



# Success.

How to Use Social  
Media to Market  
your Games

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*The Marketing Zen Group*

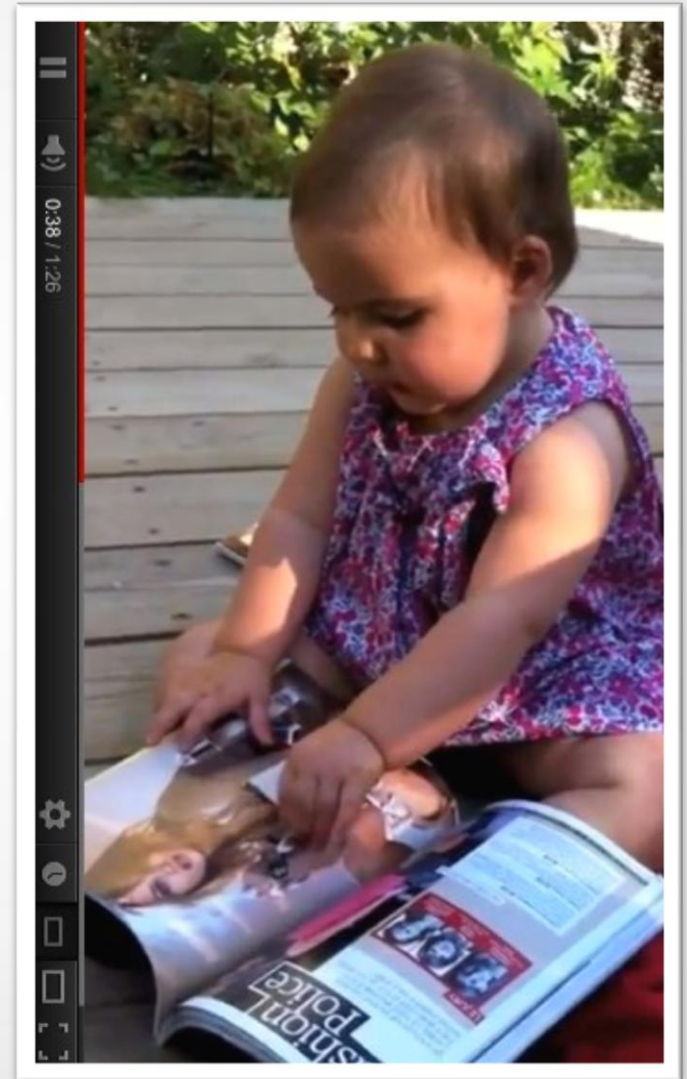
o you only little weeds, but to him, you  
looked a hundred times as big to him as  
who sees and catches the little water cre  
and in the water forest he found the water  
eggs, though everything about him was six  
and nimbly enough they were among the  
a thousands, and Tom tried to pick the  
hemselves and turned in to knots of  
live-bells and stars and wheels and flo  
live and bright and was. So now  
he world. He looked at first si  
who peeped out of a house bu  
dwa. Even if it be  
keep on, and there he saw the  
only little weeds; but Tom, you must re  
undred times as big to him as it does t



# ONCE UPON A TIME



# What is Social Media?



# Yesterday's "Neighborhood Corner" Has Shifted...





# Digital Footprint...

Content that can  
be traced back to  
an individual...or  
an organization.

# Milk, Diapers, Website



A 2010 survey from AVG, an online security company, found **that 81% of kids under the age of 2 have some kind of “digital footprint”** online, usually in the form of e-mail accounts, social networking pages and photos posted on the Web.

# How Can Social Media Help?

## **Increasing:**

- Reach
- Adoption
- Engagement
- Feedback
- Retention
- Sharing

## **Building:**

- Community  
(exclusives)
- Credibility
- Trust
- Transparency
- Establishing a  
Positive Digital  
Footprint

# What Social Media Isn't...

- Free
- “Viral”
- Quick (organic campaigns take time)
- A stand alone effort
- A substitute for a solid game





# ***Beyond Facebook & Twitter***

## **Top 3 Digital Trends of the Future**





# Identity-Based Ecosystem

## Your Cover

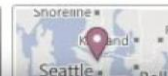
Fill this wide, open space with a unique image that represents you best. It's the first thing people see when they visit your timeline.



