BASTILLE

Social Media Plan

Social media proposal: How we gather an audience for our role playing game

START DATE: TBD

Bastille was born around 2017 while I was working at Naughty Dog, craving for the next Diablo. Inspired by the tabletop RPG *Hero Quest,* I missed playing those types of action-RPG games and wished there had been more. With Diablo, I craved a fourth. While at the time of this writing it had already been announced and developed by Blizzard, we still craved some aspects of traditional fantasy gameplay with some new elements: combining materials, environment, and spells of nature to create new actions! More so, to be invested in a compelling story.

Using the entire buffalo would be a large portion of this project's philosophy. If there's a torch on the wall, the dynamics of having it should serve multiple purposes. I loved the idea of a magic sword absorbing flames and then using it to light a hallway or engulf enemies with heat damage, moreso if there was oil on the floor and its embers would spread across the floor, causing more injury to foes.

Courtesy of Schiller Jean-Louis

THE BASICS

Name: Bastille

Release Date: TBD

Genre: Role Playing | Dungeon Crawler Isometric

Platform: Html5 | MacOS | PC | iOS

Price: $49.99

Summary: Help Manar the enchantress rescue the other adventurers who were lost and trapped in the dark realm, an eternal prison for 12 of the most evil wizards in history.

UNIQUE CONSIDERATIONS

- Role Playing Games are the most in-demand as well as profitable genres within indie communities and in many ways are already poised for great audience acquisition from the start.

- Choice marketing will and can go a very long way.

- Given the size, scope, and nature of the project, preparation for a 12 week run may take much longer than other plans, even with choice marketing.

- Sandbox mechanics with fire, earth, wind, and water elements similar to Zelda. Spells, weapons, and environment can combine to create interesting effects.

- A living, breathing, world occurs where opponents, creatures, and beasts are run by routines. They eat, sleep, converse, and surveil their surroundings. When players make an attempt to learn these patterns, they can catch enemies off guard and use it to their advantage. Such opportunities make for great video capture moments.

  - Players can in theory cast a poison spell on a rat they follow to a goblin's room. If a goblin eats it, or several of them consume it, the whole gang could end up either weak or dead if players are willing to wait.

  - If a goblin takes a bath, players can cast a fire spell and boil their enemy alive, getting a bonus item as a result and minimize casualties.

- A lot of concept art may go a long way with this. Sharing rendered work goes a long, long, way. Introducing spells, characters, environments, and backstory whether rendered or in comic form can really drum up an audience. This project has a great deal of marketability from the start.

- Size and scope is a concern. The project itself is best suited for a small team rather than a solo indie. It's worth considering nonetheless as far as early audience engagement and the potential to raise money on a Kickstarter.

