



COMMUNITY
MANAGEMENT
SUMMIT

Influencers:

The Opportunity and Responsibility



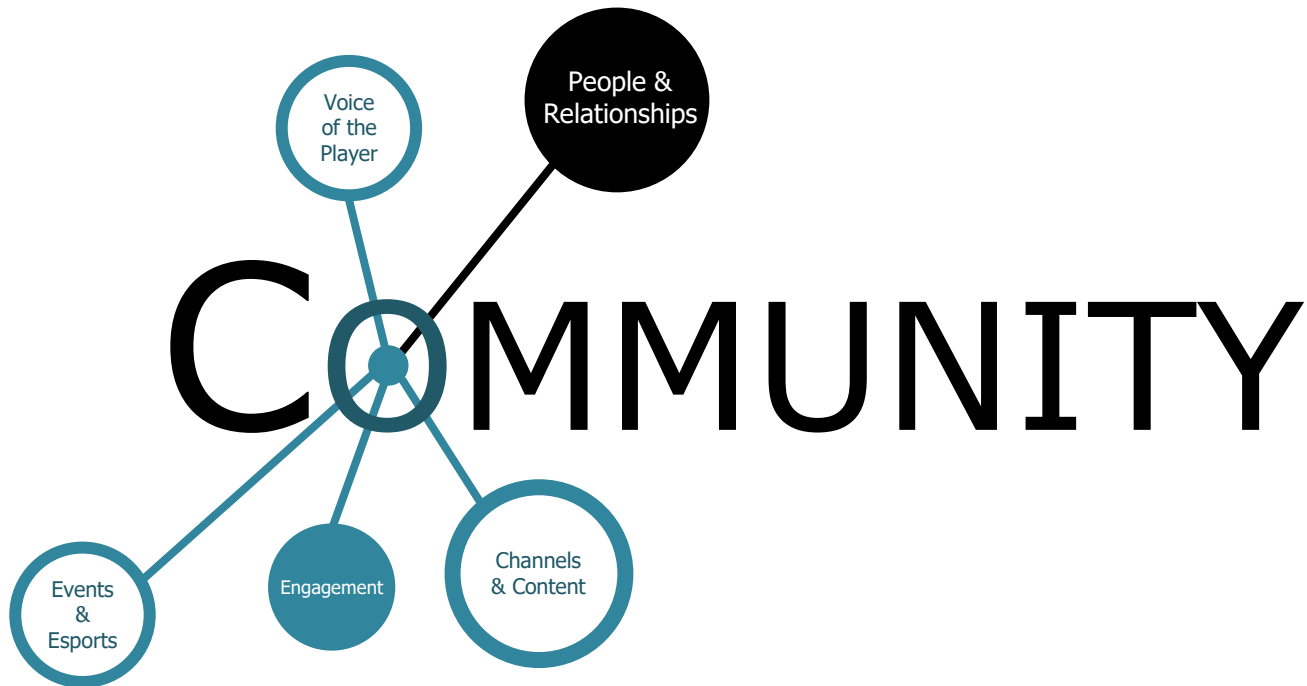
Saralyn Smith

Global Director of Community Development



GAME DEVELOPERS CONFERENCE March 14-18, 2016 · Expo: March 16-18, 2016 #GDC16





WHAT



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“Influencers”

Content
Creators

Event
Talent

Community
Leaders

Franchise
Advocates



Undiscovered

Promising

Established

Mainstream

Epic

Source: Next Big Sound



Promising

"OMG I just made three bucks playing games!"

- Experimental
- Optimistic
- Learning talent

Established

"I can't afford to take today off..."

- Committed to channel
- Nervous; fragility
- Improving talent

Mainstream

"I want to grow something bigger than myself."

- Committed to business
- Nervous about long term
- Spreading talent

What are they *influencing*?

Awareness

Attitude

Understanding

Behavior

HOW



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Know the regulations.



