

BioticQuay Present's

Branding & Marketing 101

For Content Creators



While we're embarking on a new year, I wanted to create a quick guide for all up & coming streamers or CCs in general that don't know where to start or even properly market themselves on platforms. Here's a few pointers to make things as smooth as possible for you first timers & rebranders.

1. HAVE A SET NAME/THEME

This is very critical to showcasing yourself around not only for the viewers on the platform, but for new consumers when they get a hold of your channel and/or content. Keep the theme consistent with overlays, sound commands, emotes, and around your other social media pages. Having the right set of overlays can be the 'icing on the cake' to further deepen the brand connection to consumers and even potential sponsors. Keep in mind that LESS is MORE when you create scenes for your overlays. I myself am not a fan of clutter all over a screen (but it also works for some). As much as it's obvious you are the person from your channel, it's essential to keep that brand presence on social media. For most, making a separate page just for your content can work really well.

2. CONTENT CREATION

This is the hardest part to navigate. I see so many get lost in what's popular and even burned out of content creation due to putting in multiple hours thinking it's always the key to a successful stream/content. MY biggest advice I always tell anyone that ask for streaming advice is to always do what works for you, go with your gut. Trendy games can definitely give some creators big numbers but then, for most, you'll find yourself only making content for that game cause that's only what people came for (unless you have a nice average community base on the variety of things you do). Playing trendy games can end up feeling like a chore unless you genuinely love to play them. It's easy to get caught up in the numbers game, I recommend to hide the numbers if it creates too much anxiety and keep your focus on making great content because that is undoubtedly your bread and butter to success.

Keep your channel somewhat a variety. You don't have to play every newly released game, go for things that peaks your interest. That doesn't always have to be a game, if you have many talents it's best to find a way to incorporate that in your content. Mix in art, music & cooking, editing segments, chat discussions, etc.

The most important thing about content creation is being CONSISTENT. Consistency is a trickster in the art of content creation, it gets the best of us and I speak from experience. I always say do what's best for you, but if you genuinely want to make this a career path then it's your best friend. I think everyday can be a bit excessive and a strain on quality content but for some it's perfect, for those that need structure I'll say 3-5 times a week are the best steps on making a presence.

3. STREAMING SOFTWARE

This part of making content will feel the most tedious for most newcomers but once you get it all down it's a literal cake walk. The biggest risk and investment is getting streaming equipment, try not to be too cheap when going for things for your stream/backdrop. For Mics, PC and Camera are the 3 essential things you should go all out for which can really add so much quality to your content, my top recommendations for mics are Elgato Wave , Hyper x Quadcast and Blue Yeti . For Cameras, the best start offs are Logitechs and if you can't afford a camera right now try using your phone as a camera with Elgato's app, EPOC Cam , which you need a PC for to connect and use. Now a PC is gonna be a bit tricky since the price to build one has gone through the ROOF, I myself have gotten mine pre built from the brand IBUYPOWER 1TB HDD + 480GB SSD which has been a smooth start off and great space for me and the variety of games I play. For some of you guys, you may have to stick with consoles for a while (PS4,XBOX) , your focus should just be a good headset and camera. For Headsets I'll suggest The Steel Series, Turtle Beach, HyperX Cloud or Sony G Pro.

Now we move on to Streaming softwares The most highly recommended , and most often used by most seasoned streamers is OBS Studio. Some use other softwares like Elgato , Streamlabs and for Console streamers, Lightstream. If you need tips on easier ways to adjust try looking up stuff of the software you're using on Youtube or even getting advice from streamers.

4. NETWORKING & BUILDING A COMMUNITY

Now this, in my opinion, can be one of the hardest things to do but so rewarding when done genuinely and correctly. We all want to be successful in what we do and have a beautiful community that reflect not only our vibe of our channel, but us as a leader of the community. Here's a few rules that I believe should be the most important with getting things started:

RULE #1: Don't follow the guy/girl/person.

Every fellow content creator isn't going to follow you or connect with you and vice versa and that's okay, try not to take networking too personally and focus on genuine connections with people that you relate to or inspire by.

RULE #2: Don't be afraid to get out of your comfort zone.

Collabing can feel tedious and just more of a chore but with the right people it's one of the funnest and best moments you'll create. So don't be scared to take risk and put yourself out there even if some don't work out, it's always worth it when it does.

RULE #3: Be vocal in your community

Sometimes there will be times where things can get out of hand that you just shouldn't condone for the sake of you and your community. If you see something, please say something. It can honestly save so many people from groomers, abusers , etc.

It won't always be so gruesome but things we can't foresee will always come about, so just keep what's best for everyone in mind.

5. MARKETING

This can be excruciating for most people just cause the algorithms on most socials are just not in our best interest. The best option on marketing your content is timing, for some of us morning posts work wonderfully and for some mid-day. It's mostly based on your following so just play around with posts and see what brings in the most engagement. Next thing to get down is the content you're marketing. Clips are top tier samples of showcasing what people can experience if they just give you a simple follow. Also keep in mind a good caption can catch many eyes.

Getting raids or new people from being recommended to your channel can be a good opportunity to market yourself. Don't be that person that talks recklessly cause people wanna know about you, games you play or your interest every 10 mins. My advice is to always have some sort of about me summarized in your panels (a quick layout of about me, games i play, games completed, discord displays would be a good start off) and have a go to line to describe what you and your channel is for raids and newcomers.

For example: " Hi my name is _____, I go by _____. My pronouns are _____. Here on this channel we do _____, _____, _____ and right now we're getting into _____ and it's a hell of a time."

6. IN CONCLUSION

Let me just say there's always gonna be things that you'll learn each day as a content creator, even outside of this information. Keep in mind that each consumer is different and they all aren't guaranteed to consume your content forever. This is where "don't take things personally" comes back to play. Focus on making your content not only an experience for your viewers, but for yourself as well because if you don't even like your own content then what are you really doing. Good luck on your venture and wishing you a prosperous career.
