

Episode 10

SUMMARY KEYWORDS

game, publisher, content creators, content, people, creators, work, media, goals, share, Danni, product, industry, grant, episode, podcast, reaching, excited, marketing, brand

SPEAKERS

Jen, Danni

Danni

Hello listener. I'm Danni Marketing Manager at Flint River group.

Jen

And I'm Jen project manager Keymaster Welcome to unboxed a board game marketing discussion, where we share our experiences marketing board games. Let's start unboxing.

Danni

Danni, we made it end of the year. It is end of the year As of recording. Yes. That a big year, personally and professionally. We've been up to a lot. Yeah,

Jen

absolutely. Thanks, listener for joining us on all of these on all of our episodes is officially Episode 10, which is a great, awesome milestone. Pretty excited about it. It's

Danni

a nice bookend to the year. Nice round number. Yeah.

Jen

What else do we do this year?

Danni

Just last month, we did our first live presentation,

Jen

and it's going to turn into an episode coming up later. I'm excited to share that ridiculously silly acronym with people next year.

Danni

Spoilers spoilers. But yeah, we were at tabletop network drive before BGG con with a bunch of designers, industry professionals. And we got a round of applause, which was really validating, i

Jen

We're sure and believe that that actually happens whenever we've really sees episodes too. But it's good to get it in person sometimes too.

Danni

It's very different than Twitter spaces, sound effects.

Jen

I do miss Twitter spaces, sound effects. Honestly, I wish that I could bring those back. So we did this episode 10. And we live presentation did our first live presentation. First of all have more to come there will be more. And we did a little consulting. Because of this podcast. Some folks reached out to us. And we got to help out people in the industry to which has been really gratifying and rewarding as well

Danni

and contributed to a break between MCs because we were spending all of our planning time with these consulting firms. But it was very, very satisfying and rewarding to see our brains coming together their brains coming together and putting together little plans to help fix what they're struggling with marketing wise. Yeah.

Jen

So thanks for believing in us and letting us participate in what you have growing and cooking. In your in your world in your business. That's been super fun. Thanks. We're very excited to get to do some of that to open

Danni

open door for next year. If you want to put your brains together with ours, we are here for that.

Jen

And I went down to Dallas, I flew down Dallas, Danni's in the area. And we got some in person planning to have a 2024. And I'm also pretty excited about other things that we talked about. And for 2020. For two, we've

Danni

already submitted a few panel presentation ideas for next year. Game Expo, we have plans to do it at other conventions will both be so look forward to that. But the big news is that this podcast topic matter is taking a little bit of a turn to broaden our scope from being a board game marketing discussion to a board game industry discussion.

Jen

Yeah, it's like we're on the on ramp, and we're getting on the highway. Now we're getting more lanes, we were on a side road. And now we're just on the highway. What's next f1 will basically now you said it. That's where we're going to have networking events are going to be at f1 races, Grand Prix. De and I have lots of so much to talk about and share so many people to celebrate in this industry who are doing

great work that we want to really help highlight and get their best practices out there for you. So we've been talking about a new format that we're going to introduce into the into the channel and also wanting to broaden the scope of what we're talking about. So we'll be changing slightly out of marketing, and there will still be great marketing conversations to happen. And also some other conversations that will happen too. We

Danni

found that marketing is very interesting to us, obviously. But there were so many ways that overlaps and interacts with other sections of the industry that it felt limiting to not include them.

Jen

Yeah. So and not think about bringing in people who are excellent in those fields, those other specialties to help talk about those crossovers with us and discuss how we're collaborative in the work that we do. Because we do that often. Yeah, all day long. We actually did it just before we recorded this, we'll do it after. But yeah,

Danni

that's a little sneak peek at what's to come. So stay tuned. Yeah, buckle up.