Regulations

- Consumer protection
- Truth-in-advertising
- Clear and conspicuous disclosure

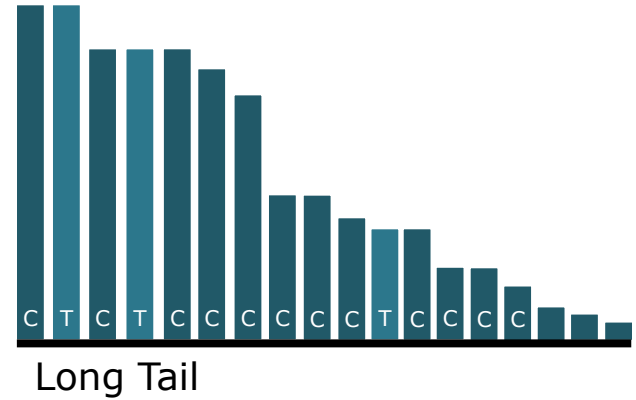
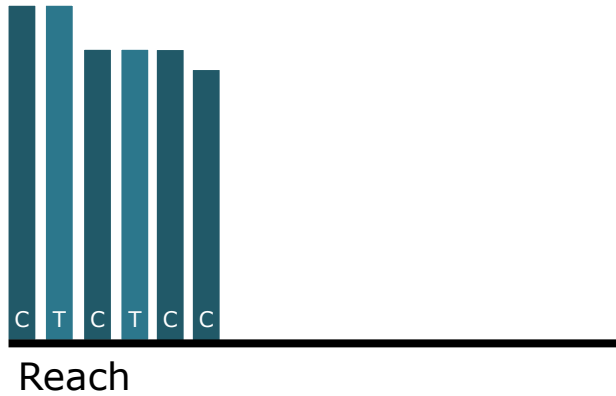
“If there’s a connection... that consumers would not expect and it would affect how consumers evaluate the endorsement, that connection should be disclosed.”



Set strategy.

Considerations:

- Franchise lifecycle stage
- Goals
- Resources
- Channels
- Player segments

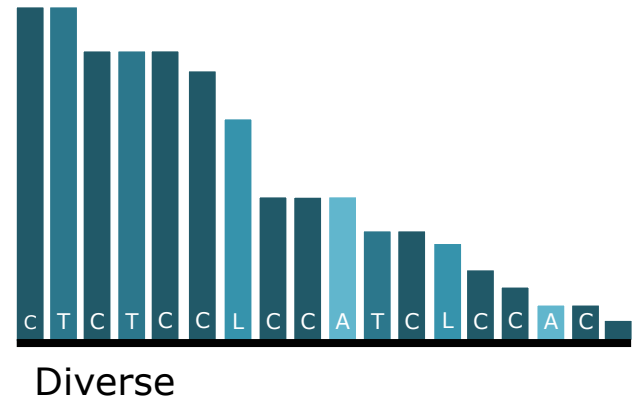
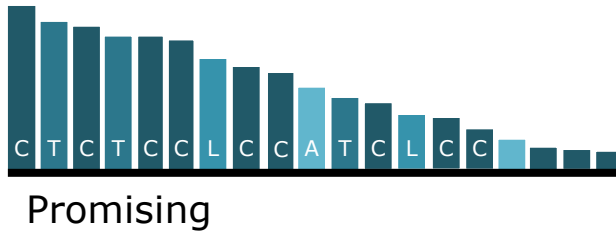


