

# Influencer Marketing **FOR GAMES**

Made by

**BRAND24**

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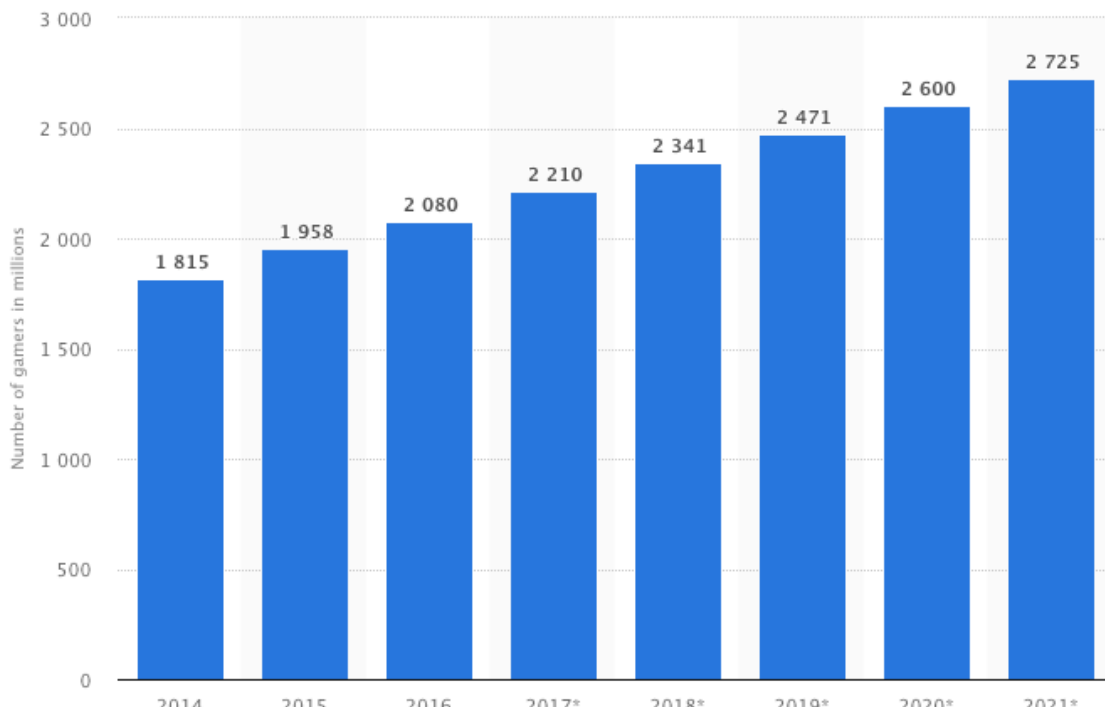
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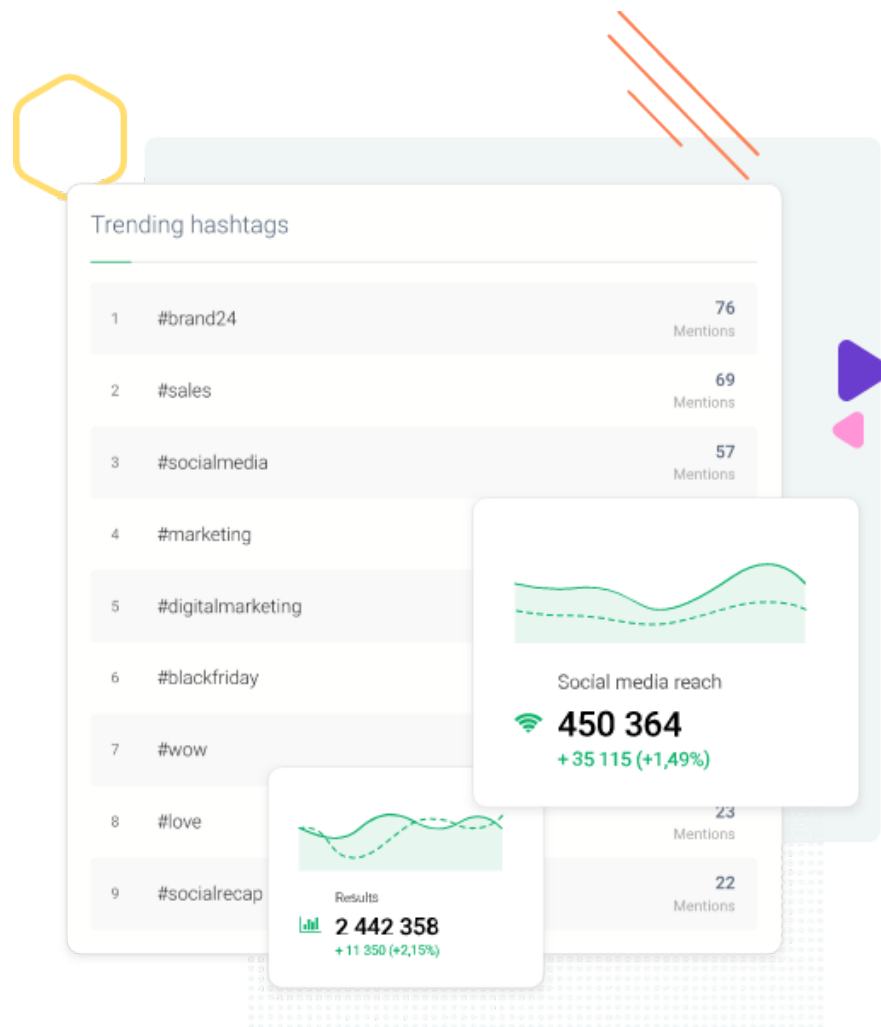