Jen

Yeah. Thanks for being with us. It's two years now. This is officially the end of our second year doing this podcast. Thanks for being with us threat can Don't wait for year number three with Oh,

Danni

yeah, down down to business no more fun stuff very serious time. Today's episode is focusing on relationships between publishers and content creators. And this came up because of my recent jobs switch to flat over group where we basically are starting a reviewer programme from scratch, never sent out review copies before, reviewers are people I've worked with for my whole career. And so we just wanted to talk about best practices, how to make relationships, start off on the good, like on the right foot, and be lasting, mutually beneficial. Yep,

Jen

these are such an important part of our industry. There's a lot of, I think uniqueness about the content creator publisher relationship in this industry. And there's lots of opportunities for people to be collaborative in this industry, where in other media and arts industries, it's not entertainment industries, it's not. And so that's really awesome. And there's also one, there are some actual legal ramifications that we'll talk about a little bit for why it's important to treat this a little professionally, and also how to make these relationships work for you. And it worked for both both people. So we actually brought in some really great minds on the content creator side, since Danni and I represent the publisher side, we have some input from content creators to help us flesh out that, hey, there are two perspectives to these relationships, two sides to this dynamic. And it's important to take both of those into consideration to have the most the people who take both of those into consideration. bear the most fruit, I think, on the work that they do together.

Danni

Yeah, understanding how you and your partner works together, how your actions affect them, is basically the underlying theme of the whole conversation. So we want to share, provide some transparency on the important parts for both parties. Yeah, before we start this whole conversation, it's important to define the terms we'll be using and the different types of media we work with. There's about a million different terms we I think we've already used half dozen so far in this episode, good for us. Yeah. Well, that's that's redefining them right now. But there's there's four main buckets. And as I said, there's there's countless terms within each of those buckets. But here we go. We identified journalists, influencers, content creators, and fans, as the primary categories.

Jen

Yep. And they are people who are at all different intersections of paying and receiving money in exchange for goods that they may or may not talk about, on whatever their feed is. So So across all of these, these four categories, these are people who could be doing video content, written content, digital content versus in print content, live content at shows, right, we were just talking about doing presentations, that shows there's lots of different live opportunities at conventions to partner with different types of media. So but these are the different types of people and they all serve different roles. Inside of the category media, each media

Danni

outlet you're working with probably uses a different identifier to some will call themselves press some will about the use of influencer, right. So these are very broad categories with different roles, different impact, different types of impact, I should say, in different ways that you will be working with them. However, the core relationship of give and take, give review, copy, take content

Jen

is the same. Yep. And so down at the bottom, again, a fan somebody who is not at the bottom, I say at the bottom of it's not it's a it was the bottom of our list, but it's not the bottom person wise, it's a person who is going out and buying your game and making content about it because they want to because they're excited. I make content about coffee, sometimes in Formula One because I'm a fan, right? I Formula One's not paying me to make that content. I just do it. And then I think that sort of step up from that is somebody who is a content creator. And I think the difference there, Danni is is the person who is intentionally cultivating an audience and cultivating a community around that fandom that they have So it might still be coming out of fandom. And they're just celebrating that intentionally with a group of people getting people inspired to join them in that fandom. To me, content creators

Danni

are also less reviewing. They may make comedy, they may just make art, right? They're using your games to create something. But they're not necessarily giving an opinion on it. They're not saying like four to five stars, go buy it on Amazon. Because to me, that's what an influencer is someone who's shaping public opinion in a very specific way. But content creators still have impact by building awareness, showing off components and all of that,

Jen

right. So when you're a publisher, and you're thinking about, I need somebody to review my game, or when you're a content creator, you're in this media field, and you're saying, I need to ask for reviews. Well, review is a word that we ascribe to this thing, but it doesn't necessarily have to be what comes out of it. A review is a really specific type of medium. That's, that's pretty intentional. I think video games to great space, even in the movies, film is a really great space to look at and say, Hey, how are they approaching reviews, that's a really intentional thing, versus somebody coming in being a content creator, you're cultivating this community, your community isn't necessarily looking for you to give reviews of that they might be looking for something else. And this is an opportunity for you to find a niche and what you're presenting to your audience and how you're getting them engaged and excited. And then

Danni

the first one on the list was journalist. Those are ones who are reporting the facts, you know, they're, they're on the beat, or whatever. Whatever the term is.

Jen

That's it. Clearly you used to be a journalist.

Danni

Yeah. My formal training. It's been quite a few years. So but but these are people who are, you know, the Eric Martins of BGG, who don't give opinions but just report on the new releases, release dates, designer history. They're usually industry focused, like on the hard facts, less on opinions. Yep.