**Matt Brown**

[Update Info](#) [View Activity](#) 

 Communication Designer at Facebook  
 Studied English at Indiana University  
 Lives in San Francisco, California



Cover



Stories



Apps

[Sign Me Up](#)



# **Content Curation & Aggregation**



# Pinterest



Pinterest

Add + About ▾  Shama ▾

**Pins** · **Boards** · **People** — search results for homes dallas

 Like  0



AIA DALLAS TOUR OF HOMES - HOMES



Michael Howard onto Residential Architecture



AIA DALLAS TOUR OF HOMES - HOMES



Michael Howard onto Residential Architecture



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Michael Howard onto Residential Architecture



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Michael Howard onto Residential Architecture



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Michael Howard onto Residential Architecture



Dallas Homes -More Info



Jennifer Groesch onto Living Outdoors



Greico Modern Homes - Dallas  
5 likes · 1 comment · 15 repins



Contemporan onto Architects



Annie Zurowski Love this link



Love East Dallas homes  
5 repins



Janet Johnson onto Dream Homes



Dallas Luxury Homes | Dallas Luxury Real Estate  
1 like · 6 repins



Joy Siegel onto Curb Appeal



Dallas Luxury Homes | Dallas Luxury Real Estate  
1 like · 7 repins



Kelli Snyder onto Favorite Places & Spaces



Greico Modern Homes - Dallas North Dallas Project - Preston Hollow Dallas  
[www.greicohomes.com](http://www.greicohomes.com)  
1 repin



Tom Greico onto Modern Homes - Exteriors




Dallas Luxury Homes | Dallas Luxury Real Estate  
5 likes · 14 repins



Kelli Snyder onto Favorite Places & Spaces

# List.ly



New ListAdd to ListlyDrag to BookmarksSignin


What kind of lists will you make?

App List

Signup


Watch a VideoLearn More

### Trending Lists




**Online apps for small business**  
Curated by [Bridie Jenner](#)  
Whether you need to do your accounts or manage your social media, there's an online app to suit your needs, and your budget.

15 Items | 217 Views | 0 Reactions | 1 Curators | 0 Embeds



**Top iPad Productivity Apps**  
Curated by [Michael Hyatt](#)

59 Items | 27171 Views | 623 Reactions | 170 Curators | 4 Embeds



**Nominate Speakers for the 2011 NINES!**  
Curated by [Todd Rhoades](#)


475 Items | 49968 Views | 17222 Reactions | 5416 Curators | 1 Embeds

- DocuSign
- FreshBooks - Online
- Twitter Brand Pages by
- HootSuite
- Buffer - A Smarter Way to

- EverNote
- DropBox
- Instapaper
- GoodReader
- Logmein Ignition


- Crystal Lutton
- Francis Chan
- Derwin Gray
- N.T. Wright
- Brian Hunter

### Listly on Facebook




**Listly**  
Like 244


Joao Lordello Moraes, Lael Johnson and 7 others use Listly.




### Follow us on Twitter



### Connect with us



Shyam Subramanyan  
Twitter | Facebook



Nick Kellet  
Twitter | Facebook

Are you a blogger or a publisher?



**Video = Web +  
TV + Mobile**

# AIM HIGH

AFTER SCHOOL JOBS ARE A KILLER

WATCH IT ON FACEBOOK  
OCTOBER 18

U.S. ONLY

[View Personalized Episode](#)



[View Standard Episode](#)



Like

18K



Send



Tweet





# Falling for You

A TARGET STYLE SHORT FILM

f Like

1.7k

🐦 Tweet



EPISODE 1 10/2

EPISODE 2 10/4

EPISODE 3 10/9

LIVE EVENT 10/10

## Falling for You

A TARGET STYLE SHORT FILM

**Episode 3:** Can Amanda and Joe execute the fashion event and find time for love?

Watch the film and heart your favorites.  
Then explore below.

WATCH THE FILM >



# 10

**Ways To Use  
Social Media  
To Market Your Games**



**LISTEN**

# Google Alerts



Search query:

Result type:

Everything ▼

How often:

Once a day ▼

How many:

Only the best results ▼

Deliver to:

stephanie@marketingzen.com ▼

CREATE ALERT

Manage your alerts

## Monitor the Web for interesting new content

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your queries.