Creators

Talent

Leaders

Advocates





Program

Relationship
Investment

Collaborations

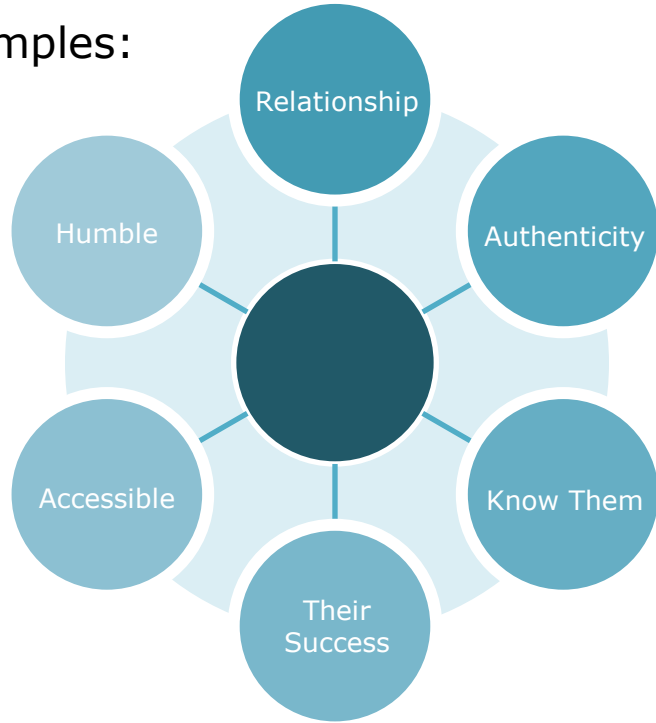
Sample Framework

	Program	Relationship Investment	Collaborations
Elements	<ul style="list-style-type: none"> • Game access • Swag and giveaways • Event access • Promotion • Platform specific asset packages, flare • In-game items, identifiers 	<ul style="list-style-type: none"> • Ongoing dialogue, touchpoints • Private channels/forums • Playtests, feedback sessions • Invitation to hosted activities/events • Previews and exclusives • Business development support 	<ul style="list-style-type: none"> • Collaborations and partnerships for discrete, multiple, or time based efforts • Idea generation and brainstorming
Sample Goals	<ul style="list-style-type: none"> • Grow all promising video creator channel subs by 10% by year end • Increase streamer program participation by 20% by year end 	<ul style="list-style-type: none"> • Grow monthly outreach to 50 individuals three months pre and post launch • Host two influencer summits with a minimum of 10 attendees by year end 	<ul style="list-style-type: none"> • Double the number of video collaborations executed by Q3 • Average one weekly promotion of selected community content on owned channels
Needs	<ul style="list-style-type: none"> • Definition & development • Fulfillment 	<ul style="list-style-type: none"> • Headcount capacity • Tracking and knowledge sharing tool 	<ul style="list-style-type: none"> • Budget • Contract management
Considerations	<ul style="list-style-type: none"> • Verification accuracy • Parity • Behavioral guidelines and consequences • Bidding war 	<ul style="list-style-type: none"> • Differences: games, platforms, and regions 	<ul style="list-style-type: none"> • Ownership of content • Perception of favoritism • Protecting authenticity • Bidding war

Develop guiding principles.

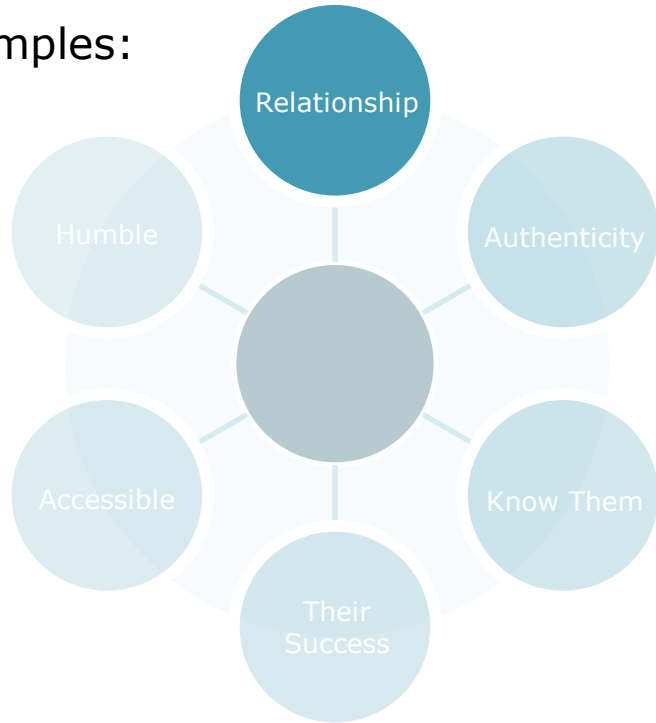
Develop Guiding Principles

Examples:



Develop Guiding Principles

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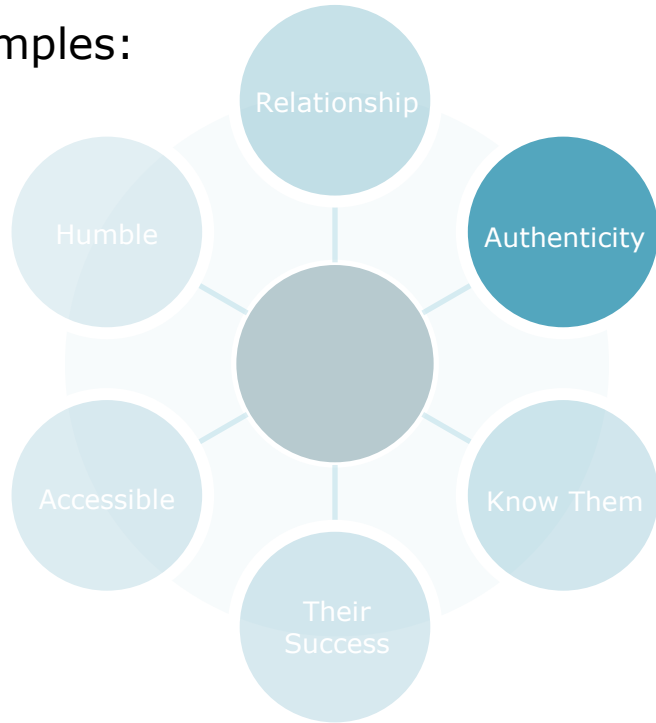


The relationship is the foundation.

This comes first - we build relationships then consider mutually beneficial opportunities. Relationships are the foundation to better understand each other, to build trust and respect for boundaries.

Develop Guiding Principles

Examples:

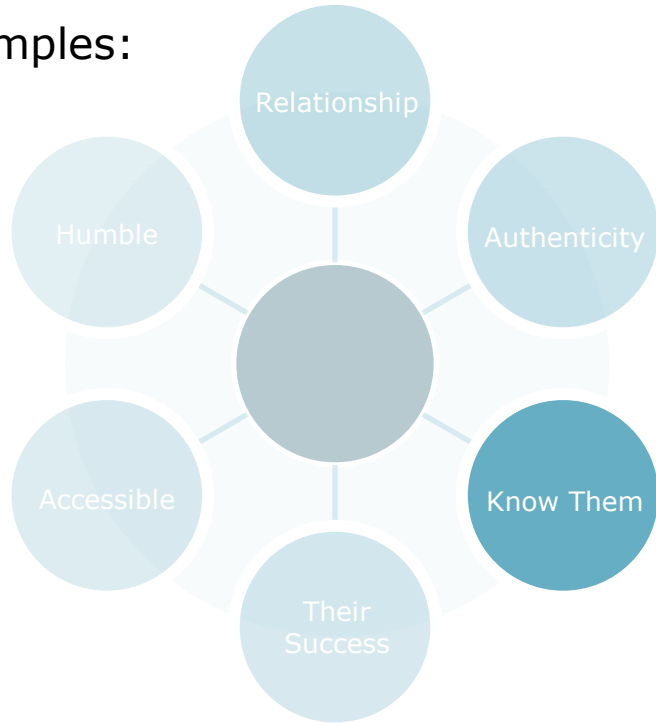


Authenticity is paramount.

Look for those who have passion for our game, are relevant and credible to our playerbase. We need to be mindful of their relationship with their fans.