Jen

Charlie Hall from from polygon is a really great example of a person who's focused on delivering industry information, and also connecting with publishers to talk about what's going on and what's got what's exciting in the industry. It's not just like, a gossip line, or, or or, you know, gossip column. But it's also what why are we passionate, what can we get excited about next I want to be on the lookout for, and they they do a lot of celebrating to, of what's going on in the industry, which I think is super important and valuable. I really

Danni

like that that point where they don't feature everything, necessarily. They're not sharing opinions, explicitly, sometimes. But the fact that they're covering a game at all sparks people's interest. There, they're choosing to spend their time and their their platform on a game because they find value in that game, regardless of if they've played it yet or not in to have an opinion on the balancing the mechanics or whatever. Yeah.

Jen

So all for these these different groups of people that are doing things differently, and you're going to connect with them differently. Publisher, media partnerships there look unique in each of those categories and columns. So let's move on to what goals are, because this is the next so one, knowing who your audience is who clearly who you're reaching out to. And also, if you're a content creator, knowing which of these segments you fall into, and why you're reaching out to a publisher is really

important understanding that, that there's there's like wants, and opportunities are different depending on who you are. That's important. So self defining is really important here. And then understanding that between publisher and these different media types, there's different. We have different goals we have some goals are overlapped in the same and some of them are unique. We as publishers want really specific things out of this content, because we are measuring success of these relationships against how well that product is performing in the market. And on the media side of things, you're going to have specific goals based on maybe who you work for, if you're a journalist working for a larger conglomerate, they are going to have specific goals for you in what you're writing, recording and cetera, versus your own channels growth and other things. And since we are not those people who actually brought in external media folks who were kind enough to talk with us about it, so let's start with publisher goals.

Danni

Like Jen said the overall Reaching goal how to achieve the goal will differ based on the media type we're working with. But some of the main consistent goals we have include reaching new audiences, we, as a publisher have our own community. But that's not every fish in the sea. So we rely on media, to share news to share opinions on their own platforms and reach their community that they've cultivated. And there's very likely some portion of the Venn diagram that overlaps in audiences, but the potential to reach new audiences, by partnering with content creators is far higher than just relying on your own. Like it's a solo mic night. The

Jen

next thing is that's really important that we're looking at is driving traffic to that Games page, whatever that product is, we're trying to drive traffic there. That's where we want people to show up the more people who get eyes on that the more data that we're collecting about how viewers on those websites, whatever the website might be, or engaging with the product where they're clicking and seeing things there's there's so much information for us to gather so for us, it's really important that what's generated is even if it's not conversion, which we'll come back to is that we are seeing people interact with the product in some way that that message and delivery is actually resulting in people wanting to know more wanting to dive deeper down the down the the products rabbit hole,

Danni

and we talked about this in a previous episode, but traffic on game pages lets you grow your newsletter audience, which is also a very important factor. Alright, third goal, increasing brand awareness. So all of these points kind of stack and build upon each other. So brand awareness. Yes, it is grown by having new audiences and having more traffic on your game page. But on top of that, one of the best things a creator can say in content that they publish is oh, this is the next bubble blow game the next game by blah blah blah. I love all of their games because of XYZ consistent branding consistent type of game quality whatever like the shipping the shipping. Yes, another episode callback, look at us with our backlog of episodes

Jen

one get one in an episode. There we go did it.

Danni

But by having these people repeatedly mentioned your brand, your publishing brand, your game brand in a positive way. It's it's more helpful marketing than a lot of other things.

Jen

Yep. Real success is that somebody is taking your product, they recognise it as a new product and not just to stand out product that's lifetime customers. I think of a you know what, I think Exploding Kittens is a great example here where I pick up a yes, I can pick up Exploding Kittens and I can see like, well this is clearly an Exploding Kittens game for all of their, you know, like, all of the games titled that. But poetry for Neanderthals. I picked that up and I'm like, this is an Exploding Kittens game. Like I know that now. And I feel it in its that is in product packaging as well. But it's also in the messaging and the vibe, and how they're interacting with their audience and getting people to interact with those products. That's like those are real brand wins. For publishers.

Danni

Having having that confidence in the brand, makes it far easier for people hearing this reading this review or whatever to be like, Oh, this is a game for me. I want this because clearly there's a pattern of successes here.

Jen

Yep, and then finally, conversions. I mentioned it before, conversions are important. And they generate, Hey, these are, you know, when we we have a we have a budget here that we're able to spend on partnerships with media, as it makes sense. And some of that success relate. And makes sense. ties back to people are seeing this content. They're engaging with this content, and it's resulting in them picking up the game.

