

Kickstarter for Indie Developers

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Lesser Evil

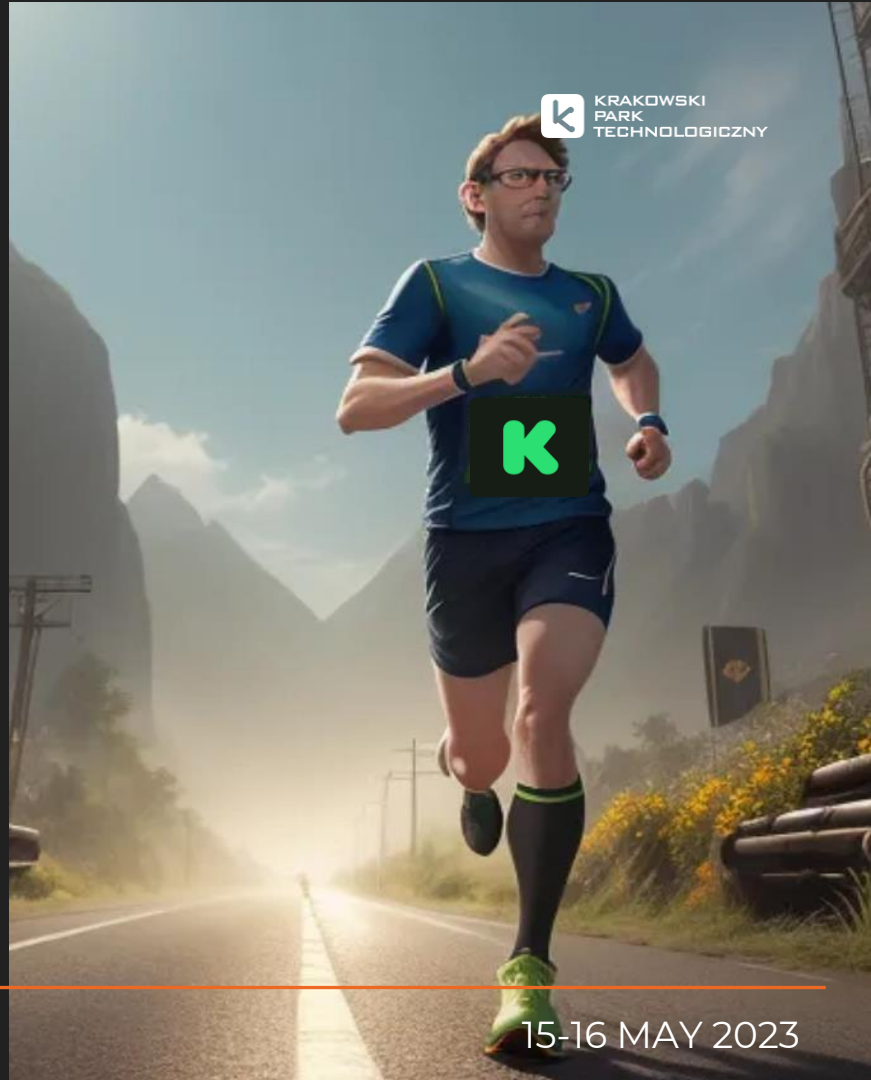


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RUNNING A KICKSTARTER CAMPAIGN IS LIKE RUNNING A MARATHON WITH A SPRINT PACE!

...You got to have stamina and determination
to reach the finish line in one piece:)...





THEN WHY RUN A KICKSTARTER?

Rise Funds

The core goal is to get money! Just remember that campaign generates costs too, and what you will finally get might be even not 30% of what you have collected!

Build Community

Kickstarter is all about getting *Backers* that support your project, Donate when it is just a concept, and that remain with you until you are ready to launch.

Generate Hype!

Kickstarter campaigns are a vital marketing beat. They can create buzz, and are a good opportunity to reach out to influencers and media.

HAVE A CLEAR GOAL FOR YOUR CAMPAIGN!

 Do you do it for money? , or  Do you do it for Fame?

Do you want to fund the whole project or need funds to  increase its value?

 Is marketing more important than funding?

THE III KS CAMPAIGN PHASES





PRE KICKSTARTER CAMPAIGN



To ensure maximum exposure, begin marketing as early as possible, ideally a year or at least 6 months before the launch.

- Prepare a pre-launch page on Kickstarter with eye-catching visuals and social media redirects.
- Create a pre-launch trailer and share it on your website, social media, Steam, and YouTube.
- Develop a simple landing page with basic product information and email registration for a newsletter.
- Create an email list with a countdown to the launch of your Kickstarter campaign.
- Use owned/organic Meta, Twitter, Steam, Discord, and Reddit to tease the upcoming campaign.
- Increase user acquisition with an ad campaign before the Kickstarter launch.

Your key performance indicator (KPI) should be gaining **followers on your Kickstarter** pre-launch page and **subscribers to your newsletter**.

THE KICKSTARTER CAMPAIGN

Your moment of truth has arrived! You have 30 days to get funded. Follow these steps to increase your chances of success:

- Create a Talking Head Video with a pitch.
- Have a playable prototype or demo ready for download.
- Host an AMA with the team.
- Plan your funding goal lower than your actual target. It's better to have a lower goal and achieve it quickly.
- Keep your audience engaged with at least 20 updates during the 30-day campaign.
- Use your content wisely to avoid running out of material too soon.
- Keep stretch goals hidden until you reach your funding goal. Then, reveal them one by one.
- Use eye-catching graphical assets to show details, characters, and animations.

