# HOW TO LAUNCH A ROBLOX GAME

## FROM CREATION TO ADVERTISING

EXCLUSIBLE

CODED CLOTHING MALL V3

# INTRODUCTION

## MISSION

Roblox revolutionized the gaming industry, offering access to a highly engaged audience in unique and interactive ways. Capitalizing on the platform's 77 million monthly visits and 2.4 hours of daily engagement can be a challenging but promising opportunity. This report offers practical insights into what it takes to thrive on Roblox by breaking down the development and promotion of a game.

## AUDIENCE

The strategies outlined in this report suit different stakeholders within the gaming industry: independent creators with a passion for game design, established game studios seeking to diversify their portfolio, or corporate entities looking to expand their digital footprint.

## OVERVIEW

**Creation**
Uncover the foundational pillars of a successful Roblox game from conceptualization to design and development.

**Pre-Launch**
Explore monetization and marketing strategies to ensure a sustainable Roblox game.

**Launch**
Discover how to successfully release and promote a game, while building a community on Roblox.

**Post-Launch**
Understand how to stay relevant on Roblox through social engagement and regular updates based on community feedback and user data.

# CREATION PHASE

## 1. CONCEPTUALIZATION

## 1.1 RESEARCH

When conceptualizing a game for a brand or IP holder, it is important to recognize their aim to engage younger demographics, while respecting their essence.

Research into the history and identity of the brand or IP provides insights that ensure the game reflects their tone, messaging, and overall vibe, contributing to a cohesive experience.

**Expert Tip**

**Attention to detail is essential to identify subtle nuances to integrate into the game as "Easter eggs" to reinforce branding.**





| | |
|---|---|
| Zoom: | -0.875 |
| Offset X: | 0 |
| Offset Y: | -0.02 |
| Pitch: | -19.5 |
| Yaw: | -300.5 |
| Roll: | 79.632 |

Reset
Cancel
Finish

My UGC Accessory
By **You**

### Industry Benchmark

When conceptualizing a game for a brand or IP holder, analyzing competitors provides insights into the strategies employed within the same industry, revealing both successful approaches and potential pitfalls. An essential step of this process is conducting research within and beyond Roblox, as it will offer a broader perspective on industry dynamics.

## 1.2 CREATIVE CONCEPT AND CORE GAMEPLAY

### Game Objective

Games can serve various purposes: educate or purely entertain, monetize or drive traffic, innovate within Roblox, or reinvent existing success, amongst others. Defining a clear objective is an important step in a game's conceptualization that will guide the whole development process, as every element, from gameplay mechanics to art style, must contribute to it.

### Target Audience

Roblox has a diverse user base spanning various age groups and interests. When conceptualizing a game, it is essential to cater to the majority of users on the platform, considering different skill levels and ensuring accessibility across devices commonly used by the audience. However, in cases where a game targets a specific niche audience, such as younger players aged 4 to 6, it is essential to focus on what will engage and entertain them, letting their desires and needs shape the game's development.

### Creative Concept and Core Gameplay

When conceptualizing a game, the process can start with defining a creative concept and subsequently molding the core gameplay around it, or vice versa. Often, the concept leads to logical gameplay, however, innovation arises when gameplay infuses fresh perspectives into the concept. With Roblox offering a diverse array of gameplay genres like roleplaying, obstacle courses, simulators, tycoons, and more, there's ample room for a game to innovate.

> **Expert Tip**
>
> **The game's purpose must be considered when defining the core gameplay, for instance, if generating revenue is the goal, a tycoon game offers more avenues for monetization.**