Danni

Clearly, all of the publisher goals revolve around their company their games, selling because that's what publishers to make and sell games. However, let's move on to creator goals because they are a little bit more nuanced and varied. We asked three of our favourite creators to answer some questions. So we'll share their answers with you. They were all three very generous with their time and provided very in depth answers. So we've pulled a few segments a few little quotes from each one. So we have Danni Standing, who's on tick tock under Danni Standing. Sue Sheldon, who is one half of salt and SAS on YouTube. Slash podcasts. Yep.

Jen

Slash twitch.

Danni

Mandy twitches Yeah, man. streams there. They have already surpassed the 10 episode mark and they may launch salt and SAS earlier this year. Okay, well, it's not a competition. It is not. I'm saying they've been in the podcast business for a very long Yeah. Shut up minions.

Jen

pisos his signals happening there that you can't see. Great.

Danni

Last but not least we have grant Lyon under grant scheme Rex on tick

Jen

tock thanks. Thanks grant, also a hilarious Comedian. He brings out to his comedy, that comedy to his content and also to convention. So if you're next time you're at a convention Be on the lookout for stand up from grant because it's worth it. Everybody needs to do that at least once in their lives.

Danni

If you like board games, you'd like laughing? What? What

Jen

more third? Yeah, it's a no brainer for sure. So here's what they had to say. Here's some questions that we asked them and some thoughts that they had. One very simply what are goals you have around the content you make

Danni

as the resident Dani, I will share Danni stage least Yeah. She says she has two main goals, to entertain and to educate. She says if my content falls short in either of those categories, it won't get posted. So her vision is very clear. And I have to say it does live up to to that she has a brand that she's cultivating. I know when I see Danni on my feed, I'm going to be laughing. I'm going to be learning about a new game. And it is always

Jen

true. Yep. Absolutely. And like you said, I think they call it there's Danni's taking the time to stop and evaluate that I think what's really clear across all of these three content creators is that they stopped. And they had something something that to that. They could say right away, like this is what I'm going for and to Danni's point. Daniel's content is so clear in that and what she puts out, it's having those goals is tying into a success and a clarity of vision on the on the channel. So that's, that's really awesome. Suzanne says My goal is to share my decades long experience. Well experience I'm adding experience in there my decades long love of board gaming, and try to spread awareness and appreciation for the myriad of games that are available. Now. I love that Suzanne calls us out, because I can't think of anybody who is clever and more has a depth of knowledge, more more of a depth of knowledge than than Seuss does around this industry and around what's come out and what's happening. And it's amazing that she finds the time to share the content on salt and SAS. With Mandy, I see that they are able to squeeze out that time and find that that time to share is really generous. And that that's what she knows she's bringing to the table is really helpful when it comes to thinking about them as a collaborator or a partner on potential projects.

Danni

Yeah, and her love really does shine through because she also has. She's a professional marketer for her entire career. So she has this aspect that she considers she also works at restoration. So she has a

publisher outlook too. So her whole viewpoint has layers to it. And like you said like that history of all the years she's been in the industry. It creates some really interesting conversations. All right, and then we have grant as well, he said, I like to highlight what makes the game fun and unique in the crowded world of board games. I think boiling the game down to being good or bad is a false narrative because what is good is so subjective to an individual person's taste. And I personally really appreciate that because there's I'll share something that may be controversial. Well, I think it's a good example I know a cool disclaimer sits ready. I hate detest will never play again. splendour, but the game is a success. Right? People love it. People play it people buy it everywhere, but I hate

Jen

it. So good to know.

Danni

Don't even try to get I don't care what theme it is just a price

Jen

that weren't even made it on the podcast. Honestly, by the way it would there was a heart band on it. I guess we lifted the band just so we could say that now bands back on. We all have things experiences that we've had at the table that don't meet our expectations. And this is time that we give like, you know everybody's comes to the table with a limited and extra time. they're choosing to sit down and play and for grant to say, I want to intentionally I want to meet my viewers where they're at, and understand that about them, and then help them find what's right. And, and wade through the noise, which is media, there's a tonne of noise in media to be like, This is what I'm doing. That means that people are coming in saying, oh, cool, I know that. I feel like I can trust this person to, to be honest about what something is, he's not saying he's gonna be, he's gonna tell you what to play and what not to play. He's saying he's gonna be honest about what something is. So that you can decide for yourself if it's, the value is there for you, which is, which is great. I like this

Danni

viewpoint as well, because it circles back to what we were saying earlier about the type of media you are working with, and their role. So Danni talks about games, she's played and enjoyed Mandy and zoos have a discussion, they both play the same games, compare their their viewpoints, Grant doesn't necessarily play every game he's speaking about. He does like a weekly release roundup and whatnot. But he always has something to say about again.