Enter a search query you wish to monitor. You will see a preview of the type of results you'll receive. Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams



# SocialMention.com

socialmention\*

Real-time social media search and analysis:

in All Search

[or select social media sources](#)

Trends: [Mindy Cohn](#), [wilmington trust](#), [akucintableber](#), [Mariana Klaveno](#), [thanksgiving wallpaper](#), [mahalkitableber](#), [Howard K Stern](#)

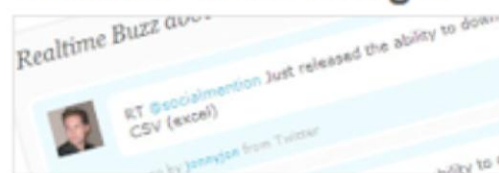
## Social Media Alerts

Like Google Alerts but for social media.

Receive free daily email alerts of your brand, company, CEO, marketing campaign, or on a developing news story, a competitor, or the latest on a celebrity.

[Create an alert](#)

## Realtime Buzz Widget



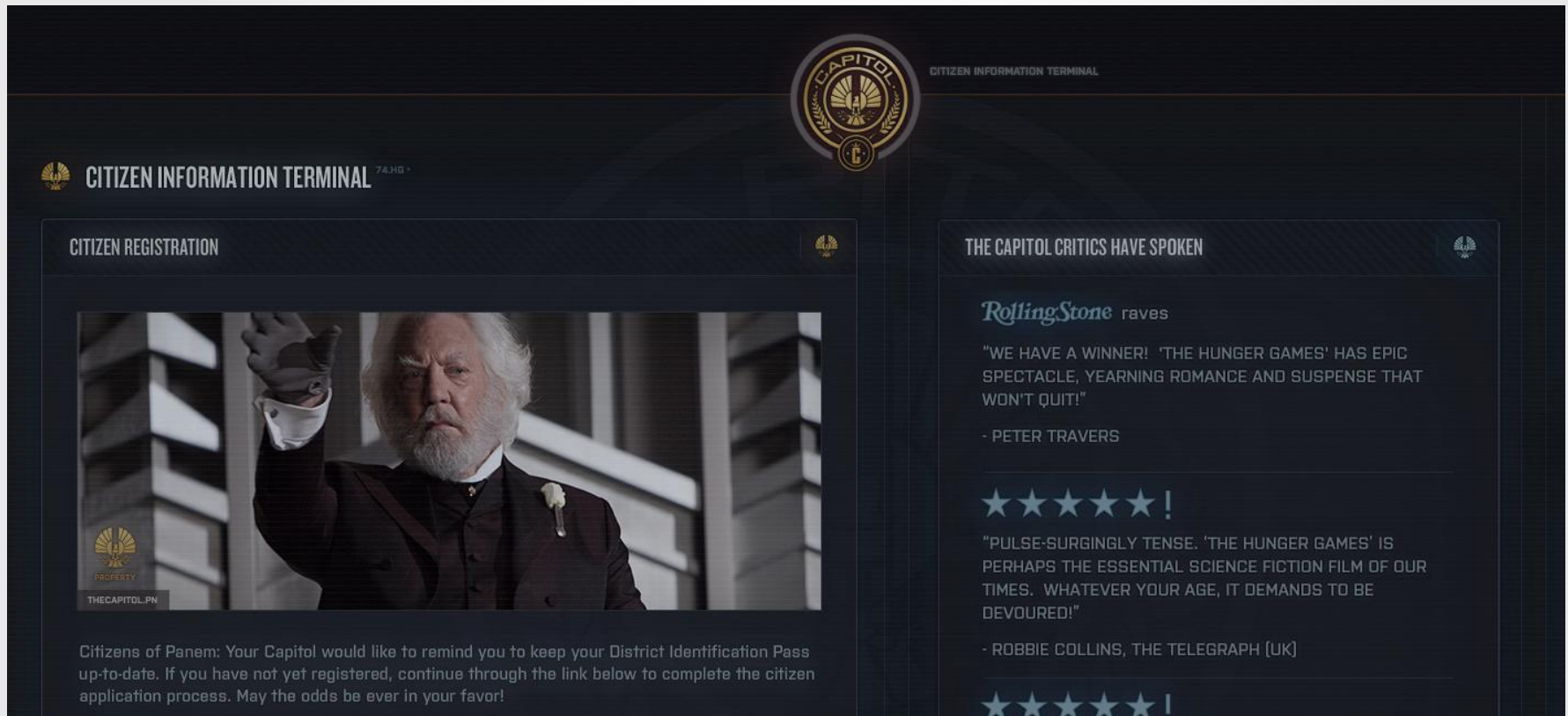
Display realtime buzz on your site or blog.

