

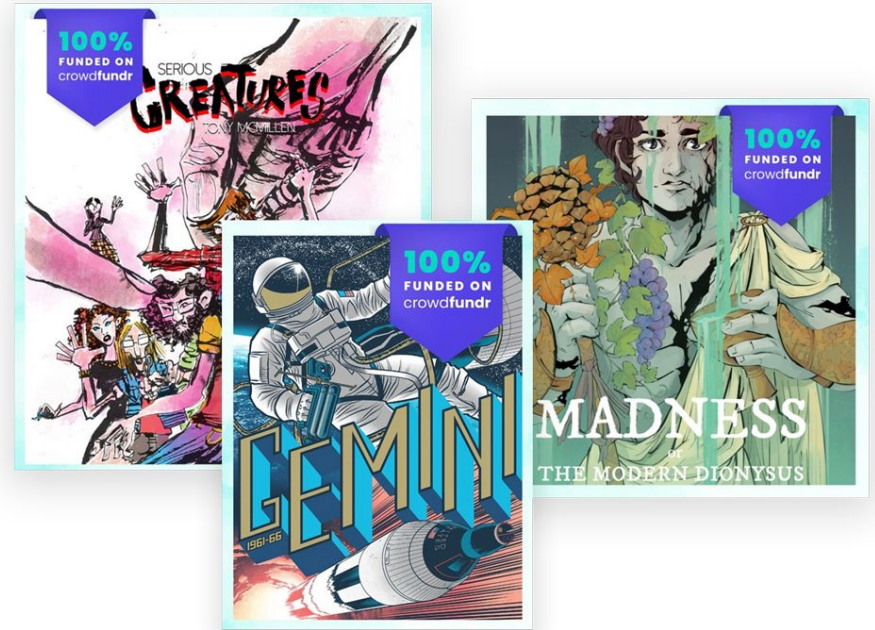
60 Seconds to Sell Your Game

Marketing your TTRPG on TikTok

03.10.2023 | crowdfundr.com

Creator-friendly crowdfunding platform

- **Yup, free!**
- **Powerful functionality**
- **People and planet first**
- **Get started right away**
- **Any size campaigns**



crowdfundr.com

Exclusive
webinars

Networking
Events

Forums +
toolkits

CREATOR HUB by CROWDFUNDR

- Welcome, start here!
- ← Crowdfunder Home

COMMUNITY

- Activity Feed
- Forums
- Groups
- Members
- Live Events

ACADEMY

- Toolkits
- Exclusives and AMAs
- Live Training

CONTACT US

- Feature Requests
- Bug Reports
- Support

Collaboration Crowdfunding Promotion Production Fulfillment

Search Sign in Sign up

Chris posted an update in the group Comics
5 weeks ago

Howdy, all! My Will Eisner postcard set, with NEW quotes by Neil Gaiman, Diana Schutz, Mike Allred, and others, launches on July 1st! Here's a sneak peek: https://ind.us/e21i38?ref=ab_2ALfB4_sh_5BJf84

Will Eisner: A Life in Postcards



Celebrate the life and work of pioneering comic book creator, graphic novelist, and creator Will Eisner in this limited postcard set. Made in conjunction with the Will Eisner Estate.

Agent_Smith, deena and 1 other like this · 7 Comments

View previous comments

David 4 weeks ago
Chris, this looks so great! I'm excited for your launch tomorrow. Do you want to put estimated shipping on all of the items? You have it on only one of them. Best of luck with the campaign and let me know how I can help!