Your key performance indicators should be **gaining pledges** and **growing followers** on the campaign page.



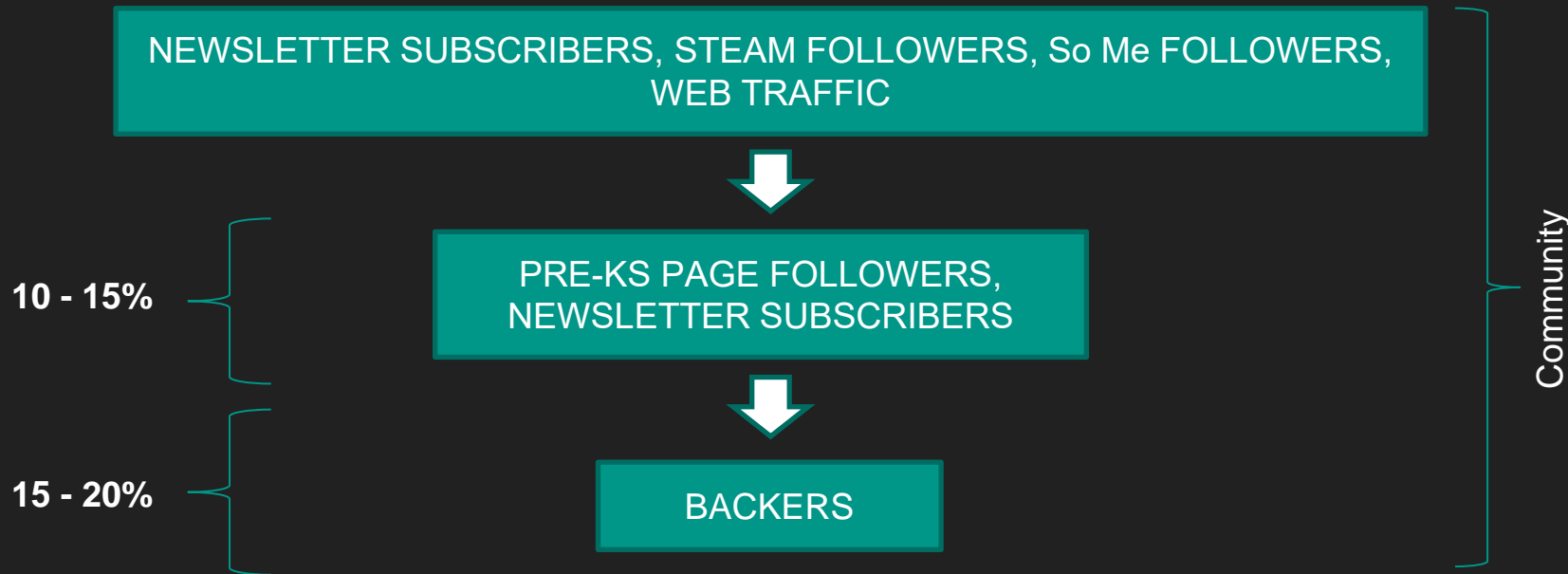
POST CAMPAIGN



Now try to create incremental revenue by upselling to your new community of backers!


- Late Backers – those who missed the Kickstarter campaign but wanted to support the project. They usually have to pay more than regular backers for the same rewards.
- Pledge Upgrades let backers increase their pledge amount to get more rewards. This is a good choice for supporters who want to contribute more but don't want to create a new pledge.
- Pledge Upgrades can also unlock **new stretch goals** and bonuses for the project.
- Reward Add-Ons are extra rewards backers can add to their pledge. These can be physical items like t-shirts, stickers, and posters or digital things like wallpapers, soundtracks, and art books. Reward Add-Ons usually require an extra payment on top of the backer's pledge amount.
- A Pledge Manager is a tool that helps creators manage their pledges after the Kickstarter campaign ends. This includes collecting additional information like shipping address and survey responses and offering other rewards and add-ons. Pledge Managers can also handle late backers and pledge upgrades.


THE CUSTOMER FUNNEL




ENSURE YOU CAN AFFORD THE CAMPAIGN COSTS BEFORE YOU START!


 Kickstarter campaigns are not for free.


 Assume that at least 15-25% of your raised funds must be spent on marketing!

 Another 10% will be lost for fees & charges!

PLAN YOUR TIME, WORK IN A TEAM, AND PLAN CONTENT IN ADVANCE

 KS campaigns are full-time work! Ensure you are not alone and that other team members have time to take care of tasks beyond their daily routines!

 Pre-write and pre-record as many updates and news items as possible, prepare graphical and video assets in advance and consider what will be needed and when.

 Work with dedicated partners, if funding scope justifies it – video editor, PR agency, KS agency, Media House.

TIPS AND HINTS

- To exceed your funding goal, have stretch goals!
- Don't just rely on organic Kickstarter traffic or being featured. Be proactive in reaching out to potential backers.
- Continuously update and share engaging content with your community. They're rooting for you!
- Celebrate every victory, no matter how small, and share those good moments with your backers. They want to be part of your journey.
- Prepare a comprehensive checklist for your launch. This will help you stay organized and on track.
- Use powerful tools like Kicktraq, BackerKit, and analytics to monitor your metrics and identify areas for improvement closely.
- Above all, stay determined and don't give up! Be open to making changes and iterating as needed to achieve your goals.
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Q & A ?

Thank you



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