### Gameplay Benchmark

Once the core gameplay is outlined, it is essential to research what has been previously activated within the genre. This step ensures a game does not overlap an existing offer within the platform and, if there is overlap, whether there is room to improve the existing game and if the audience is big enough for both titles to live within the same space.
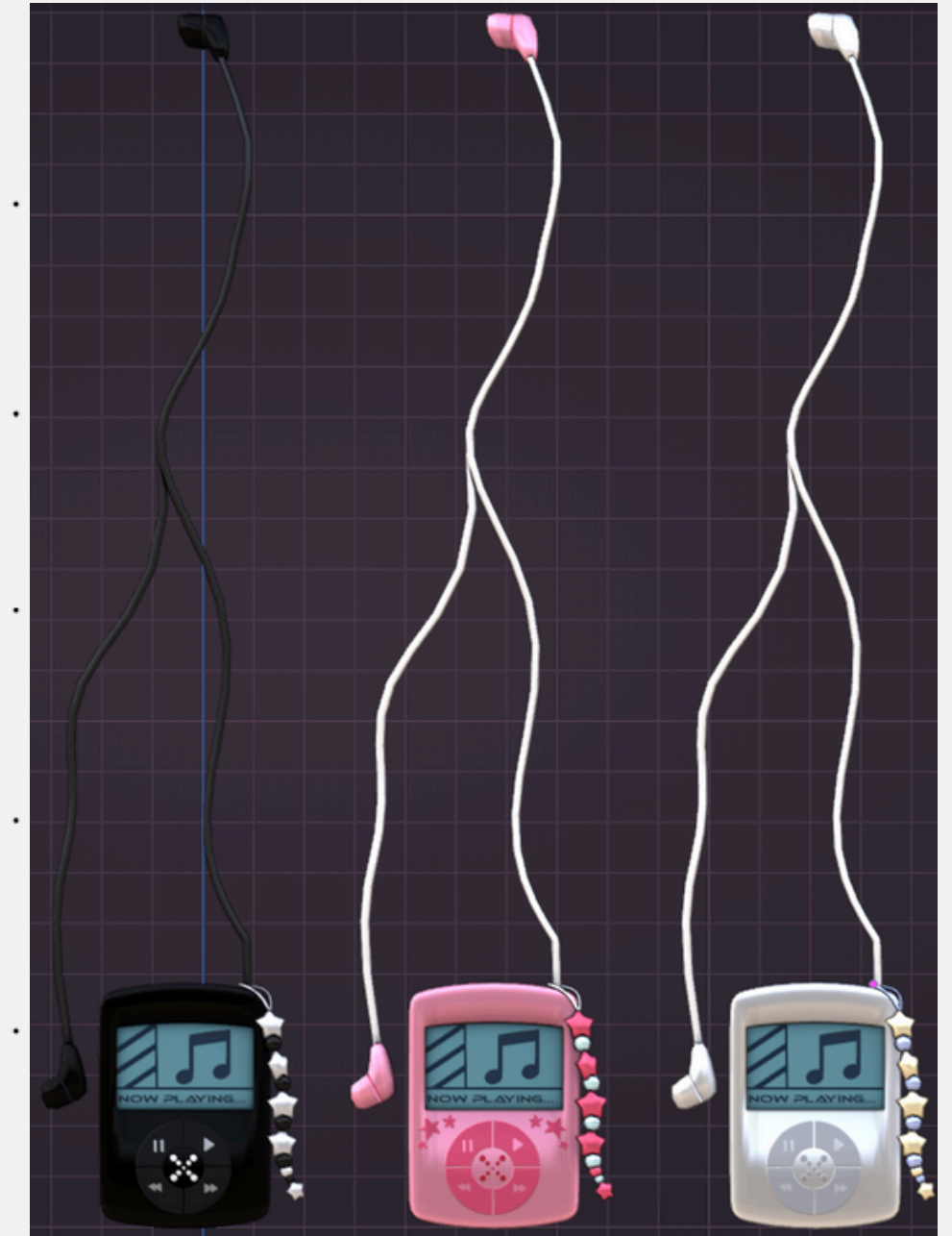
# 2. DESIGN AND DEVELOPMENT

## 2.1  DESIGN

### Storyboarding

After conceptualization, it is essential to bring the vision to life visually. Storyboarding will paint a clear picture of the game and allow to identify potential issues and opportunities early on. Moreover, when presenting a concept to a brand or IP holder, this approach will generate excitement, as stakeholders will be able to evaluate tangible representations of the space, characters, loading screens, and more.