Chris 4 weeks ago
Thanks, David! It was a little tricky for me, but I think I got it figured out. I hope to launch around high noon tomorrow, if not sooner! 😊

Chris 4 weeks ago
AND Will Eisner Postcards JUST launched. I have to admit, I'm used to getting more than one pledge after two hours of launch. Please feel free to share with your backers, and I can do the same for you!

blackeyebooks 4 weeks ago
Away from KS, your own promotion is 1000% necessary, especially with Crowdfunder being so new. I'm confident the platform will attract more attention, but beat the bushes, use your mailing list, social media, etc. to make some noise!

creative projects

Friday, Aug 12, 2022 11:00 AM

Timezone:
America/Vancouver

Recent Discussions

- Retry failed payment** by blackeyebooks
- Questember Plans!** by JenVaughn
- The Unexplored Hoard** by Kage
- Shipping Info on Digital Rewards & Updating Payment Info** by markostack
- Digital Fulfillment Options** by PossibleWorldsGames
- Crowdfunder stickers for your campaign** by David
- So, you've launched your campaign. Now what?** by deena
- Editing/Creating rewards issue/bua** by Simon

Join the community: crowdfunder.com/creatorhub

Don't miss the upcoming TTRPG-focused webinars in 2023!



Hello

Philippa Mort / @mortphilippa

- Tabletop Roleplaying Games Writer and Artist
- TTRPG creator on TikTok

What I do



Thousand Year Old Vampire by Tim Hutchings

Okay: So yesterday there was a burst of sales totaling \$600 in an hour, I assume that's when your video was put up. There have been \$3500 in unexpected sales total.

That's a lot!

Jan 13, 2022, 5:20 PM



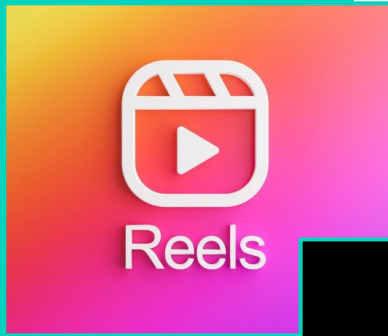
Thousand Year Old Vampire by Tim Hutchings. #ttrpg #ttrpgs #solottrpg #sologame #beggartok #ttrpgtiktok #tabletoproleplayinggames #writingprompts #vampires #1000yearoldvampire #vampire #immortal

186.6K Views 34.7K Likes 213 Comments 2,145 Shares

01/12/2022 - 03/01/2023

What is short form video and why should you care?

Tiktok is not just for teens



What is Short Form Video?

- Bitesize content
 - 15 secs, 60 secs, 3 mins
- Tiktok, Youtube Shorts, Instagram reels
- Short videos that grab attention

Why use Tiktok:

Audience

- Tiktok has over a million active users¹
- International user base
- Wide age range
- Lots of TTRPG players and game masters

Marketing

A TikTok account can be great for your brand

- Awareness
- Interest
- Community

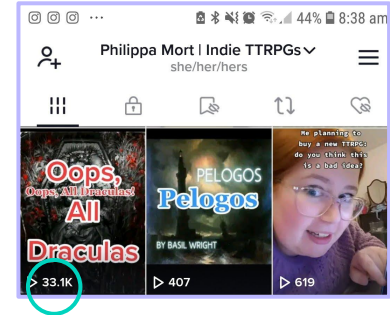
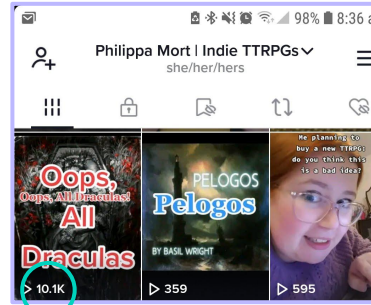
Example of Success:

Oops, All Draculas by Jessica Marcum

JUST LAUNCHED ON crowdfunder!

OOPS, ALL DRACULAS!

- 33.1k views
- 31 new backers
- \$685 raised



Crowdfunder campaign page for 'Oops, All Draculas!'. The page shows 31 likes and a 'Subscribe' button. Below the title is a gallery of 10 images. The campaign has raised \$2,321, which is 52% of the \$4.5k goal. There are 88 contributors.