Develop Guiding Principles

Examples:

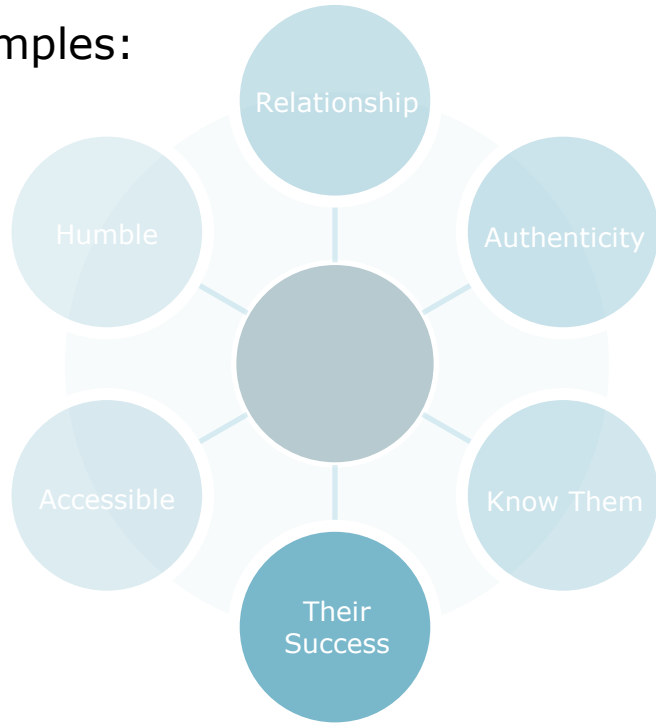


Really know them.

Relationships are stronger with regular attention. We want to know the individual, their content and perspectives, their history, their audience, and their needs.

Develop Guiding Principles

Examples:

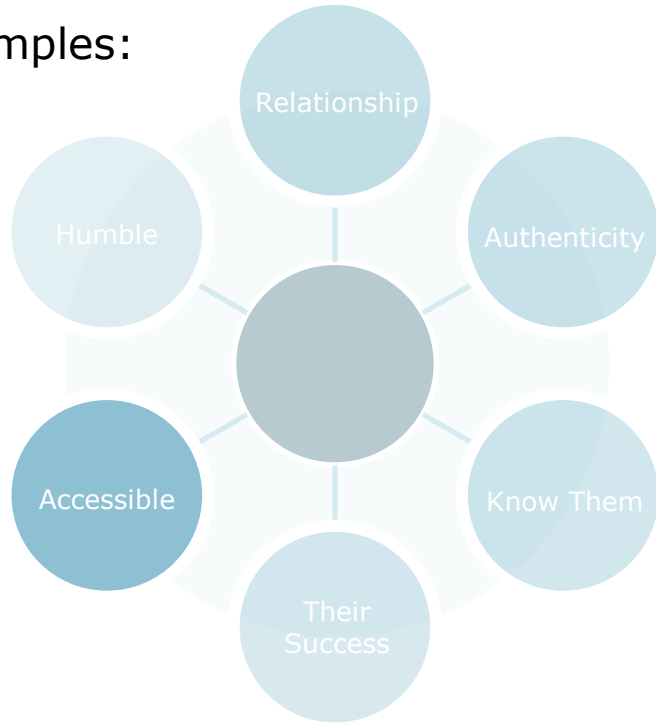


Invest in their success.

Our success is intertwined with their success. We support growing their audiences, quality, and business.