# Intro

For some this may come off as a new concept, for others, it's standard marketing practice already. Influencer marketing is still in place and doing well. What is more, it's expanding into new industries. The market is not indifferent to these developments and continues to provide new solutions and tools to make marketers' activities most efficient.

Today, we are dealing specifically with the gaming market. Why? According to statista.com, currently one in three people across the globe play video games. What is more, this number is increasing consistently year by year. The market is evolving at a fast pace literally everywhere. This comes as an extremely important insight for marketers. It is a powerful group that can be reached through influencer marketing activities.





The number of well-known and popular gamers with growing audiences is on the rise. These people happily and quite often get involved in interesting collaborations with brands that have a modern take on communication activities. If you think your company is one of them, this paper is for you.

It covers practical information and advice on how to find the right influencer, how to run an influencer campaign and how to measure its effects. It also could not have been complete without a piece of advice from a person who understands the world of influencer marketing in the gaming industry as well as some useful case studies.

Enjoy our white paper!

# Influencer marketing trends in 2020



## What is influencer marketing

Those who are just starting to work with influencer marketing and those who already have some experience with it may want to learn the current definition of what we are talking about here today.

Influencer marketing combines mechanisms functioning in the classic marketing domain with its latest capabilities and fields of exploitation. It uses product recommendations that have always been the most effective. Now, they come not from our friends or widely recognized experts and leaders, but also from influencers: internet authors (bloggers, owners of popular profiles on Facebook, Instagram, LinkedIn, Twitch, YouTube and many more).

Influencer marketing is a paid or barter collaboration between a brand or an organization and an influencer. With the development of this area of marketing, collaborations take ever-newer forms: blog posts, videos, tutorials, as well as product presentations (direct or product placements) in video games.



# Major influencer marketing trends in 2020:

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Marketing is undergoing a huge transformation. Classic marketing activities still have a definite effectiveness, but today they must be combined with online activities. Depending on the country, the number of people using the internet daily reaches 50 or even 80% of the population. In order to reach customers, present your offer and convince the recipients, it is crucial to know and observe some basic hotel marketing principles.