Crowdfunder campaign page for 'Oops, All Draculas!'. The page shows 31 likes and a 'Subscribe' button. Below the title is a gallery of 10 images. The campaign has raised \$3,006, which is 67% of the \$4.5k goal. There are 117 contributors.



The Basics

How to make a TikTok

Setting up an account

Personal

- Access to the the music library
- Creator Program
- Link in bio and Live stream after 1000 followers
- **Good for individual creators and small brands**

Business

- Ads
- Enhanced analytics
- Link in bio right away
- No copyrighted music
- **Good for larger businesses running more ad campaigns**

Equipment

Camera

- Phone
- Tablet
- Webcam
- Camera

Light

- Natural light
- Desk light
- Ring light

A stable surface

- Stack of books
- Tripod

Sound

- Phone mic
- External mic

Editing

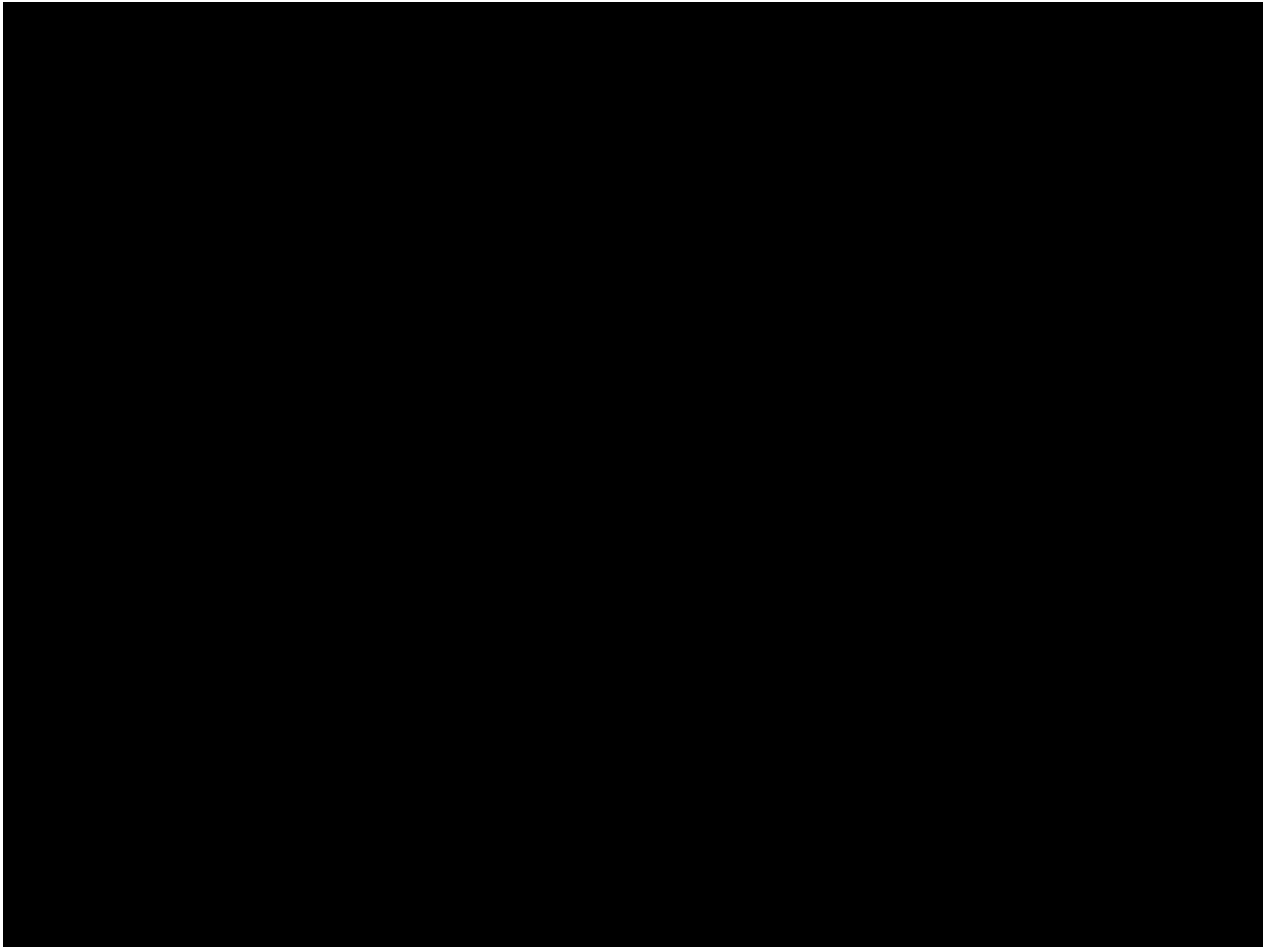
- In app
- Capcut app
- Video editing software (imovie, adobe pro)