**Expert Tip**

**AI tools can quickly convert text prompts into images, making storyboarding more time efficient and enabling more detailed visual representations.**
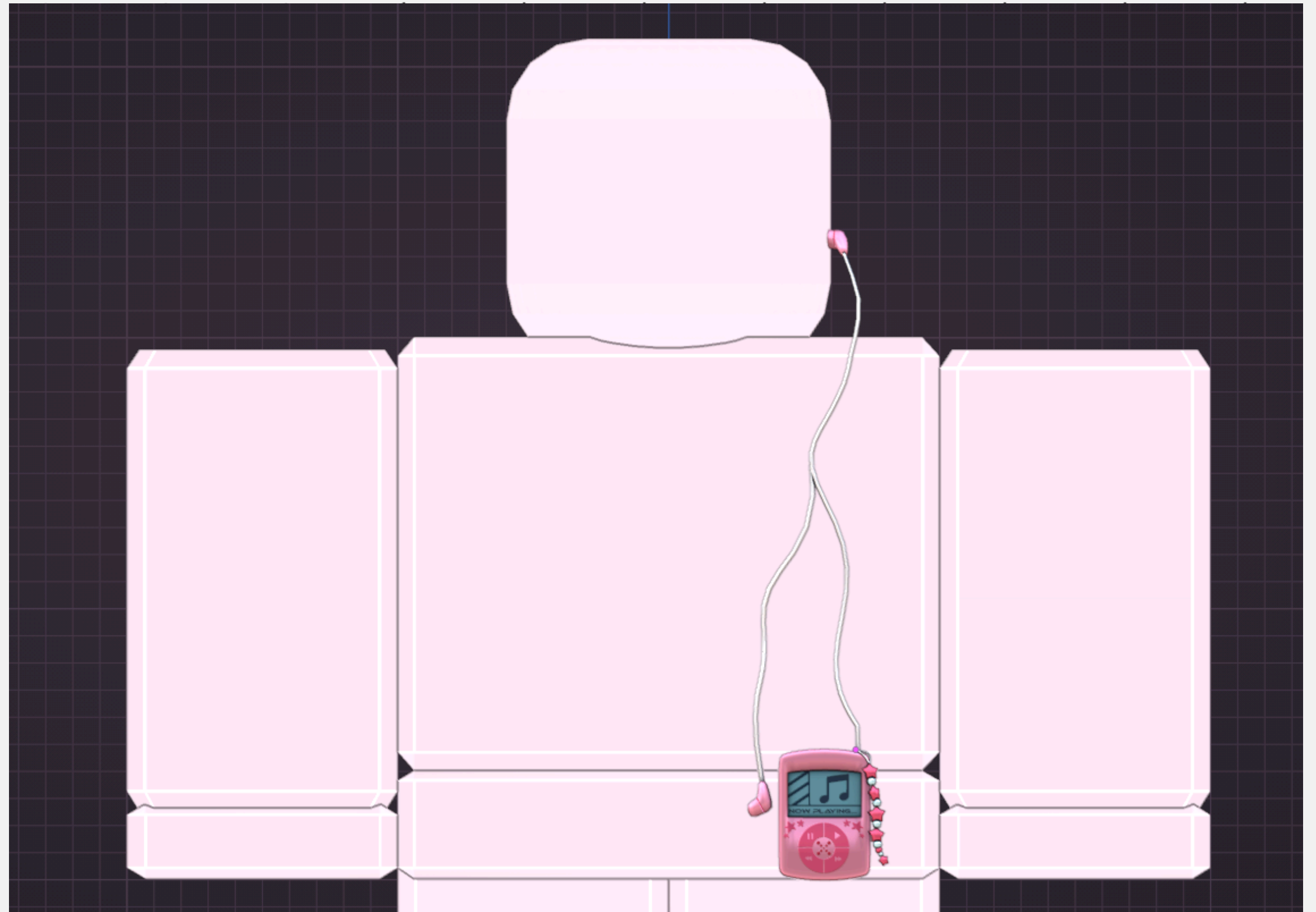
## 2.2 DEVELOPMENT

### Prototyping

Before game development, it is important to build a basic prototype to quickly test ideas without investing substantial resources upfront and committing to a final version prematurely. Roblox excels in this regard, offering easy-to-read documentation about how to build on Roblox Studio, a development tool renowned for its accessibility. With its drag-and-drop interface, pre-built assets and simple scripting language, Roblox Studio streamlines prototyping.

### Development

The development phase is the main stage where the game's assets and levels are created, including models, textures, animations, sound effects, and environments. Furthermore, scripts are written to control the behaviour of objects or characters, and the UI elements that players interact with, such as menus, buttons and HUDs (heads-up displays) are designed. Similar to when prototyping, Roblox Studio offers accessible tools and resources to streamline this phase, for instance, by offering a Play/Stop feature that allows to easily make refine existing code or assets without wasting time.

### Testing

Once the game is playable, it is important to conduct thorough testing to fix bugs, balance gameplay, and ensure the overall experience is enjoyable for players. Initially, internal testing involves developers and select testers playing inhouse to gather feedback. This is followed by alpha testing, where a limited group of testers identifies major issues. Then beta testing expands to a larger group with different skill levels, often including members of the Roblox community, who offer more detailed feedback.