## **Transparency, reliability and regulation.**

What should have been not so much a trend this year but a necessary guideline from the outset, will perhaps eventually become a global standard. We're talking here about introducing and observing regulations on marketing paid collaborations and brand promotion. The distinction here is made on purpose, as there are already cases (e.g. on the German market) where an influencer marks a brand (even without collaborating officially with it), which is considered promotion and therefore falls under advertising law remit. The U.S. market obviously has regulations from the Federal Trade Commission which it scrupulously adheres to, while the United Kingdom deals with such cases through its Advertising Standards Authority. If you are working or planning to work in these markets, read the laws that apply to influencer marketing there. Remember that even if a country's laws do not require you to mark paid collaborations, it's always better to ensure transparency. It will most certainly be appreciated by your audience who will feel treated with respect.





## Metrics and effects.

Many studies on influencer marketing show that marketers do not measure the effects of their actions before and after collaborations. This is about to change now. What will we be seeking to verify at the beginning? Real influencer outreach and its real impact on customers. Follower count is no longer enough. In 2020, we will take a step forward and monitor both the quantitative and qualitative impact. And once the collab is over, we will be using a variety of tools that will bring us as close as possible to the results of our joint efforts.

# What you need to know about influencer marketing for games



So we have a basic understanding, and now we want to get to know what are the most important trends. Let's look at some facts about the gaming industry to get you familiar with its specific nature and make your work easier later.

- There are over 2.5 billion gamers in the world. They come from all continents. They play on both desktop computers and mobile devices. Revenue from the games industry amounted to \$148.8 billion in 2019 and increased by 7.2% compared to 2018.
- About a billion people in the world watch video games streaming, that is how others play in real-time.

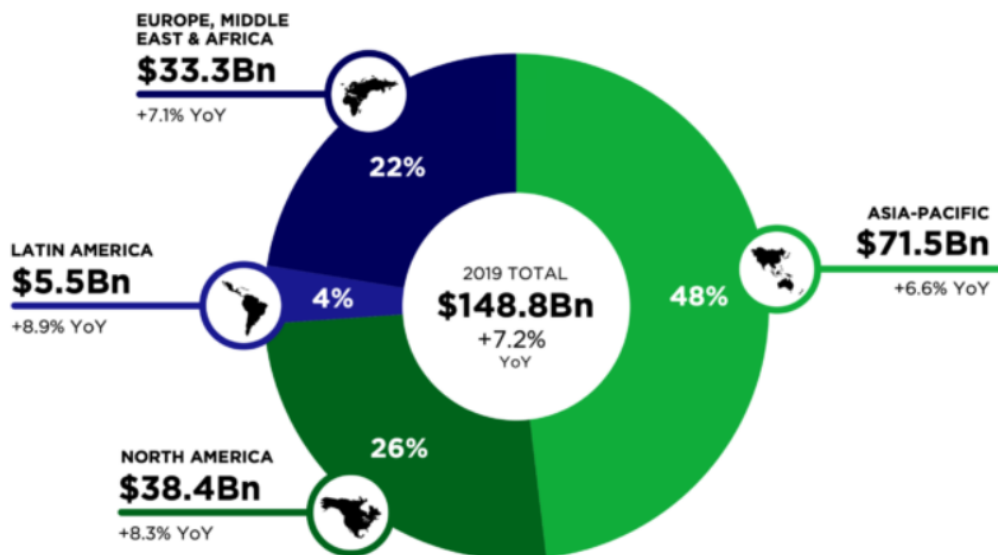


- The gaming industry is divided into smaller, more specialized ones. And so we have people that we call: streamers (most often they livestream their games allowing the public to watch their efforts), Competitive (mainly focused on “fights” between players), Publicity, Minecraft, Fortnite, FIFA, gaming in general, mobile games. This distinction will be useful in the process of identifying the influencers to collaborate with.
- According to Newzoo, nearly 87% of global revenues from the video games market come from Asia and North America.