Develop Guiding Principles

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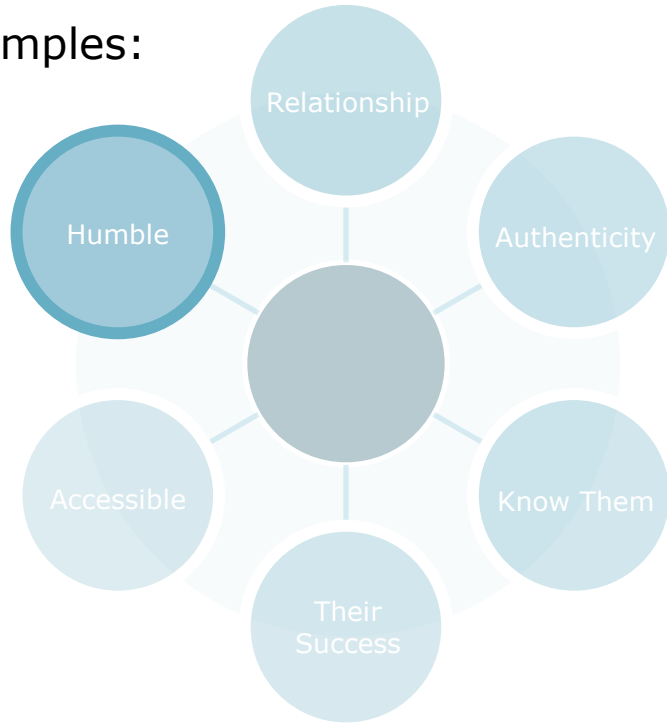


Be accessible.

Business hours don't apply. We will reach out and be responsive regardless of current collaborations. We will use the mediums that best facilitate the relationship.

Develop Guiding Principles

Examples:



Be humble.

It's quite remarkable when someone invests deeply in our brand. We need to remember that and come from a place of gratitude.

Other considerations

- Publisher level framework
- Crisis management
- Lifecycle

WHO



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Internal Role Clarity

- Goals & activities
- Promising, established, mainstream
- Creators, talent, leaders, advocates
- Player segments
- Pre-existing relationship
- Geography
- MCNs, behind a pay-gate

CMTY

PR

MRKT

Communication is an imperative.



IN CLOSING...



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OPPORTUNITY

- Support the community supporting your game
- Expose great content to more people
- Positively impact someone's life
- Long and short term business value

User generated content is

50%

more trusted by internet users than traditional media*

&

RESPONSIBILITY

- Know the regulations
- Set strategy
- Develop guiding principles
- Establish internal roles & responsibilities
- Implement knowledge sharing and tracking tool/process



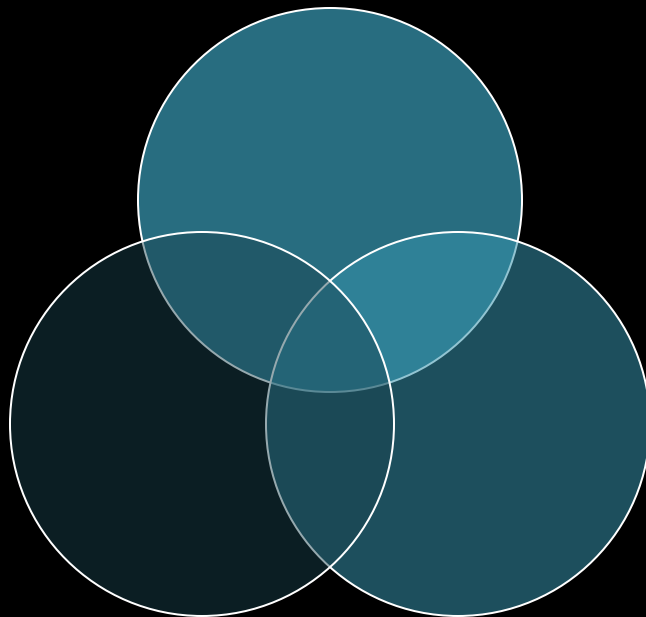
*Source = Nielsen

Key Resources:

- eBook and Slideshare: “The Digital Social Contract” by Jeremy Katz et al at Ogilvy & Mather
- Article: “Get rich or die vlogging: the sad economics of internet fame” by Gaby Dun at Fusion
- PDF: “The FTC’s Endorsement Guides: What People are Asking” on FTC.gov
- Site: www.ftc.gov/policy/international/competition-consumer-protection-authorities-worldwide
- Video: “The ins and outs of proper disclosure” by TotalBiscuit on YouTube
- Article: “Pay for Play: The ethics of paying for YouTuber coverage” by Mike Rose on Gamasutra

Rise of Influencers

*Age of the
Consumer*



*Relationship
Economy*