# PRE-LAUNCH PHASE

## 3. MONETIZATION STRATEGY

### Monetization Methods

Before launching the game, monetization strategies must be defined to ensure its success and sustainability. After a balance between free content to attract players and paid content to monetize is found, it is time to choose how revenue will be generated. Roblox provides different methods for doing this, including game passes, in-game purchases, subscription services, or advertising, providing flexibility to cater to diverse player preferences.

### Pricing

Roblox creators set prices for UGC assets and game passes within platform guidelines. While UGC assets have set price limits per asset type, game passes only have a minimum of 5 Robux. When pricing, developers should research market trends, assess the quality and uniqueness of their offerings, experiment with prices, and use feedback and sales data to refine their pricing strategy.
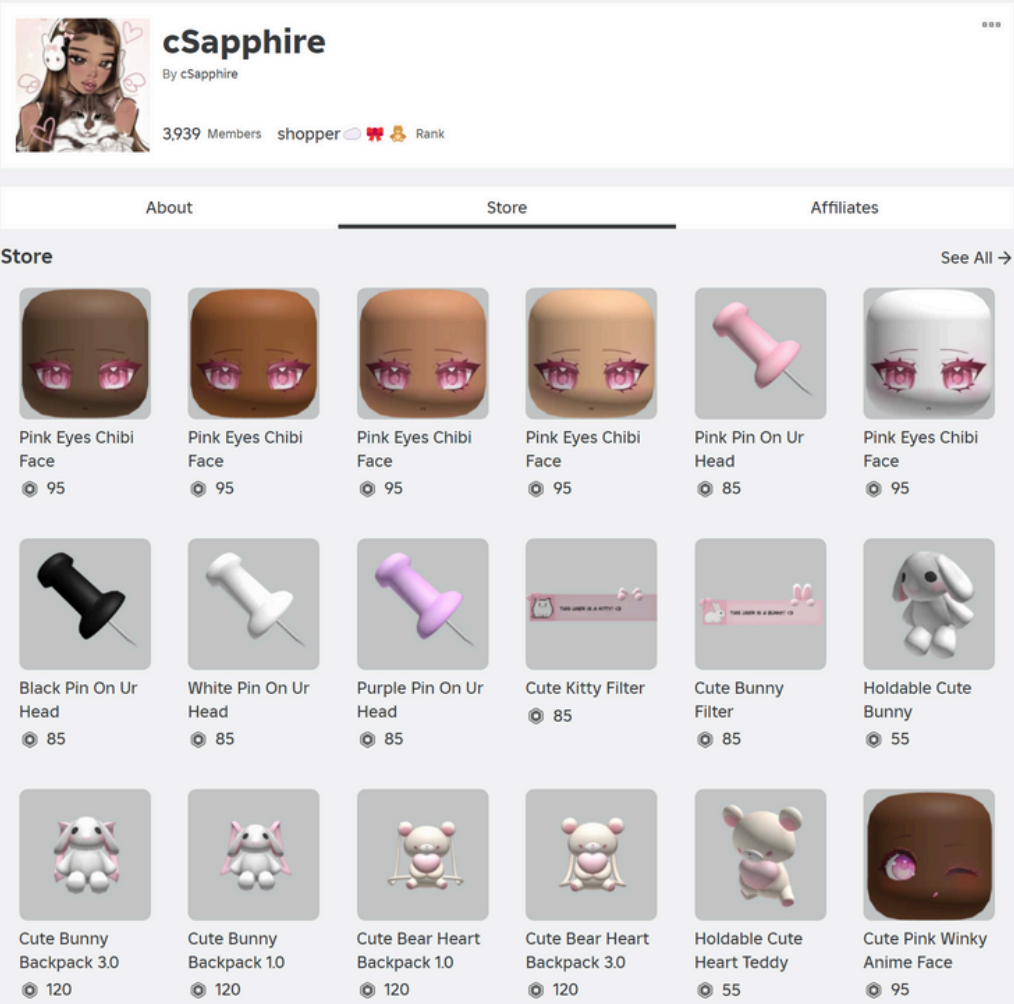
### Compliance and Ethics

Developers must ensure their monetization methods comply with Roblox's guidelines and are ethically sound, as it can harm the game's reputation and lead to player backlash. However, the platform maintains relatively unrestrictive policies and typically provides warnings if any aspects are deemed problematic, allowing time to be allocated to development rather than understanding regulatory uncertainties.