## 2019 GLOBAL GAMES MARKET

PER REGION WITH YEAR-ON-YEAR GROWTH RATES



Source: ©Newzoo | 2019 Global Games Market Report | October Update  
[newzoo.com/globalgamesreport](http://newzoo.com/globalgamesreport)



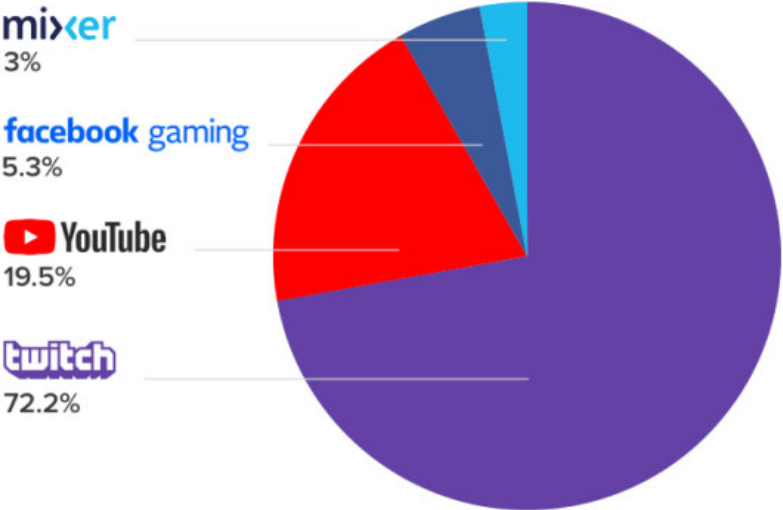


When talking about influencer marketing in games, you should be familiar with Amazon's Twitch, a streaming service operated by Twitch Interactive. This is currently the most visited streaming platform that mostly airs video game live streaming and eSports competitions. Apart from gaming videos, Twitch broadcasts music, as well as creative and real-life content. According to TechCrunch, in terms of live-streamed hours, it beats YouTube Live, Facebook Gaming and Microsoft's Mixer. None of these platforms even comes close to Twitch in terms of results.



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### Live hours watched per platform



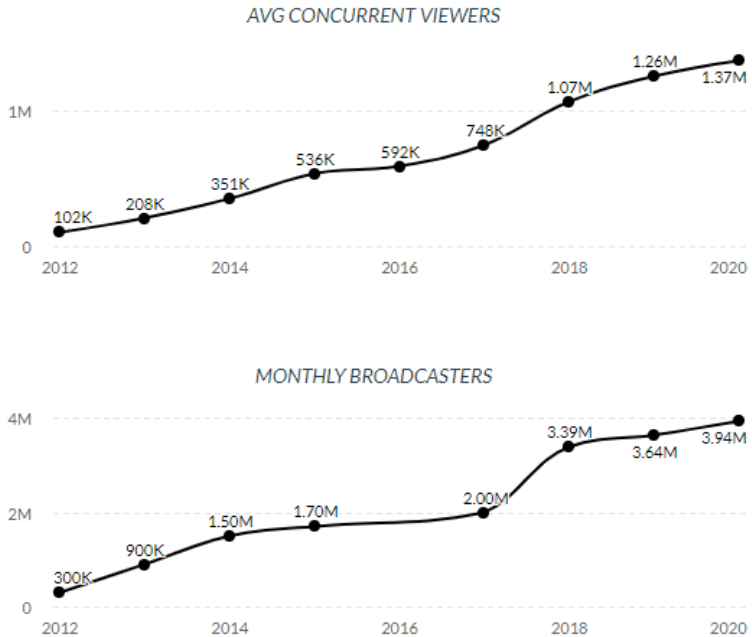
### Total hours watched per platform

Platform	Total hours watched
Twitch	2,720,020,000
YouTube	735,540,000
Facebook Gaming	197,760,000
Mixer	112,290,000



According to InfluencerMarketingHub, 81.5% of platform users are men, of whom 55% are in the 18-34 age bracket. 54% have full-time employment, and 43% have a university degree. Each month, the number of active users varies between 2.2 and 3.2 million. If you're still wondering whether Twitch is the right place to work with influencers in the video games industry, just look at the stats prepared by twitchtracker.com.