GENERAL CONCEPT
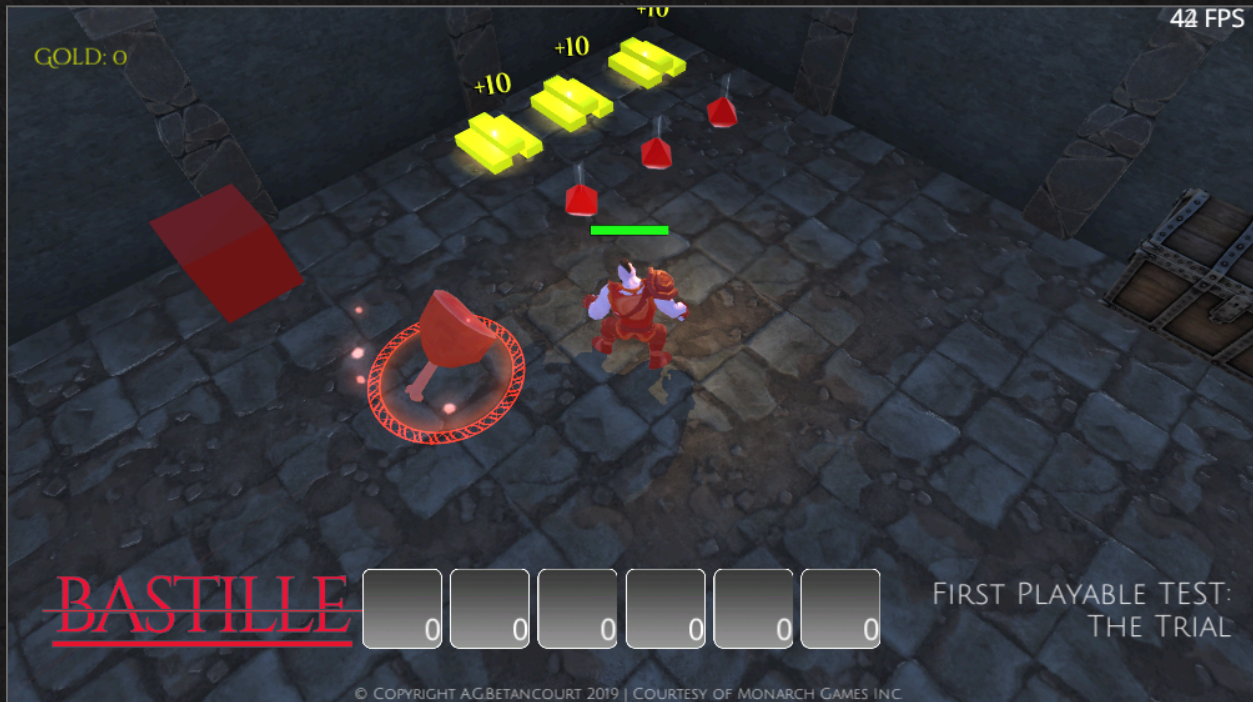
Who

- We're aiming for indies, fantasy genre fans, and RPG affectionados
- Folks who love Dungeons & Dragons, Diablo, and Hero Quest
- Anyone into novel-deep fantasy storytelling.

What

- Any graphic design and UI updates for sure.
- Fun animated moments as the game progresses
- A game design thesis on the sandbox aspect of elemental spells with environment.
- Core storytelling and central characters as well as villains: 4 player characters, 12 boss evil wizards.
- Reddit: Only if you're willing to be real about it.
- Videos
- Screenshots
- FX, Spells, and enemy damage moments.
- (consider) Having its own demo page may be the way to go
- (optional) Our itch.io page
- (optional) Task Tracker link to our to do list.

- (optional) Facebook Page as its home

When

- We should start as soon as possible. The size and scope of the project demands immediate fundraising and audience building.

- It's a long term commitment, therefore, it may need to go way beyond the scope of one season, rather, it should scale for the duration of the project and this proposal is more a launch guide.

Where

- Our primary target audience for sharing might as well be IGD, Unity Developers, and YouTube. Twitch might also be a great potential but we should hold off until we're certain.

- Our secondary target audience for sharing might as well be itch.io but given the size and scope of the game, there's concern it'll be too big for the platform or opposite, hinder growth if we're forced to cater to it. Scale is a concern when sharing on a platform.

- Our tertiary target audience for sharing might as well be Reddit but we should exhaust all avenues of social media opportunities.

- Instagram might work if we post animated gifs and videos. We've already done it with moderate success. Moreso if we share concept art.

- Reddit (note): I'm not usually a fan nor do I engage but after reading more information about how to connect, I realize it may actually be the place most compatible with how we are if we do a good job, write a great article, and figure out the best content for it. It's possible this won't matter as much until around week 3 or

Why

- Because it's awesome.

- Kickstarter might become a necessity for fundraising. The sooner, the better.

- We need to develop an audience
    - It would be beneficial for Monarch Games
    - It may help build momentum for Task Tracker

- We want this game for ourselves, it's a fun concept and potential cash cow.

- We need funding, leads, and a conglomerate to make it happen.

- We need testers. We learned the hard way just because we have something working or completed doesn't mean we can count on friends and family to help support us. Not everyone is a fan of early adoption and this is normal as well as to be expected

- We're leaning on iteration to match our content with our target audience. Feedback iteration is huge and it's nice when design decisions are partly owned by the audience members who supported the project early on.

How

- Our big win is any major feature we introduce in 3D with FX and camera shakes like enemy combat and finishing moves.

- One strategy we can implement is a lot of voting for major choices so the audience eventually feels a sense of ownership they had a hand in creating what we made. This may also be a hit across multiple forums.

- Screenshot Saturday would be huge!

- With an outline, we'll have a powerful approach in terms of following a 12 week schedule to the best of our ability.

- We need to consider our company email, username, or company name as a universal account for all social media promoting the game
  - We can try Monarchgames on Insta and others
  - We can consider giving the project it's own account page for all media

- Bastille should have it's own site with a COMING SOON page.

- Compelling concept art and storyline sketches.