cSapphire
By cSapphire
3,939 Members    shopper 🎀 👥 Rank

About          Store          Affiliates

Store                                    See All →

| Pink Eyes Chibi Face | Pink Eyes Chibi Face | Pink Eyes Chibi Face | Pink Eyes Chibi Face | Pink Pin On Ur Head | Pink Eyes Chibi Face |
|---|---|---|---|---|---|
| 95 | 95 | 95 | 95 | 85 | 95 |
| Black Pin On Ur Head | White Pin On Ur Head | Purple Pin On Ur Head | Cute Kitty Filter | Cute Bunny Filter | Holdable Cute Bunny |
| 85 | 85 | 85 | 85 | 85 | 55 |
| Cute Bunny Backpack 3.0 | Cute Bunny Backpack 1.0 | Cute Bear Heart Backpack 1.0 | Cute Bear Heart Backpack 3.0 | Holdable Cute Heart Teddy | Cute Pink Winky Anime Face |
| 120 | 120 | 120 | 120 | 55 | 95 |

# 4. MARKETING PLANNING

## Social Channels

First and foremost, it is important to create a Roblox group so the future community has a space within the platform where they can get updates, access other social channels, and more. The next step is to create a Discord server where the future community can coexist and play games together, but also find technical support, report bugs, and more. Once these are set up, it is time to activate the channels for outreach to attract players into the game. These must be platforms where Roblox's audience is active, such as TikTok, Youtube, and the new Roblox-centered social channel, Freshcut.

## Content Creation.

Once social channels are up, it is time to start developing and sharing content such as trailers, tutorials, and gameplay videos to generate buzz around the launch and start building a community. The content must be tailored to each channel and posted consistently while taking advantage of hashtags and keywords to increase discoverability. During this phase, it can be rewarding to collaborate with gaming influencers or developers to extend reach to new audiences and run giveaways to build hype.
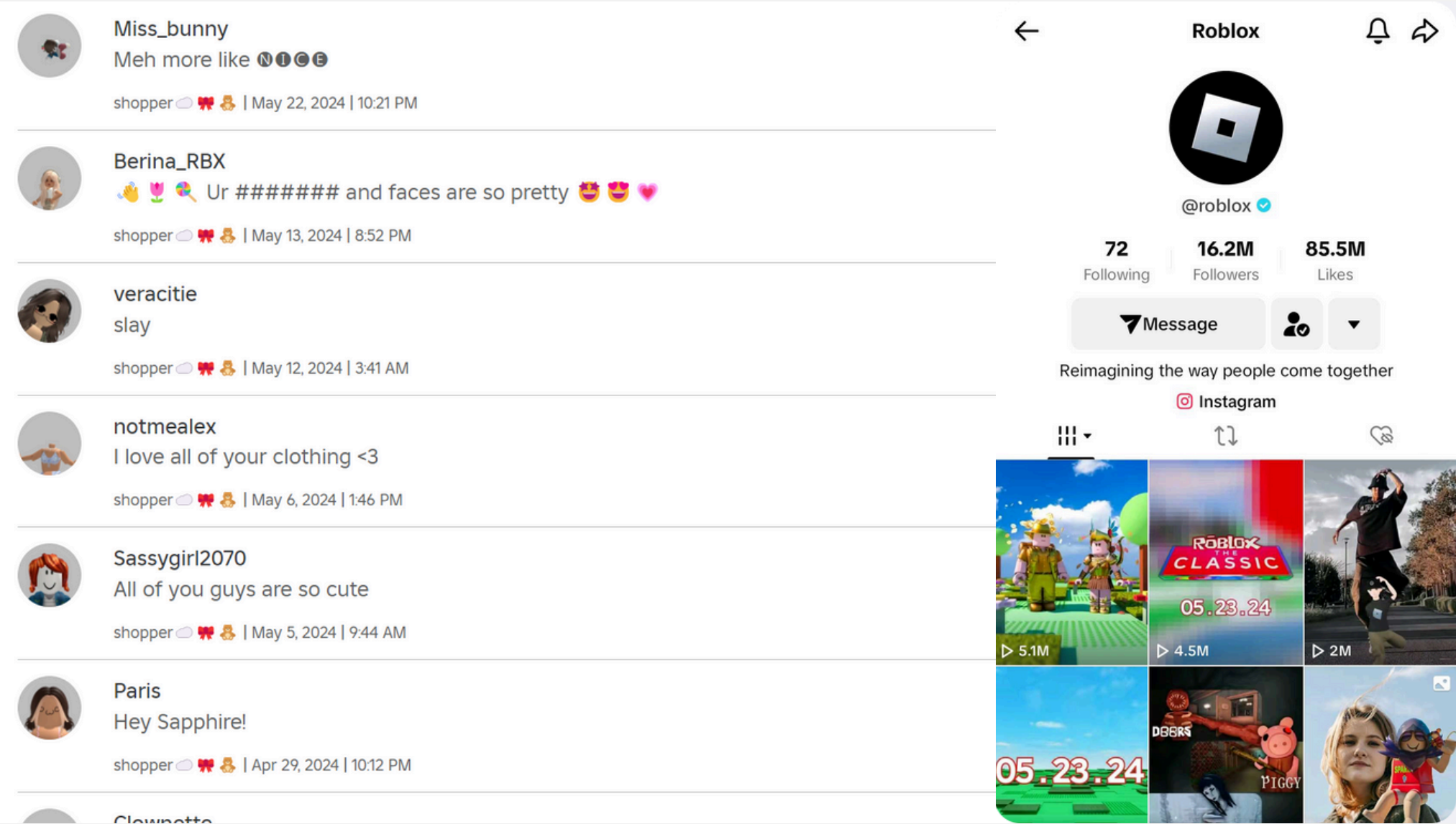