TWITCH GROWTH



Twitch is currently the most powerful gaming platform. It's safe to say (with a 75% chance, in fact) that whoever is playing or watching others play video games is on Twitch. With 68% of gamers open to brands supporting their favorite streamers, influencer marketing in the gaming industry has massive potential. Marketers certainly can't miss it when planning a campaign with influencers. So how to plan a good campaign?

56%

# How to run a campaign in 10 steps

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## 1. Set your goals with laser accuracy

This is the starting point of your campaign — setting the goals. Be sure to define your objectives at the beginning and remember them every step of the way. There may be several of them. The most important thing is to make them as concrete as possible. Do you want to increase brand recognition or product range? Do you want to engage the audience and inspire trust or focus more strictly on sales? At the end of the day, general goals are impossible to measure. Knowing whether the next steps will bring you closer to success will depend on how carefully you approach building your list of priorities and how consistently you will stick to them.

## 2. Define an exact target group

You know what you want, but do you know who you want to reach? Define your audience by setting as many details as you can. If you are running a campaign with one influencer, it is likely to reach one specific target group. At this stage, it is important whether you want to target your activities more to people still at school age (18-20), or more to 25-year-olds who are at a slightly different point in life.



### **3. Identify an influencer**

One of the biggest challenges of influencer marketing. Gamers are a very broad audience. On the one hand, this makes for a great convenience as the pool of people to work with is larger. On the other, though, it's not easy to find influencers that will give you the most bang for your buck. Fortunately, part of this process can be automated by tools such as Brand24 or HYPR.



#### **4. Think which form of content fits you best**

Think of what form of brand exposure will resonate the most with your audience, and at the same time be consistent with what the influencer and your brand represent. This requires creativity. Doing some brainstorming with an author that knows their public and is well aware of their capabilities will certainly help. Or maybe a mention during a game would work better for you, or hiring a brand ambassador for longer? Here's where you'll need your list of objectives and priorities and... a budget.

#### **5. Establish terms of collaboration**

There should be a certain degree of freedom when collaborating with an influencer. After all, a popular gamer would know perfectly well how he or she should communicate with their followers. Your duty is simply to ensure the safety of your business. Agree when exactly the campaign should start, in what context and form the products or services will be shown, what the tone of voice will be. Try to write down all the important details so that each party feels comfortable and safe.

#### **6. Coordinate your campaign, offer support when needed**

Stay on top of things. Be wherever publications about your brand are created. Be the first to know when a reaction or change of assumptions is required. The internet is super-fast, it picks up everything instantly and never forgets. Also, perhaps the author himself will need more material — facts, photographs. Be prepared for that.



## **7. Monitor feedback and react when you should**

Keep track of the impact your publications have on your audience. Use media monitoring tools, especially those that monitor Twitch (Brand24, SocialBlade). This way, you'll have all your notes in one convenient dashboard. Any doubts? Address them. Did someone give you a pat on the back? Thank them, give them virtual high five. Or maybe someone's complaining and criticizing. Put out small fires before someone blows in them and makes them spread. The duration of the campaign may be of key importance for the brand. It's up to you what your reactions will be forged into.