Cost

You can start with very little tech and get things as and when you need them.

How to make a video

- Pick a topic and plan your video
- Film sections
 - Use the green screen filter for images
- Edit out pauses and ums
- Redo any sections needed
- Voice over
- Captions
- Title and description
 - SEO
 - Hook
 - Hashtags
- Check settings
- Save as a draft and post when ready
- Promote and interact!



Posting schedule

- How often?
 - TikTok wants you to stay on TikTok
 - Regular posting is rewarded
 - 1st month: post daily
 - Need a break? Post something short and fun when you return for a boost
- Time of day
 - Check in analytics to see when your followers are most active
- Promote
 - Allow for processing time



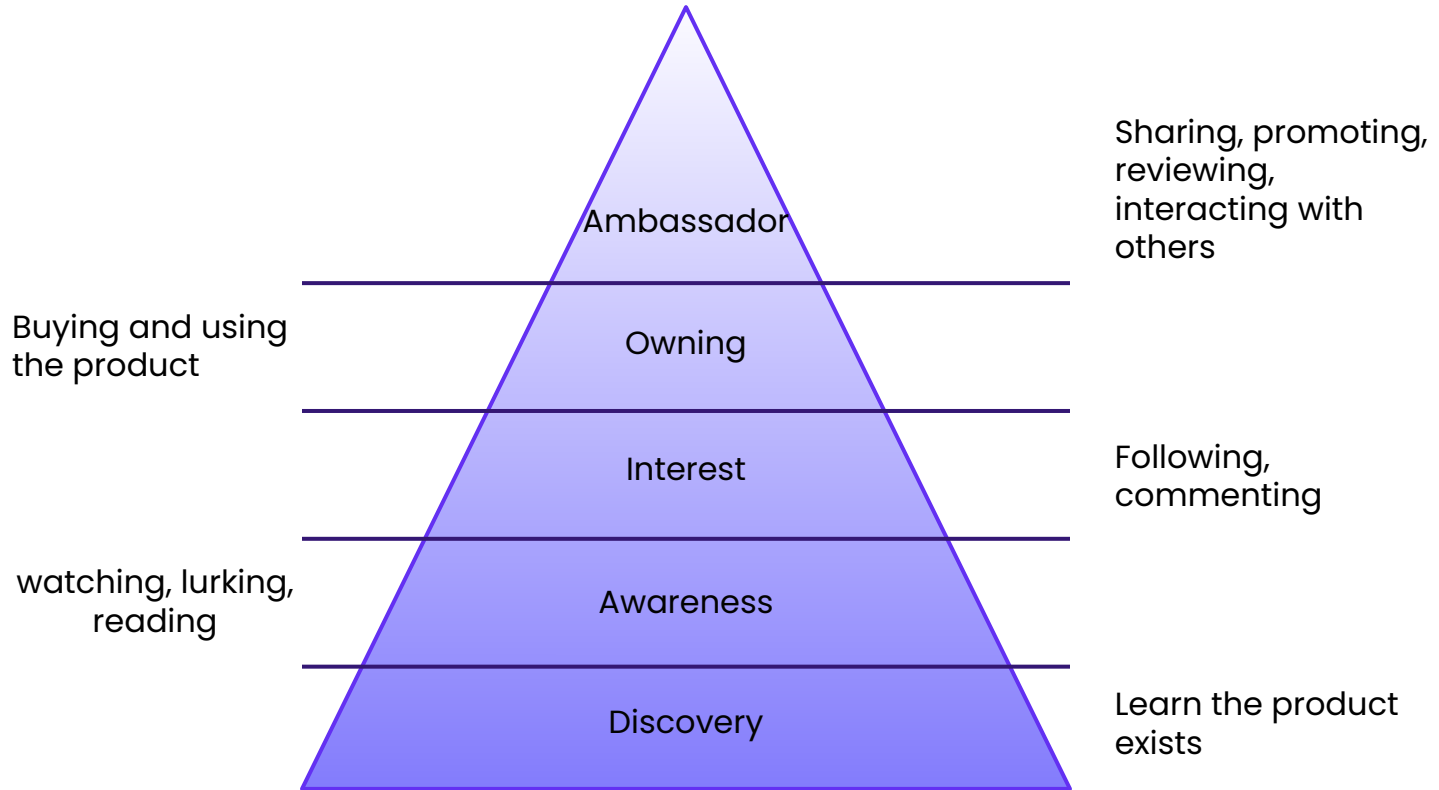
Content

Let's talk!

What is your aim?

What do you want to achieve with your channel?
What do you want people to take away from *this* video?





Two Types of Video

Outreach

Get new people interested

- Short
- Interesting
- Trends
- Shareable

Community

Keep your followers happy

- Longer videos
- Behind the scenes
- Information about you
- Quality over quantity

Types of Content

The Es of Engagement

- Educational
 - How do you design a game?
 - How does [topic] work?
 - If you like [topic] you might like these games
- Entertaining
 - trending sound relevant to your niche
 - a funny story or anecdote
 - 3 games about [funny or trending topic]
- Emotional
 - this game made me cry
 - [insert discourse here]
- Exclusive
 - you don't want to miss this limited time [sale/bundle/crowdfundr]
 - Be the first to learn about [topic]
 - A behind the scenes look at [game]