**Expert Tip**

Freshcut is a new Roblox-centered social channel for content sharing and interaction that is rapidly expanding and attracting more users.

# LAUNCH PHASE

## 5. RELEASE STRATEGY

### 5.1 TIMING

Scheduling a game's release during high-traffic periods can be a fruitful strategy to maximize visibility and engagement. This can entail targeting monthly windows, such as near school breaks, or weekly spikes, particularly towards the end of the week when player activity tends to surge. Another strategy can be a soft launch during periods of low traffic and a boost in advertisement during high-traffic periods.

| Experiences | Events | Avatar Items | Development Items |

**Clothing**  **Accessories**  **Classics**

Filters:

Accessory Type

Face Accessories ▼



**Flip Phone**
Created 5/10/2024
◎ 75

**Flip Phone**
Created 5/10/2024
◎ 75

**Flip Phone**
Created 5/10/2024
◎ 75

## 5.2 MARKETING STRATEGY EXECUTION

### Social Engagement

After launching, it is crucial to continue building a strong social presence and start sharing early access incentives to encourage players to test the game early-on. Additionally, it is time to leverage the community of players active on TikTok and YouTube. Encouraging players to share their own content related to the released game can quickly create a snowball effect that boosts its' popularity.

### Community Management

Once the game is live, players will start joining the Roblox Group and Discord server to stay updated on new content releases and exclusive events. When managed effectively, these hubs can generate engagement and provide feedback from the community to enhance the player experience. Listening to reported bugs and update requests, will make players feel like they are contributing and part of something bigger.

### Promotion

Post-launch is the prime time to start experimenting with advertising to boost game visibility. On Roblox, there are several promotional options, such as game sponsoring on the homepage, creating banner ads to target specific demographics, or advertising within other games with billboards and portals. Additionally, it is important to promote gameplay content outside of Roblox through social media, all while evaluating the return on investment to ensure your efforts are effective.