Jen

Yeah. Next question we asked them was, again, what we just talked about from the publisher perspective is how are we measuring everybody? Number one? The reason part of the reason we're even bringing these these three folks on is that they had an answer to this, and calls how that saying that you are measuring your content is really important for publishers to know. And it's something we want to see media doing is saying that they're measuring it so that we know that they're doing things intentionally to support these kinds of partnerships. So how do you measure success in your content? We asked for both numbers and anecdotes here. And I was I, you know, we can go through these quotes. But what is incredible is that these three people independently and individually, both said hands

down engagement was the number one way that they measured success in their content. And they all three said that it wasn't engagement in the sense of I'm not looking at a number. And specifically, we can share those numbers. And those numbers are valuable to publishers, impressions are valuable to publishers. But for them, success is somebody hurting a piece of content, sharing a piece of content, commenting, and starting a discussion around that piece of content. That's how they define engagement. And that's what they view as success.

Danni

I'll share what Grant said. He ended his quote, saying, if an audience member is sharing the video, that means they liked the video in the game enough to tell someone else about it. And that feels like I'm successfully spreading the word of a great game. So no matter how many people reaches an end quote, now me, no matter how many people reaches, it has had an impact on at least one person, right? And that's true. That's That's truth. It's not about ramping up views. It's not your best friend having your video on repeat. I've done that before. It's fine. But that doesn't spark discussions that doesn't spark the memory, the brand awareness, etc. Yeah.

Jen

And then, lastly, we asked them, What are your expectations for partnering with publishers? What makes you say yes or no to a partnership? So

Danni

Danni says, I want to make sure that the games I talk about are worthy of being purchased. I never want to leave my audience on to a garbage game just for the views. I'm sorry, I

Jen

pre pre censored sorry sensor, Barbara, Barbara. We my audience, proper ballgame.

Danni

Listen, there might be three year olds listening. That's right. I'm

Jen

not even sure what we've categorised or rated our podcast as but

Danni

I never want to leave my audience on to a game. Just for the viewer. I pride myself on the integrity of my channel. So to me, she is vetting the publisher she's working with making sure it matches her brand and interest and that she's being genuine to her own her own game style. Yeah,

Jen

and that's that also is another thing that personality type is shining through in the content. And it's okay for like there's not one end all be all solution. But I know when I'm watching Danni's content, I'm probably picking up on specific types of games that may or may not I may or may not gravitate towards that could only be one segment of the gaming that I personally do. And to this point, it's there's that partnership we're going to come back to that that partnership and level of like knowing just because the

game is not right for her doesn't mean it's not right for somebody is really valuable and she's valuing Integra. already have her channel and what her brand is and brand voices over just saying yes to everything. And that's a really great call out. Thanks, Danni. Yeah, well, that was thanks other Danni. Yeah.

Danni

Oh sorry, easily tell us about suicide.

Jen

Suicide. If it's for a crowd crowdfunding preview, I will inquire about other creators that will be featured should one or more of those creators not aligned with my core values, I will decline that opportunity. Thanks Sue's,

Danni

this is really important. I love how much of a role model Susan has for the industry for both publishers and creators. There's definite value in knowing your panel mates, your co host, so to say, Danni talked about standing by and having integrity about the type of games she features. That same integrity can and should also be shown with the types of publishers you're you're working with, and looking around the room seeing who else is in that room with you. If you don't want to be associated with the company or the company, they keep

Jen

decline. This is just a knowing yourself, knowing yourself and what you you are about and for. Again, this sort of self evaluation is really valuable to hear that they are so focused on it that it's a core part of their channel building is really awesome to hear. It's an awesome reminder for me as a publisher to hear that, because it's something that's so valuable and important to my brand as well. And it's so that just tells me that these are the types of people that I want to be seeking out. Because this there's this alignment, and we will find things to work

Danni

on together. Yeah, that intentionality and self reflection, self awareness. It is part of being like having a brand cultivating a brand that speaks very loudly in a positive way. Yeah.

Jen

And then lastly, Grant, Grant, just dropping some truths here.