COOL IDEAS

One of the most important factors to consider with this initial campaign is that it's what it is…initial. With the plethora of characters, content, and ideas, there's probably more volume to share about the project's work in progress than anything we've ever done in the past. An art book would be deemed worthy for this project also.

Given the high volume of content for this project and the possibility of an extended production period of five or more years, the first 12 weeks should be more of a starter. A means to introduce the concept, world, philosophy, and ambitions to an audience would be what this is about. One way to approach this is to prioritize from our list below of content to share and consider the highest return on investment in terms of time and money. If concept art takes too long but a quick sketch with some video does a better job of showing our premise, we may go for that.

But a major caveat is that we'll need to put our best foot forward. Art plays a vital role in the fantasy genre and can easily take up almost as much time, if not more, than development itself. If we borrow what we can from every fantasy project we love, whether Zelda, Dungeons & Dragons, to any other forum or group of this Rogue-like subgenre, there's plenty of material to take from, Hero Quest is a bonus.

Nonetheless, there are a couple of things I believe may create buzz and traction, especially if done right. It's by no means a full list but a good starting point. Consider the following:

- It's entirely possible, given how far along the demo has gone, to share our initial prototype for feedback and share the whole gameplay experience for audiences to follow.

- Getting a video with action where the main character attacks a goblin.
- Get a vote on the name
- Get a vote on the logo
- Get a vote on HUD UI for the game's controls for spells.
- Show key moments in video
- Ask suggestions for player attacks
- Share Task Tracker Progress
- Share concept and get opinions
- We should get a font choice contest as well
- Once our fonts are narrowed down, we can push the identity and branding with it everywhere! The vote from users would be huge. It can be updated in the future.
- Weapon art and models
- Spell art and descriptions
- Let's also be flexible to pivot if it becomes successful, the great news is at least we have a follow up project and we can capitalize on its momentum if it gains huge support.
- Share backstory with concept sketches:
  - Note - On this alone you can do a 12 week campaign. But since they might not be worth sharing or talking about until the game is further along, one must practice discernment with regards to story and character efforts versus what the game will actually produce. It's possible we're better off sharing whatever is going to make it into the game from the demo.
  - Manar - text, description, look, and vote for design
  - Guyruss - text, description, look, and vote for design
  - Boss Villain - text, description, look, and vote for design
  - Goblin - text, description, look, and vote for design
  - Skeleton King - If he's the villain from our demo, we should consider it.
  - Rats - why not? Introducing King Rat.

- **YouTube:** This may be our best bet. Even if the game fails, because it's part of a group of video types, we might be able to leverage doing a full run of our game. As long as the visuals and tracks are cool, we can create this as an online background chill track for players. Huge marketing potential in just sharing videos.Showing design process for logo, site, etc.

- **Twitch:** Next to YouTube, this is probably one of the most streamable games online

BURDENS

Here's a quick list of things to consider we should do but don't feel anything for. It's probably best for other projects or to push back for later dates. For now we should append these items for consideration.

- **Preparation:** I believe the hardest part will be prioritizing the most important aspects of our game within the first three months of prototyping to share before expanding on it any further. To do a good job we need to think about or consider planning all 12 weeks on a notepad, images, videos, and descriptions may be temp since we're unable to predict entirely what we'll share. But having a preset template may help gauge where and how our shared content may fit.

- **Dev Log:** I don't want to do this at all. It's tough because Facebook's IGD group may take the place of this and max engagement. I also don't want to spam the system

- **Facebook Group/Page:** I recognize this helps but I'd prefer quality versus quantity. I'd prefer to focus efforts on Itch and IDG first. We can always leave this for later.

- **Twitter:** It's popular for devs but it's a mess right now since Elon's takeover and generally not a good place for us. We should leave this as a last resort when further along

- **Steam:** Great idea but best left once we've matured our project and audience, it's the next phase.

- **Instagram:** This could be a big win if we share animated gifs and game moments but require a great deal of trail and error until we know what is worth capturing.

- **TikTok:** Not a fan of this. I'm sure it has major potential but I'd leave it for last unless it's either necessary or there's a great opportunity from it.

- **Reddit:** This has great potential when we're ready to deep dive or by chance find a subreddit channel with folks who share a love for the kind of thing we're producing. I wouldn't hurry this one right away since it requires a bit of a soul search to figure out.

