



Wishlist Workshop Part 2

Wishlist Numbers Don't Guarantee Game Launch Success. This Does...

The quality of your Wishlists is more important than the quantity. For example, a game dev might get 10,000 Wishlists, but still may have an unsuccessful game launch. Or a game dev will get a spike in Wishlist numbers because of a Youtuber, but then only to see Wishlists plateau and not grow.

That's because marketing tactics that make people impulsively take action work in the short-term... but fail in the long-term.

A better strategy is to cultivate your own fan base, focused on relationship-building, and slow, sustainable growth. And to look for players who are looking for you. How? Let's start slow...

Wishlist Workshop Strategy: Look For Players Looking For You

Step 1: Go to Steam's Popular Tags page, link:

https://store.steampowered.com/tag/browse/#global_492. And then open Google doc in a different browser tab. Split these two browsers so they are side by side.

Step 2: Go through the list, and pick out 20 Steam Tags that best describe your indie game. When you find a Tag, write it down in your Google doc.

Step 3: Below your list of 20 Steam Tags, pick out your Top 5 Tags.

Step 4: Now go to your own Steam page, and make changes to your game's Tags. Use your Top 5 tags so they go first. Then list the remainder 15.

Ok, good job. See you in Part 3!



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