What do you like watching: An Ad or a Recommendation?

To do:

When you find yourself watching a video the whole way through, think about what made you keep watching. Make some notes and try that in your next video.

- Authenticity
- Excitement
- A fast hook

- **BUT** Cut ums and
ers

Coming up with content

- Plan your videos ahead of time
- Create a schedule to make and release your content
- Research
 - what are common questions?
 - [answerthepublic.com](https://www.answerthepublic.com) – shows common google searches
 - search in Tiktok and see related searches
- Think in terms of themes
 - Topics
 - Monthly theme
 - Weekly theme
 - Daily content

Monthly theme:

Making your first game

Weekly:

1. **System and Mechanics**
2. Writing
3. Editing
4. Art and layout



Week 1: Systems and Mechanics

1. **Community:** How to choose mechanics for your Ttrpg (*educational*)
2. **Outreach:** trending sound - what it's like being a Ttrpg designer (*entertaining*)
3. **Outreach & Community:** Discussion/ stitch this - Does your Ttrpg need to be original? (*emotional, educational*)
4. **Community:** What is an SRD? (*educational*)
5. **Outreach & Community:** Discussion/ stitch this - Are dice or cards better for Ttrpgs? (*emotional, educational*)
6. **Outreach:** 5 TTRPGS with unique mechanics (*educational, entertaining*)
7. **Community:** vlog with voice over - choosing the mechanics for my Ttrpg (*exclusive, educational*)

The Tabletop Roleplaying Niche

#TTRPGtiktok

Things TTRPG Tiktok likes

- Art
- Novelty
- GM tips
- Information on Game Design
- Bundles and Sales
- Popular themes (vampires, pirates, space, pop culture etc)
- Horror games
- LGBTQ+ games