12 Week Outline

Because there's so much art, story, content, and background work involved in this project, it's overwhelming to consider throwing it all at our audience and getting it ready to present it for ourselves. Therefore the most important this is to start out with some backstory but put a greater emphasis on sharing anything that involves whatever feature, problem, mechanic, or system being implemented. Having the current feature we're working on as part of our video capture helps and goes a long way. Any art that compliments this will be a huge help.

Introducing the whole game at once might be overwhelming. Instead, we might be able to start with the basics and give players a splash screen. We can also share concept art and dump a bit of the initial work. Afterward we might be able to create a series of scenes from the demo, each highlighting mechanics we've already done but can gather feedback about.

This is by no means a finalized plan. It's built on the work from it's initial demo but has deviated into something more. Ideally we'll want to create a Task Tracker list, prioritize, and then correlate our marketing plan and what we want to showcase with the features we aim to demo for Players. Until we have a concret list, this remains more of a first pass rough in terms of what we can expect out of an initial marketing and social media run introducing Bastille to an audience.

The following is an attempt at thinking about a marketing schedule and how we would share ideas and proposals before uploading our game. By no means is this meant to be anything more than a first draft. We'll play by ear the best we can.

Week 0

Prerequisites to get ready for marketing: Figure out our main hub, itch.io or custom page or Facebook Page as the main means to share all links regarding the project.

- Hub (itch.io or equivalent) page up and running, no upload necessary yet but make it pretty

- Schiller's Elf chick concept as our splash.
- Include a link to Task Tracker.

Week 1 - Point & Click

Prerequisite: Web GL demo link and video capture with title. Create a level where players can point and click in a room, move around, and trigger an info moment when they click on something with an arrow.

- **Point & Click Demo** - video of occurrence
- Link: WebGL demo for players to try for themselves and give feedback.
- Engagement: ask the audience if they prefer the circle to spin or oscillate?
- We can, in theory, release only the initial start room of our demo without the story intro.

Week 2 - Combat

Prerequisite: Web GL demo link and video capture with title. Create a level where the player is in a room with an enemy and has to engage in combat. Award gold and XP after kill.

- Video of occurrence
- Link: WebGL demo for players to try for themselves and give feedback. We can create a three tier room: one with a single enemy, two in the second, third with five and see how they react.
- We can also consider a boss fight in the third room.
- Engagement: ask the audience if they feel combat is challenging? Is it fun?
- BONUS: combat art.

Week 3 - Gold, Meat, & Potions

Prerequisite: Web GL demo link and video capture with title.

- Video of occurrence
- Link: WebGL demo - Create a gold, meat, and potion room.
- Engagement: ask the audience if they prefer more items? Do they like the feel of collecting?
- We can, in theory, release only the initial start room of our demo without the story intro.
- BONUS: Gold, Meat, and Potion art (or icons).

Week 4 - Destructible objects

Prerequisite: Web GL demo link and video capture with title.

- Video of occurrence
- Link: WebGL demo - room of things to smash and gain items.
- Engagement: ask the audience if they prefer the circle to spin or oscillate?
- We can, in theory, release only the initial start room of our demo without the story intro.

Week 5 - Sword absorbs fire

Prerequisite: Web GL demo link and video capture with title.

- Link: WebGL demo - hallway with fire torches and player prompt to hold sword to absorb fire. Watch it light up the dark hallway as the sword glows.
- Use Video of occurrence
- Engagement: ask if it should be a one time deal or should it absorb up to three times?
- BONUS: open up the level so that it's mostly torches and see if it should have a time limit? Allow players to explore the dungeon.

Week 6 - Weapon switch: Player grabs torch

Prerequisite: Web GL demo link and video capture with title.

- Video of occurrence
- Link: WebGL demo - A hallway with a torch and Players can grab it, use it as a club, or switch with sword. Torch stick after fire goes out can self destruct after three uses.
- Engagement: ask the audience if they prefer the circle to spin or oscillate?
- We can, in theory, release only the initial start room of our demo without the story intro.
- BONUS: open up the level so that it's mostly torches and destructible objects.
- BONUS: break doors.

Week 7 - Fire sword burns enemy

Prerequisite: Web GL demo link and video capture with title.

- Video of occurrence
- Link: WebGL demo - A hallway with torch and enemy kill moment
- Engagement: ask the audience if they prefer the circle to spin or oscillate?
- We can, in theory, release only the initial start room of our demo without the story intro.

- BONUS: Test torch weapon hitting enemies.