[Get the widget](#)



**Make social media  
an extension of your game**

# TheCapitol.pn – Citizen Information Terminal





**Engage in Digital PR  
– Blogger Outreach**





2 WAYS TO LOSE CUSTOMERS

1 WAY TO KEEP THEM FOR A LIFETIME

LEARN HOW ▶

Needle

WORK HEALTH CULTURE INTERESTS TECH PEOPLE GOOD NEWS GEOS SPORTS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

Hot Topics

New Topics

My Recent Topics

My Alltop

Holy Kow!

Search

## What's hot on Alltop

### MOST TOPULAR STORIES

Apple Again Tops U.S. Retail Chains in Sales at \$6000 per

FileLocker offers 25GB free end-to-end encrypted cloud

Venice underwater: A visual history

How YouTube Channel Owners Are Building Audiences

How Airbnb's New Neighborhoods Feature Can Revive Local

### MASHABLE!

How YouTube Channel Owners Are Building Audiences

Who Is Julie Larson-Green, Microsoft's New Windows Boss?

Leaked Script Reveals What 'Prometheus' Could Have Been

'Minority Report'-Like Tech Brings Touchless Control to

Gmail the Petraeus Way: A Scandal of Sloppy Security

### TECHCRUNCH

Netflix Gives A Hollywood Look To Open Source Center On

Watch: All The Videos From TechCrunch's Chicago Meetup

### HOLY KAW!

Venice underwater: A visual history

Twins in the classroom [infographic]

Facebook proposes, Google+ disposes

Foot reflexology may ease cancer symptoms

Should college math classes ban calculators?

### FAST COMPANY

How Airbnb's New Neighborhoods Feature Can Revive Local

Watch 24 Analog Clocks Morph Into One Giant Digital Display

You Can Now Earn Real College Credit From Online Education

Gabriel Orozco's Constellations Of Artfully Arranged Trash

A One-Stop, Web-Based Shop For Comic Book Publishing

### SETH'S BLOG

Effortless

When you don't know what to do...

2 WAYS TO LOSE CUSTOMERS

1 WAY TO KEEP THEM FOR A LIFETIME

LEARN HOW ▶

Needle

LUXURYONLY<sup>SM</sup>  
Inspired Experiences At Sea & Ashore

Make The Leap To Luxury Cruising







**SET UP YOUR OWN  
HASHTAG / TWEETCHAT**

# Hashtags

## #tagdef









Users Random  558 


Discover what hashtags really mean, and add your own definitions in seconds.

Enter hashtag or search phrase

# 

Look Up

Popular hashtags	Top this week	All time high	New tags	Trending tags
#yolo	#yolo	#oomf	#twfanpires	 #lawsonadamfollow
#oomf	#justinbieber	#subtweet	#gff	#htmd
#ttxox	#oomf	#ff	#lag	 #crowleyjokes
#bt	#subtweet	#justinbieber	#misaline	 #porrapostpep
#teamfollowback	#ff	#yolo	#umsocial	 #followstarboynathan
#bt!!!	#avi	#fb	#wbfnv	 #draftmemory
#gcf	#np	#np	#wordperfect	 #candybands
#subtweeting	#sextherm	#ctb	#wifny	 #chungchung
#diputadoscorruptos	#ttxox	#avi	#heartland	 #asot558
#justinbieber	#onedirection	#cot	#mamk_update	#ajautr

 Indicates that a definition is needed

# TweetChat

**TweetChat** #  [Go >>](#)

[Sign In](#)

## How to use TweetChat

**1**

### Sign in to TweetChat.

[Signup with Twitter](#) if you don't have an account.

Our login securely authenticates you with Twitter. Once authenticated, you will be returned directly to TweetChat.