**Expert Tip**

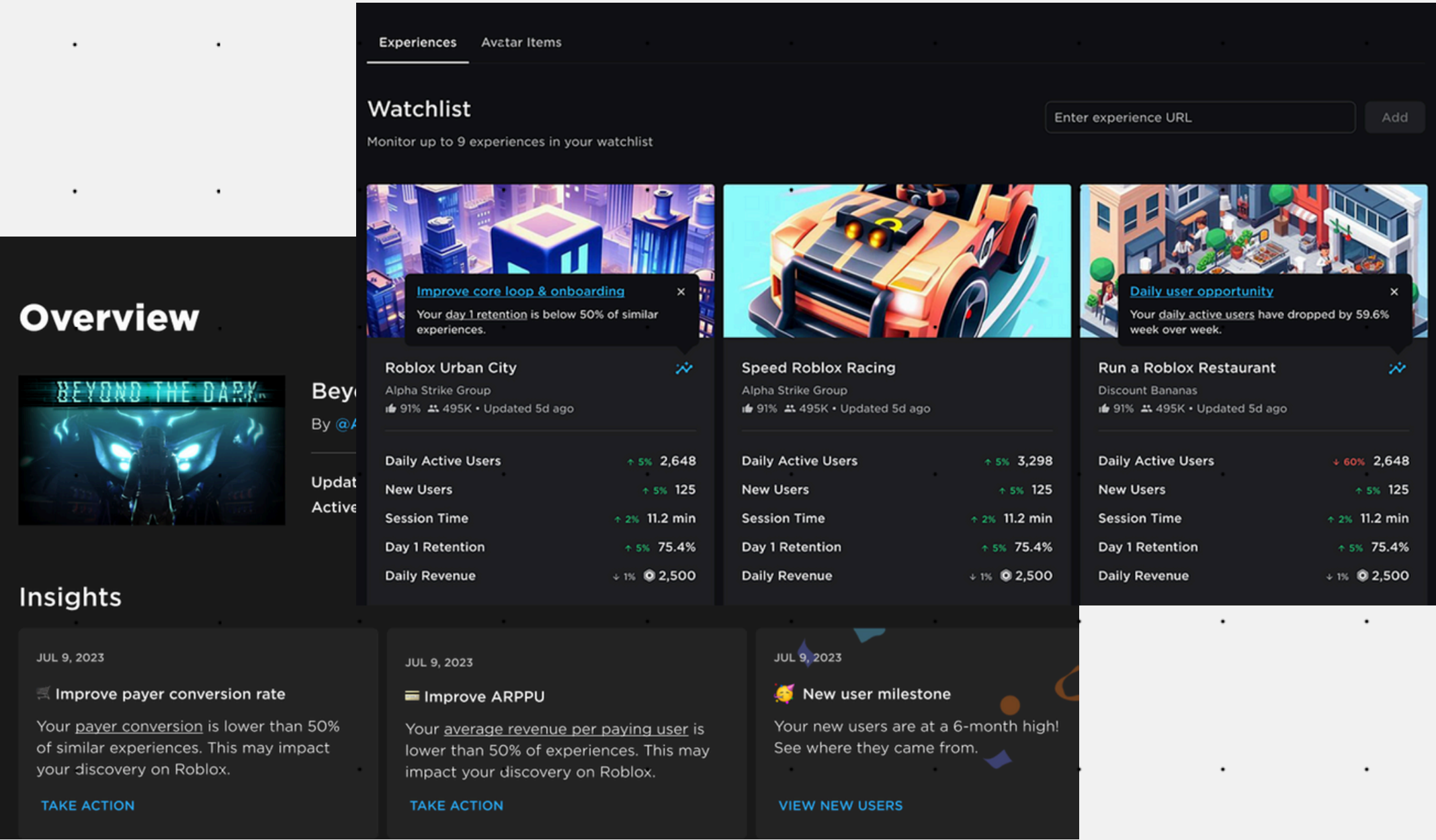**Collaboration with gaming influencers or developers and giveaways can extend game reach to new audiences and boost engagement.**
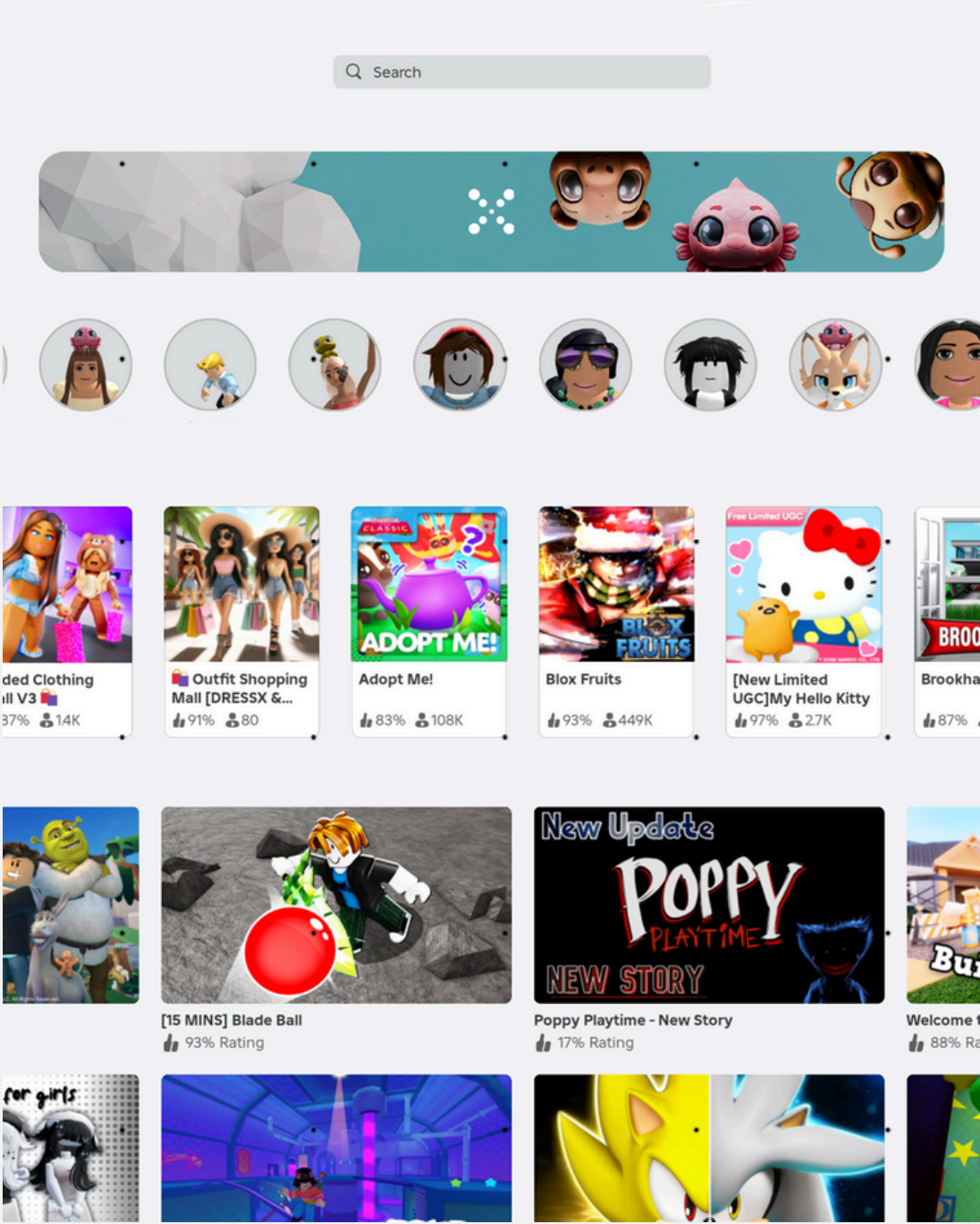
# POST-LAUNCH PHASE