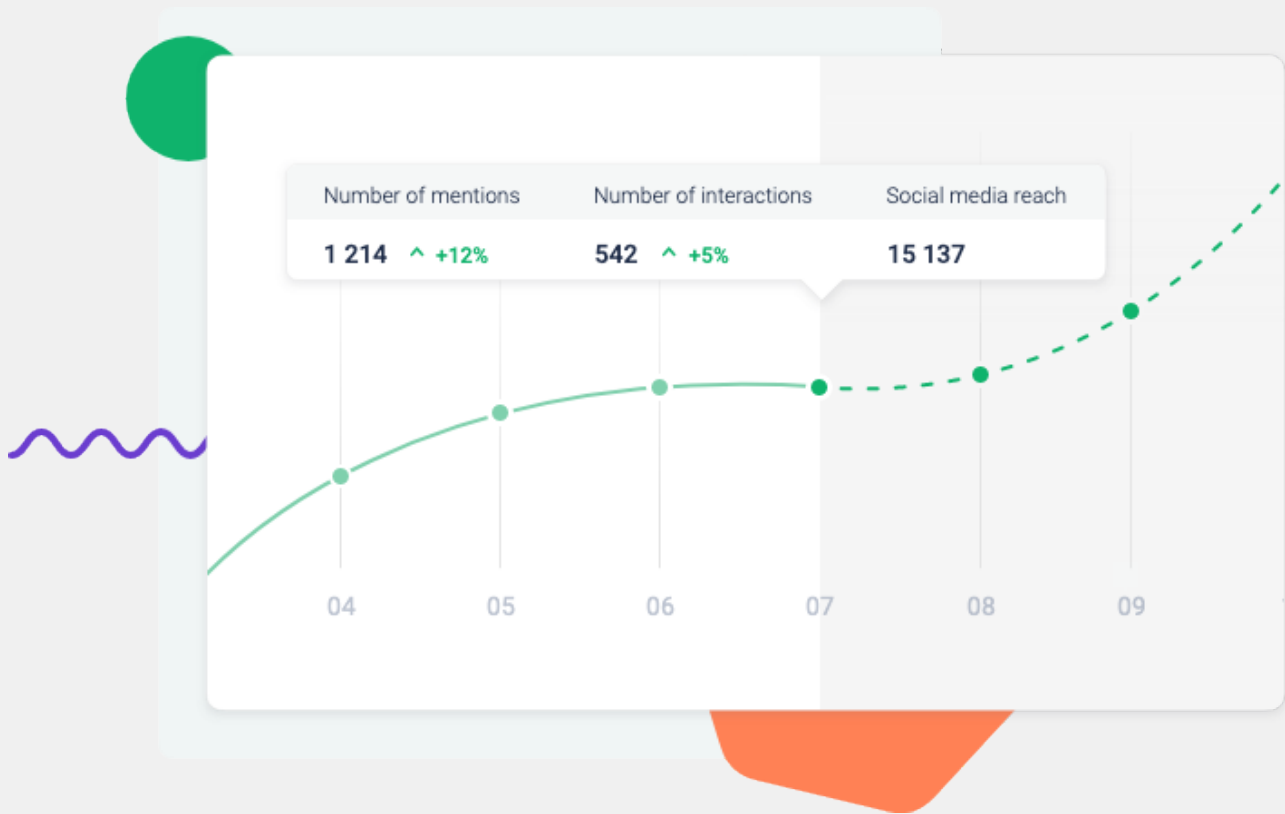
## **8. Promote the content and influencer when it suits**

If the contract allows it, and your brand can benefit from it — brag and share the influencer's publications on your channels. Strengthen promotion through your own actions. The influencer will ensure wide outreach, while you can support them for the benefit of your company by using your own media, for example.

## **9. Measure the effects**

This is the second greatest challenge marketers face. Use all available tools, collect and collate data. Google Analytics, social media statistics, web monitoring (Brand24, Google Alerts), SocialBlade, your own CRM will help you. The more pointers, the greater the chance to determine precisely how close you are to achieving your goals. It is worth noting that sometimes results and effects can be seen after a few weeks, sometimes longer. That's the beauty of influencer marketing.





## 7. Optimize

Once the campaign is over, it's time for conclusions: think what worked, what needs improvement. Learning lessons based on your past campaigns is of the essence not only for the next campaign but for your marketing efforts in general.





# Let's ask an Expert

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Karol Suchodolski

**Senior Account Manager & Team Leader**

**— Gaming at LifeTube (LTTM Group)**

There are now more than 2.5 billion gamers across the globe (Newzoo, 2019), and this number is growing year by year — as is the interest in gaming among brands, including the non-endemic ones. This is a field where fierce fights are currently taking place for the attention of consumers who are now “banner blind” and use AdBlock. In addition to the dynamic growth, a noticeable and positive trend are well-thought-out strategic platforms of brands from outside the gaming and technology sectors. Examples are #GamersGonnaPlay by Play and WedelUp by Wedel. These are examples of very successful implementations, but the fact is that all brands try to invest in gaming — with varying degrees of success.