If you ever want to sign in as a different user, sign out at Twitter and return to TweetChat.

**2**

### Choose hashtag to follow.

[Hashtags](#) identify specific topics and those hashtags allow TweetChat to connect you with people talking about similar things.

TweetChat helps put your blinders on to the Twitter-sphere while you monitor and chat about one topic.

Choosing a hashtag directs you to a TweetChat room.

**3**

### Converse in real-time.

Each tweet automatically gets the hashtag added and the room auto-updates.

You can use the "User Control" area to feature people you like or to block spammers.

"Smart pausing" has been added so when you scroll down the page, it will not refresh, helping you avoid replying to the wrong person.

Follow us on Twitter today: [@TweetChat](#) | [Privacy Policy](#)

# TweetChat # halo4

[Go >>](#)[Sign In](#)[Pause](#)[Refresh Speed](#)[User Control](#)[Toggle Font](#)

[JBridge864](#) [#Halo4](#) -7:06 PM Nov 13th, 2012



[Rabidandy](#) Day of [#Halo4](#) tomorrow. Niceee ... -7:06 PM Nov 13th, 2012



[lilbear\\_49](#) [@flowking83](#) [@SmellyOldWasp](#) can't wait! Been gaming [#halo4](#)  
haha [#FirstInOverAYear](#) -7:06 PM Nov 13th, 2012



[AshleaArcher](#) My bf just got the new Black Ops & he has Halo 4. I'm never....  
going to see him again -\_\_- [#halo4](#) [#blackops](#) [@Kiss40Calibers](#) [#Benisinlove](#)  
-7:06 PM Nov 13th, 2012



[jc\\_flash](#) Hello [#Halo4](#) how I've missed you. -7:06 PM Nov 13th, 2012



[FilipinosRock87](#) What to master first... o.O [#halo4](#) [#blackops2](#) [#callofduty](#)  
[#xbox360](#) [#godlike](#) [#firstworldproblems](#) <http://t.co/8kiIAVFe> -7:05 PM Nov 13th,  
2012



[CayenneCB](#) [#BlackOps2](#) and [#Halo4](#) ;) <http://t.co/cW5Qy5Nz> -7:05 PM Nov 13th,  
2012





**Create a  
Game Trailer for YouTube**



## Angry Video Game Nerd: The Movie - Official Trailer (HD)

CINEMASSACRE.COM

 Subscribe

329 videos ▾

A NERD'S CRUSADE



0:41 / 2:50



Like



Add to

Share



825,093



Published on Nov 10, 2012 by [JamesNintendoNerd](#)

"Angry Video Game Nerd: The Movie" is a passion project by independent filmmakers James Rolfe and Kevin Finn, based on the popular web series. The film is being produced outside the studio system, entirely

45,891 likes, 1,476 dislikes

Show more



**Create an Editorial Calendar**





**Integrate Social Advertising**

minutes ago

## Real-time results for **starbucks**

+ Save this search



**Starbucks** Another day in the cupping room ... Our coffee quality team tastes thousands of cups a year to ensure quality.

<http://yfrog.com/2gbb6xj>

11:01 PM Apr 9th via Tweetie from Industrial District East, Seattle

Promoted by Starbucks Coffee 80 Retweets

Reply Retweet



**theyoungfoodie** Starbucks and a muffin before class starts...

half a minute ago from web



**karlybolton @LindsReichardt** Omg, love the Starbucks comparison. AKA h

half a minute ago from Tw



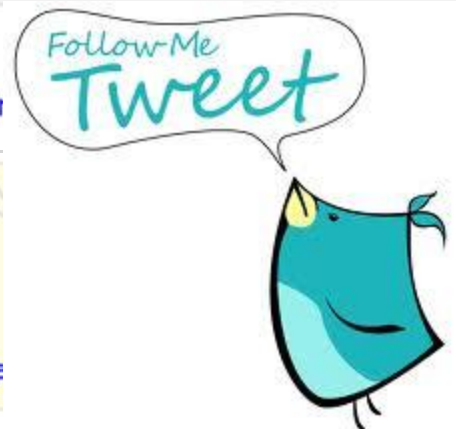
**Dutchproduction** Nu hii film en dan naar

om we



## Facebook Ads

Reach the exact audience you want with relevant targeted ads.