Hashtags for TTRPGtok

Content:

TTRPG, TTRPGs, tabletop roleplaying, tabletop roleplaying game, indie ttrpg, ttrpg design, new ttrpg, solo ttrpg, solo game, solo roleplaying game, one player ttrpg, two player ttrpg, worldbuilding, mapmaking, [X] ttrpg, [X] game, TTRPG about [X]

Audience:

ttrpg community, ttrpg tiktok, ttrpg tok, Game Master, GMtips

Niche:

not dnd, beggartok, [topic]

The Dragon in the Room

DnD Tiktok overlaps with TTRPG tiktok but is not the same audience

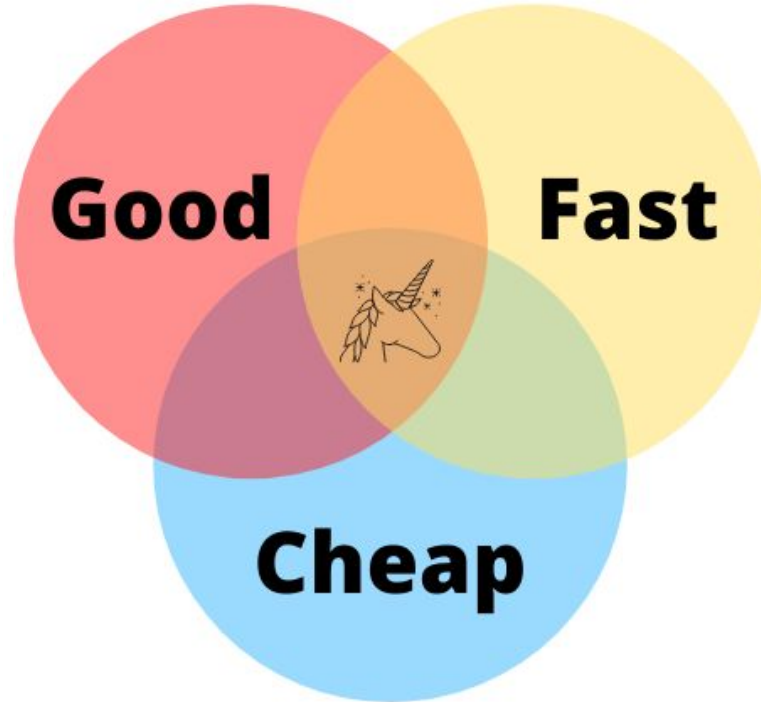


DnD tiktok enjoys: Cosplay, Actual Play content, memes about DnD, player tips, GM tips, games that can be used for worldbuilding or in their campaign

Working with others

Get me to make your video!

Pick two



What creators need from you

Lots of creators and journalists have a form or document about what they do and don't cover, and their requirements.

Read this first!

- Information about your game
- Presskit (see Plus One EXP 'how to Press Kit' video)
- Front Cover
- A preview of the game (if possible)
- Where and when is it available
- A deadline

Sweetening the deal: do you need to pay?

- Offer a digital copy
- If offering a physical copy, foot the postage bill
- Have a budget in mind
- Make it worth it
 - Pick a topic with a long shelf life
 - Promote it across your social media
 - Repost on your website (with permission)
 - Ask them to post on itch.io for a ratings boost



Finding people to talk about your game

Stout Stoot Press Reviewer's Database

<https://www.stoutstoot.co.uk/blogs/digital-accessibility/reviewers-database>

BNOT: Big Names on TikTok

- **Sam Leigh/ GoblinMixtape**
- **Scene_Four**
- Deernicorn
- **Cassi Mothwin**
- **GM_Jordan**
- Scholastic Dragon
- KarentTwelves
- improvgm
- Disaster Tourism
- **Me! MortPhilippa**



Thanks!

Any questions?

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See my work: linktr.ee/PhilippaMort