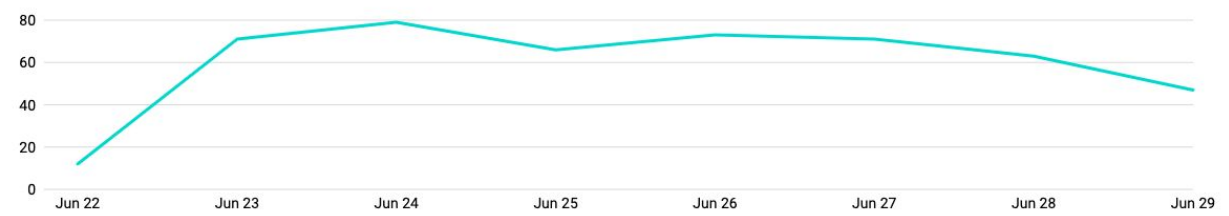
Customize metrics

Link clicks ⓘ
482
--

Per Link Click ⓘ
€0.15
--

Reach ⓘ
14,184
--

Link clicks

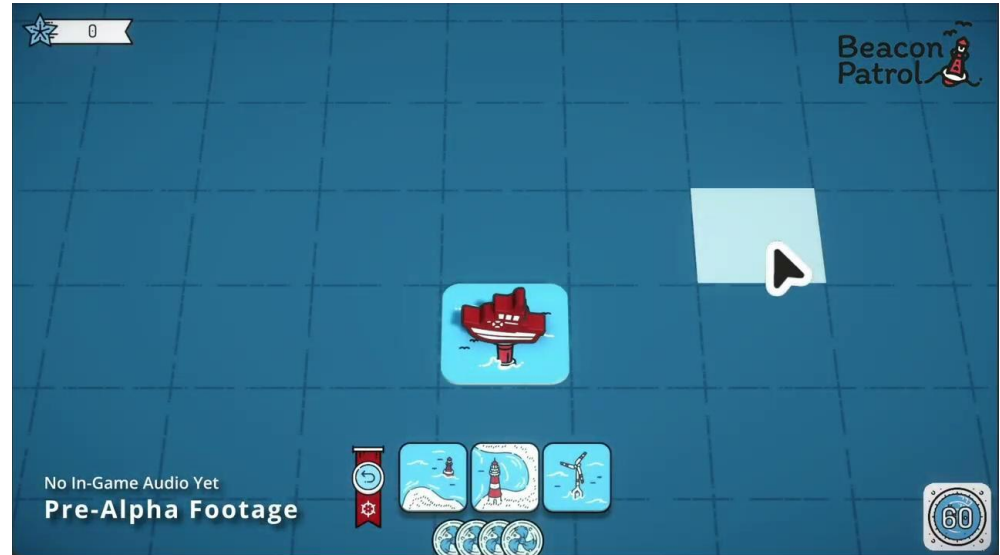




The Livestream - Setup

- Gameplay + Physical Gameplay
- No In-Game Audio
- 18 Minutes
- Cuts “on Beat” are better

- Stream 24/7 during Festival
 - Extra power-saving Computer
e.g. Steam Deck, M1 Mac, etc





The Livestream - Performance

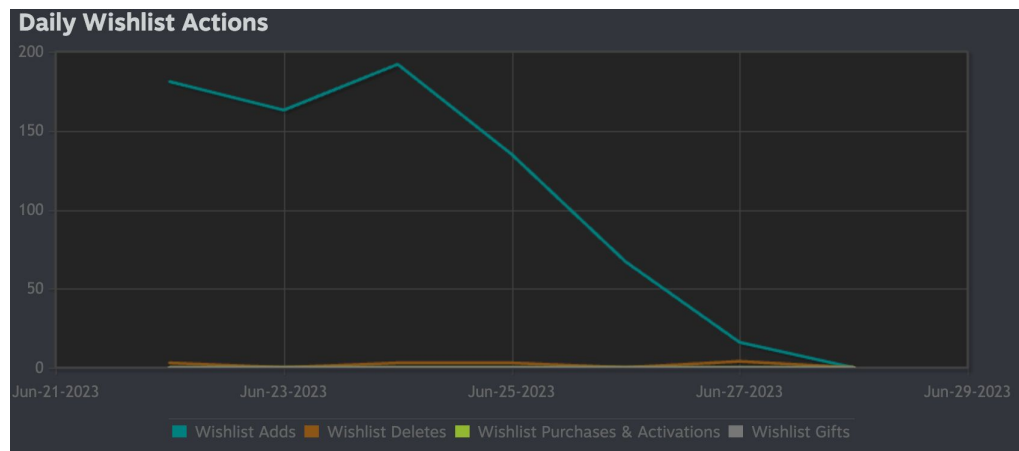
- All Games outperforming us were one of the following:
 - Released & On Sale
 - Also Streaming on Steam Next Fest (thousands of extra viewers!)
 - Had a Demo
- One of the top performers among “Unreleased games without Next Fest”





Results - Let's Math!

- Impressions (Total): 207.649
- Impressions (Facebook): 13.576
- Impressions (Steam): 194.073
- Visits (Total): 1.962
- Visits (Facebook): 482
- Visits (Steam): 1.499
- Click-Rate (Steam): 0,772%
- Click-Rate (Facebook): 3,40%
- Wishlist Adds: 754
- Wishlist per Visit: 38.43%
- Facebook Ad Spend: 69,99€
- Wishlists from FB: 185
- Cost per Wishlist (FB Ads): 0,38€





Steam Festivals

- Live Streams
 - You must stream something!
 - more viewers -> more viewers
- Demos
 - With CTA!
- Steam Deck Compatibility
 - Do it
- Sales
 - Be on Sale!
- Analyze your results!

=> More Wishlists!