**Encourage Visuals –  
Memes & Infographics**



PREPARE FOR THE WHINERS  
FOR THEY WILL RETURN



**CALL OF DUTY**  
BLACK OPS II

VIDEOGAMES.MEMEBASE

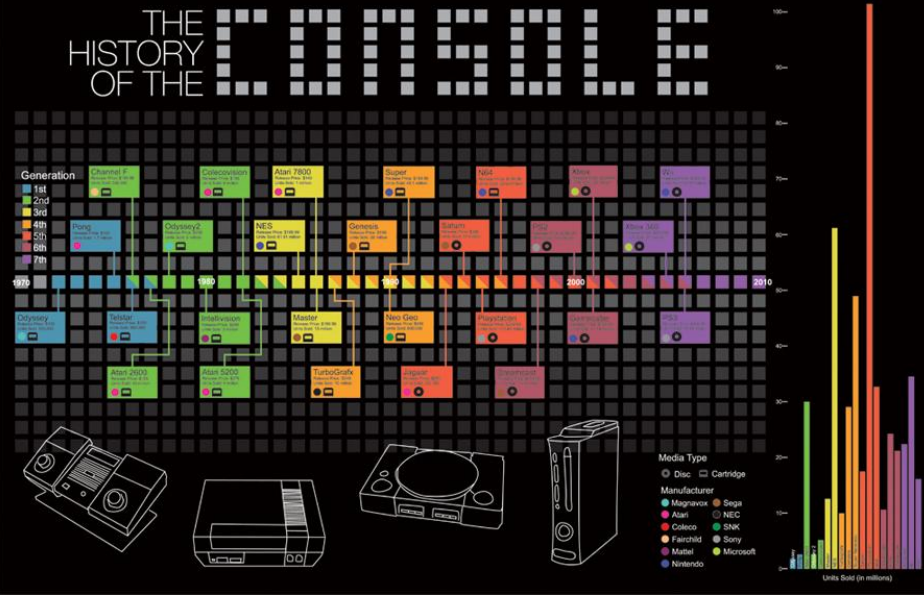
PLAYSTATION!

XBOX!



VIDEOGAMES.MEMEBASE.COM

# THE HISTORY OF THE CONSOLE





**Run a Contest**



Angry Birds

Halloween Contest ▾

Like

Play Game



Squawk! Angry Birds Halloween Photo Contest winners announced! Check out the winners below.

1



globe bird pumpkin

2



Angry Birds:ien  
Halloween-juhla



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THE RIGHT TOOLS**

# Postling.com

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## Stay on top of what people are saying about your business.

Monitor your streams and let us do the work to find who's talking about you on Facebook, Twitter, Yelp and blogs. [See it in action.](#)



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Email Address

shama@marketingzen.com

•••••

Re-type Password

**Register now**

Pay only \$1 if you cancel in 30 days.  
Still not sure? [Check out the tour.](#)

AS SEEN IN...


The New York Times


TechCrunch


THE WALL STREET JOURNAL

**Mashable**  
All That's New on the Web

# BufferApp


 [Dashboard](#) [Settings](#) [Apps & Extras](#) [Referrals](#) [Upgrade](#) [Account](#)


 Check out our Firefox extension, the fastest and easiest way to add to your Buffer from any website. [Install Now](#)





[Connect Account](#)


Write a post here to add to your Buffer...

 **Shama**  
0 posts

 **Shama**  
0 posts

 **Shama**  
1 tweet

 Pending

 Analytics

Today


Awesome, all of your posts have been sent! Time to top up your Buffer?


[Suggest a post](#)

Tomorrow






# IFTTT.com



 **Recipes**


Search  



Filter Sort


 

**When Facebook profile picture changes, update Twitter profile picture.**  
by [derickjackson](#) created November 21, 2011 used 9343 times 

**Thanking people in Twitter when they mention you or RT**  
by [josecheca](#) created December 31, 2011 used 5196 times 

**If its raining tommorow, send me an email!** 

# Questions?



[Shama@MarketingZen.com](mailto:Shama@MarketingZen.com)

[www.MarketingZen.com](http://www.MarketingZen.com)

Twitter: @Shama

thank  
you!