So where to start an effective collaboration with gamers? It's best to begin with defining a campaign goal. If you want to build brand awareness — look for channels offering the widest reach (e.g. Kaluch). If you are more interested in engagement, look for people who are charismatic and effectively engage their community (e.g. Tivolt), and if you're looking to increase performance, choose authors who are leaders in a given field (e.g. Ziemniak).



It is also important to select the right products for a given audience, as each title has its own demographics and community characteristics. The gaming environment is diversified. The youngest gamers play such titles as Minecraft, Fortnite or Brawl Stars, so we should look for such players by promoting products to people in the 13-17 age bracket (and younger). However, in order to reach the older audience, we should look for authors from the Multigameplay category (recording various games), playing FIFA or dealing with video game journalism.

More and more marketers realize that the image of a gamer — an asocial 13-year-old — is a myth. According to the report “Fenomen dojrzałego gracza” (Phenomenon of a mature player, available in Polish), players aged 25-44 represent 58% of gamers in Poland, with 1/3 of them having a higher education degree, and every third one of them living in a big city. So we are competing for a conscious consumer with purchasing power, not a “kid with some pocket money.” Now, every industry may think about collaborations with players — gaming lines of electronic products are a natural direction, while the FMCG (e.g. Sprite) and Telecoms (e.g. Play) sectors have also adapted this environment to their needs.

In the gaming department at LifeTube, we are also creating offers for banks, e-commerce services, ministries and educational programs. Working with city authorities in promoting regions and fast food chains is also part of our everyday life.

At LifeTube, we have repeatedly proven that campaigns involving gamers can produce dizzying results and generate sales. For example, with the “Głodni Rozgrywki” (Hungry for Gameplay) for PizzaPortal, two gamers Kaluch and PLKD generated as much as 600% ROI, encouraging their followers to order food via the platform.