Week 8 - Fire sword oil burn, lighting, & defense

Prerequisite: Web GL demo link and video capture with title.
- Video of occurrence
- Link: WebGL demo - hallway with oil on the floor, player burns fire in it. Have a rush of rats that slow down the player, but when the oil heats, rats scatter.
- Engagement: ask the audience if they prefer the circle to spin or oscillate?
- We can, in theory, release only the initial start room of our demo without the story intro.
- BONUS: Demo a room where enemies won't get near player radius of oil covered fire.

Week 9 - Fire sword oil burn multi-kill

Prerequisite: Web GL demo link and video capture with title.
- Video of occurrence
- Link: WebGL demo - Oil covered floor under goblins can be torch lit. They don't move but attack in place except when player uses torch fire effect under group for multi-kill.
- Engagement: ask the audience if they prefer the circle to spin or oscillate?
- We can, in theory, release only the initial start room of our demo without the story intro.
- BONUS: Create several rooms with various versions of this mechanic.

Week 10 - Goblin routine

Prerequisite: Web GL demo link and video capture with title.
- Video of occurrence
- Link: WebGL demo - Video watch of players following non-aggro goblins run their routine. I'm not sure if we would give players an invisibility spell but it would be fun to have this and once a player attacks, the spell is broken.
- Engagement: ask the audience if they prefer the circle to spin or oscillate?
- We can, in theory, release only the initial start room of our demo without the story intro.

Week 11 - Level up

Prerequisite: Web GL demo link and video capture with title.
- Video of occurrence

- Link: WebGL demo - After a few easy kills, player levels up, show event and maybe FX along with it. Subsequent kills should be easier. Maybe three swings should only be two.
- Engagement: ask the audience if they prefer the circle to spin or oscillate?
- We can, in theory, release only the initial start room of our demo without the story intro.

Week 12 - Daggers & Projectile

Prerequisite: Web GL demo link and video capture with title.
- Video of occurrence
- Link: WebGL demo - show player gains dagger from table and uses it against one goblin but then throws it at another. Among those kills, three more are given.
- Engagement: ask the audience if they prefer the circle to spin or oscillate?
- We can, in theory, release only the initial start room of our demo without the story intro.
- BONUS: Special dagger practice room. Bullseye rewards gold and XP. Table contains an infinite amount. Exiting the dungeon gives players full practice with various rooms, maybe 2 or 3.

Conclusion

We could go on and on. Subsequent trials could include a full mission. We haven't even covered inventory, magic attacks, objectives, story, characters, the 12 evil wizards, music, sound FX and more. There's also the water, grass, and other mechanics, searching for traps, night vision, etc. It's almost an oxymoron to call any RPG an indie project given the size and scope required versus what can be executed and the time it takes to make it happen.

On concept art alone we have so much. Then there's the 3D character models, items, and envonroment details. It's as much an art and story driven project as it is gameplay. I think there's so much potential here. I do start to realize we have buy and sell mechanics and so much more. The boss battles have yet to be had. It could take years to share this project up to the point where it makes sense to do a kickstarter and once we do, I believe it could go the extra distance.

It's a project you carry forward as far as you can until you can't. But it deserves to be a fully playable game with story, mechanics and more. It's a shame we're not able to get to the other playable character types like the Shinobi, Dark Elf, and Knight. Each of them would have their own

abilities and so on. But if you can't make the game interesting with just one character class, it won't hold up with the others. But in terms of marketing and sharing game progress, there's so much. You could in theory market this game's progress forever.

Since we lack the experience of iteration between design and audience, this initial plan is more of a tease. It may seem small scale but the contrast of dev speed versus engagement traction is not to be sneezed at. Sometimes you're better off waiting for folks to give feedback early on over simple things like UI and controls which are so fundamental to the game, going through this initial 12 week campaign could very well set the tone for the project's decade long success if done right. Core development can't be emphasized enough.

In conclusion, you don't want to be caught with several years of development to make a game no one wants to play or feel is worth trying because of ignorance. Even if it looks and feels perfect, day one downloads or beta trials without going through this process could prove fatal, cost thousands, if not millions, and hamper the game's progress. It's possible one would have to re-write entire sections of the game to suit what coud've been avoided early on. That's why as trivial as it may seem, exposing the early parts of a game's mechanisms can lead to a strong core that could last well beyond the project's success and on its sequels.

It's worth, like a thing, being given a shot.

For your consideration.