

Build Your Game's GTM Plan

Session 2 · Interactive workshop

Jon Hanson, Skill Tree Marketing | Saudi GFX Seminar Series · July 2026



What you'll leave with

THE ASSIGNMENT: A ONE-PAGE PLAN

- 1 A clear hook: what makes your game worth noticing
- 2 A Steam capsule direction that shows that hook
- 3 A short-form creative brief (the concept, not a finished video)
- 4 A social content plan: platforms, what to post, and cadence
- 5 A pre-launch wishlist plan: channels, order, and what 'good' looks like

The model we're building on

A QUICK RECAP FROM SESSION 1



Wishlists first

Volume and velocity before you have anything to sell



Steam rewards demand

Your beats exist to create wishlist velocity



Organic leads, paid amplifies

Lead with a hook; use paid on what already converts

Name the hook

STEP 1

1

- In one sentence: what makes a player stop scrolling?
- What fantasy or feeling does the game deliver that others don't?
- Who is it for, and why would they care right now?
- If you can't say it in a sentence, the market won't either

A Steam capsule direction

STEP 2



- The capsule is your storefront ad: it must read at thumbnail size
- Show the hook, not the logo; make the genre instantly legible
- One focal idea, not five. Clarity beats detail
- Sketch it in words: subject, mood, the one thing it must say

A short-form creative brief

STEP 3



- You're not making a video; you're briefing what a creator could shoot
- Pick the single most surprising or satisfying moment to lead with
- Write the on-screen text hook and the opening two seconds
- Note the vibe, the music feel, and the call to action (wishlist)

A social content plan

STEP 4

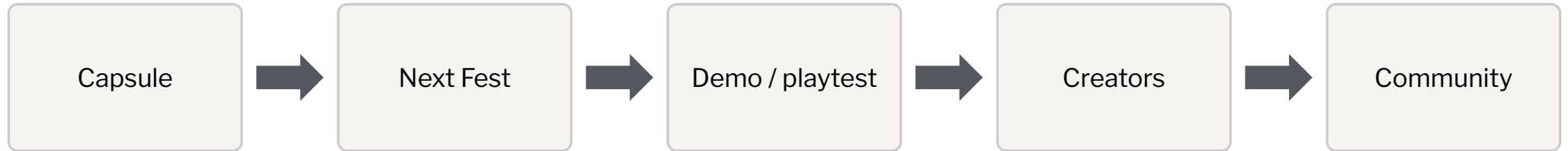


- Which platforms fit your game and your capacity: TikTok, Shorts, Reels, Discord
- What you'll post between beats: dev clips, before/after, community, milestones
- A cadence you can actually sustain, not a burst you can't
- Point every post back to the hook and a wishlist

A pre-launch wishlist plan

STEP 5

5



- Sequence beats so each one creates a wishlist velocity spike
- Define what 'good' looks like: a rough target and momentum per beat
- Keep it realistic for your team size, a plan you can actually run

Worked example: a co-op roguelike

WE'LL BUILD THIS ONE TOGETHER, LIVE

HOOK & CAPSULE

- Hook: four friends vs. a self-rewriting dungeon
- Capsule: four silhouettes, chaos closing in
- Co-op + roguelike, legible at a glance

BRIEF, SOCIAL & WISHLISTS

- Brief: the run-ending 'oh no', 'we almost had it'
- Social: short clips + Discord recaps, 3x a week
- Wishlists: capsule, Next Fest, creators, launch

Your turn: 15 minutes

Fill in the one-page plan. I'll circulate to help as you build.

Worksheet: in your workshop materials.



Let's pressure-test a few

INTERACTIVE · SHARE-OUTS & FEEDBACK

- A couple of volunteers, or I'll pull a few strong ones from the chat
- Group feedback: is the hook legible? does the capsule show it? is it realistic?
- Pitfalls we watch for: vague hooks, logo-not-game capsules, plans with no sequence

How to submit your plan

FOR GRADING & AWARD CONSIDERATION

- Put everything into ONE zip file (100MB maximum)
- Only 12 packets will be reviewed, given the number of submissions and our time
- Want feedback beyond the 12? Ask me about individual reviews outside the program

SUBMIT HERE

forms.gle/hrPV6sFyUzxiRSkZ8

Questions?

Drop your hardest go-to-market problem in the chat.

Happy to react to your real project, live.



What you can now do

SESSION 2 RECAP

1

Build a simple, defensible go-to-market plan for any game, real or hypothetical

2

Turn a hook into a capsule direction and a short-form creative brief

3

Map a social content plan and a pre-launch wishlist plan with clear targets

Resources & how to reach me

STAY IN TOUCH

■ Jon Hanson, Founder, Skill Tree Marketing

■ LinkedIn: [linkedin.com/in/jonhanson1](https://www.linkedin.com/in/jonhanson1)

■ Submit your plan: forms.gle/hrPV6sFyUzxiRSkZ8

■ Worksheet and slides are in your workshop materials

Thank you

Jon Hanson, Skill Tree Marketing