Danni

He says the number one thing I expect is clear communication. I'm adding clap emojis.

Jen

If this was Twitter's faces, there would be a clap, where you hit the clap thing. And then noise would happen. It's clapping nice.

Danni

He lists timeline, launch date, links, information about the game, literally everything you can share in advance about the game that is important to you, your own project management timeline, and your own marketing is also important to the Creator.

Jen

And then a second point there is he wants to publisher to understand what kind of content he makes before reaching out just a point that will keep hitting on understanding who you're reaching out to what their what their channel is about why that is an asset to your your game. And your product is going to go a long way in building that relationship with them and understanding like bringing clarity to what you're asking for out of them, and understanding of what you're getting out of them. The same goes for this is a two way street content creators, media influencers people reaching out to and being excited about specific types of content, wanting to make specific types of content, there's being excited about something and then something fitting your channel. And once you start building core values around what types of media you're putting out, and why you are automatically gonna start finding collaborations and partnerships that make sense for you. And you're gonna start seeking those out. And what we notice a lot is that there, there are folks who are still finding that identity and we want to be supportive. It's great for publishers to be supportive, but we have limited budget and allocation on how we can be supportive of people finding that voice and finding what they're they want to be talking about and what their community wants them wants to connect with them on. And the quicker you can find that that those core values of yours and find your your brand voice, the quicker and easier it is going to be for publishers to say yes to working with you.

Danni

So to wrap up this episode, we wanted to share some best practices to kind of synthesise everything we talked about in this episode. So for both parties, publisher in media, number one thing is clear and consistent communication, as grant just said. So setting expectations around timeline when you expect to see the pope the the game delivered and the content published, what the budget is if it's just a review a copy or is it some monetary sponsorship, all of these things need to be settled, as you agree, right? Not, not, after you've sent out a game and are tapping your foot waiting for stuff know, ahead

Jen

of time. And inside of that, once you have that being able to provide all the assets needed for for those media people to to use, be you have four publishers have forethought on on what that need is and bring that to the table, bringing all of that information to the table, giving them everything that they need is going to help them do the work easily and more efficiently and faster. The second piece here for both to reiterate is, know who you're talking to, and why you believe they're a good fit to work with in both directions. This is for publishers, and media. Find projects that make sense for you and your goals. Be able to name those goals with the people that you're talking about. Have just having that makes it easier to say yes. And sometimes the answer is going to be no. And that's okay. Getting to know faster and getting also leads to getting to yes faster, saying this is what we're doesn't make sense for us. But this is what does make sense for us. These are like being able to set that up clearly, inside of that communication piece is what leads to Hey, you've reached out you have a clear goal. It doesn't make sense for us. But because you were so clear those make lasting impressions on everybody, and help us

think and retain those people to want to work with in the future and be like, I can't say yes to this now. But I know I want to find something to work with you on

Danni

in the future. Absolutely. To me, it shows a communal respect. You're not wasting each other's time. By having wishy washy vision. You are professional and easy to work with. Because you have clear everything we know what we are expecting. We know what product makes sense. Yep. So on the publisher side, there's a few things that are specific to us and things we can do to make this relationship better. One thing I identified is sending a review, copy, soliciting interest, sending it out, having it delivered with enough time before whatever goal you have, whether that's to hit the release date, to be within a month of release or before a specific convention. Plan ahead have foresight, like Jen said, You know better than everyone, when things are arriving, and when you have stock and when you need things to happen. So just respect the creator's time. They can't make magic happen overnight. If they can, they probably haven't played the game more than once. So give them time. Yeah, to make good content. Yeah,

Jen

absolutely. include key marketing points. This isn't you know, I've mentioned assets and stuff like that inside of those assets are your marketing points, what are what are the highlights that are important that you want to make sure you're communicating them to media so that it is in their mind as they are participating working with these. With your product, they're experiencing it, testing it out, playing it building content, make it make that those interactions easy, make it easy for them to settle into looking at the product, getting it to the table, that's gonna help again, get your get the more specific content that you actually want? And also get it faster.

Danni

Yeah, like, is your are your components made from sustainable worry would

Jen

shout out to GE on that cool reward material? You know, they're doing what I had in mind. Yeah, they're definitely like they are. They are doing an awesome job of calling that out and naming it and renaming it. And it's sticky.

Danni

But it's because they made a point to include it. Otherwise, it's just wouldn't components, right?