# Tools

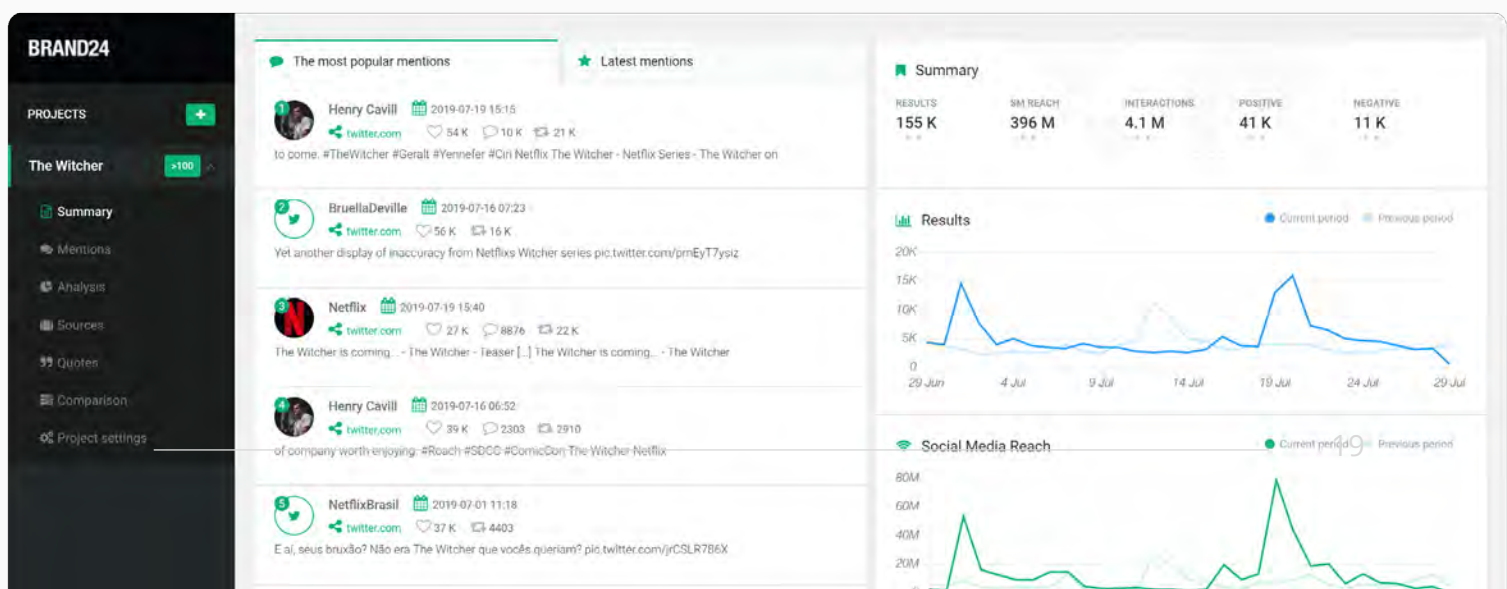


## BRAND24

This is an amazing tool for any influencer marketing-related activity, especially if you're planning to collaborate with influencers.

Brand24 is a media monitoring tool that has recently added Twitch to its pool of monitored platforms. With it, you'll get a lot of stats on influencers with whom you can potentially start working, and at a later stage monitor the effects of your collaboration and impact on your audience. The tool will allow you to check how many mentions, when and in what tone appeared on the gaming platform but not only, as Brand24 also monitors social media platforms, forums, blogs, online services, comments and more.

TRY IT FOR FREE

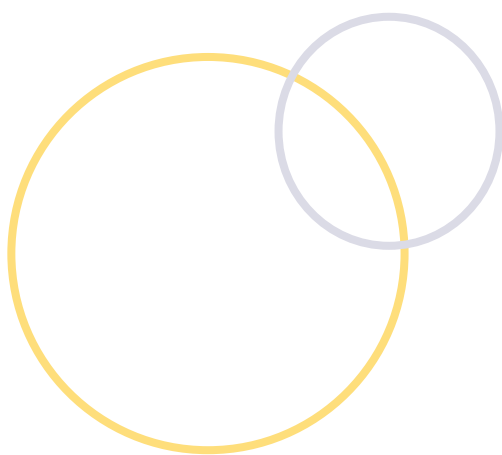


## Post for Rent

You can run campaigns on your own. But you can also get the support you need from the tools that were made specifically for this purpose. One of these tools is Post for Rent. It's a comprehensive ecosystem for campaigns. It will help you at every stage — from identifying fake influencers to comparing profiles and finding posts sponsored by brands to handling payments.

## SocialBlade

Another tool for the fans of reliable statistics. SocialBlade allows you to check which profiles on specific platforms are currently most visited and delivers hard data on it. The tool also offers information on how data and outreach of different authors change over time. You can compare your results with those of other brands and authors in the industry. It will surely give you a better picture of the influencer marketing landscape.



## Hunter.io

A simple, yet incredibly useful tool that you can attach to your search engine to contact a particular influencer or his or her manager. This way, every time you enter a page and click on the orange dog icon, you'll get a list of all email addresses and names associated with that page. When you're not sure whether an address is correct, Hunter.io will also

## NinjaOutreach

If you want to automate more the process of finding and handling campaign analytics, NinjaOutreach is here to help. You can identify people to work with using a search engine that will offer you specific profiles based on keywords. The platform allows you to run one or more campaigns, depending on your needs. It has a strong focus on the analytical aspect.

## Summary



Influencer marketing for games is a perfect niche for marketers. After all, it is a niche of 2.5 billion people. It offers perfect growing ground also for brands that have nothing to do with games, such as drinks, clothing or car parts manufacturers. The only limitation can be your creativity and... budget. However, research shows that placing resources in good influencer marketing campaigns in the gaming industry is a great investment, with a good chance that it will pay off. So, how's it going to be, are you in?



**BRAND24**

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