Jen

So mystery, mystery material component. Otherwise, yeah,

Danni

the final main thing that publishers can do is actually supporting the content once creators have published it. So that looks like resharing on social media, posting a quote on the box or on your website. However, this is where legal stuff comes in. Because you do have to still follow the FTC regulations. And we're going

Jen

to link that hey, this LinkedIn, the podcast, or this episode's description, we'll make sure that it's linked there, making this note in live recording to link somewhere great. So so that you can go check those out if you haven't already. legalese is tough. It's not everybody's forte. It's certainly not my forte. I've read it several times to try to wrap my brain around it. And it's important to note it's relevant to us. So it's not just this is not just on the media. It's not just the media person's responsibility. you're partnering with media. And you need to understand these rules too. For

Danni

creators, they have but a little different type of best practices. I know one thing I appreciate what the creators I work with is whenever they send me an email with a link to their content, it helps me be able to support and share it faster. First of all, and it saves me time from chasing down. Yep, rabbit hole of their history. Yeah,

Jen

don't don't be afraid of following up with your contact and saying, Hey, this content is live as this one is planned to go live. Here's the link makes that whole scheduling posts much easier to follow up with. And then following up with stats just coming back in and being like, this is how it's doing. This is how it's performing. This is the type of engagement we're seeing. This is how we're achieving those goals, again, that we talked about, those all are all icing on the cake, things that really make a difference in me choosing to partner with people on an ongoing basis.

Danni

Another shout out to FTC guidelines. Probably should have been the bulk section, but here we go. But yes, if you receive a complimentary copy, you have to disclose that if you receive monetary compensation for your content, you definitely have to reveal that. Yep.

Jen

And there's specific ways that you need to do that, depending on the media mediums and platforms you're on. So be aware of it, make sure that you're discussing, you know, having that conversation with the publishers that you're hoping to partner with so that you're saying, This is what this is going to be even some of these content creators brought up, hey, this has an impact on on the type of content, like what it could potentially do. There are ramifications to that right now on these different platforms, it can be a little frustrating. And it's more important to follow these guidelines. And then find ways to make it fun and creative, to build to stay on brand with the product and on with your with your brand. Like you can find ways to be creative, but you need to make sure you're following the guidelines first. And then lastly, ask clarifying questions before you post you have if you have mechanical mechanics choice, a set of choice A, like you're thinking about doing something but you're not sure that it's like going to vibe with the with the publisher that you're working with. Ask them just just ask It's okay. for things to come out. You know, like all of these other things help things get out faster, but it's okay for something to take an extra day. Ask because you asked one question you wait for a little clarifying as early as often is a great motto to follow here. There. There are no dumb questions here, when it comes to finding great getting great content out and making sure that it's actually going to represent your product well.

Danni

Well, and it reflects really well as on you as a creator to have that care and attention towards the game for the publisher to know that you don't want to misrepresent or misunderstand something that you're taking the time to get their expert response and opinion, before you shout to the to the populace. Yeah, about something that you weren't 100% confident in. I love that personally, no matter how many emails that means I get, I will always take the time and appreciate replying to those.

Jen

Yeah. So these are the best practices we've seen. And I think inside of all of these, all of these call outs from both to publisher to creator, they all spark happy positive memories, excited memories of great partnerships and relationships and collaborations I've had as content creators as a publisher. These things these call outs make me excited to want to find new polish, new new partnerships, and continue the relationships that I have. They make me really excited to continue doing working with folks. And we hope this is encouraging for you to give you time to think about hey high level, think about your goals, be clear on your goals, be clear on your core values. And that's going to help your relationship with whoever it is that you're looking for. It's going to make finding those relationships easier and getting to yes on those relationships, and partnerships and collaborations a lot easier.

Danni

We hope this helps you reflect on your own workflow, your own goals, your own branding. And you know after all this, hopefully you've made new connections to Yeah.

Jen

Thanks for joining us. Be sure to follow myself at play satellite, and Danni at Danni below, as well as flat River and Keymaster to see how some of these ideas we've talked about today. Unfold. You

Danni

can also join the podcast on Twitter at undock spaces for more content. We want to hear your thoughts about the ideas we share

Jen

here. Our previous episodes are also now available at unboxed Marketing Podcast dot pod bean.com or wherever you enjoy listening to podcasts. We'll see you next time.