## 6. DEVELOPMENT

**Updates**

Once the game is officially out and gaining success, rolling out regular updates is crucial for retaining player interest and maintaining engagement. This can include releasing seasonal events, new levels, and content packs to keep the gameplay experience fresh and exciting. Updates should be based on user data to address player preferences and behaviors. Additionally, implementing user-suggested features can enhance player satisfaction and foster a sense of community involvement.



Experiences    Avatar Items

## Watchlist

Monitor up to 9 experiences in your watchlist

Enter experience URL    Add

**Improve core loop & onboarding**    ×
Your day 1 retention is below 50% of similar experiences.

**Daily user opportunity**    ×
Your daily active users have dropped by 59.6% week over week.

**Roblox Urban City**
Alpha Strike Group
👍 91%  👥 495K • Updated 5d ago

**Speed Roblox Racing**
Alpha Strike Group
👍 91%  👥 495K • Updated 5d ago

**Run a Roblox Restaurant**
Discount Bananas
👍 91%  👥 495K • Updated 5d ago

| | Roblox Urban City | Speed Roblox Racing | Run a Roblox Restaurant |
|---|---|---|---|
| Daily Active Users | ↑ 5% 2,648 | ↑ 5% 3,298 | ↓ 60% 2,648 |
| New Users | ↑ 5% 125 | ↑ 5% 125 | ↑ 5% 125 |
| Session Time | ↑ 2% 11.2 min | ↑ 2% 11.2 min | ↑ 2% 11.2 min |
| Day 1 Retention | ↑ 5% 75.4% | ↑ 5% 75.4% | ↑ 5% 75.4% |
| Daily Revenue | ↓ 1% 2,500 | ↓ 1% 2,500 | ↓ 1% 2,500 |

## Overview

BEYOND THE DARK

Bey
By @A

Updat
Active

## Insights

JUL 9, 2023
🧾 **Improve payer conversion rate**
Your payer conversion is lower than 50% of similar experiences. This may impact your discovery on Roblox.
TAKE ACTION

JUL 9, 2023
💰 **Improve ARPPU**
Your average revenue per paying user is lower than 50% of experiences. This may impact your discovery on Roblox.
TAKE ACTION

JUL 9, 2023
🎉 **New user milestone**
Your new users are at a 6-month high! See where they came from.
VIEW NEW USERS

# USE CASES

Exclusible has broken down the process of developing and promoting a game, offering valuable insights into what the right path on Roblox looks like. However, the most effective way to learn how to launch a successful game, from creation to advertising, is by studying the strategies of successful developers in the community. Here are five standout games on Roblox to keep an eye on.

## 45M+
## VISITS

## 544M+
## VISITS
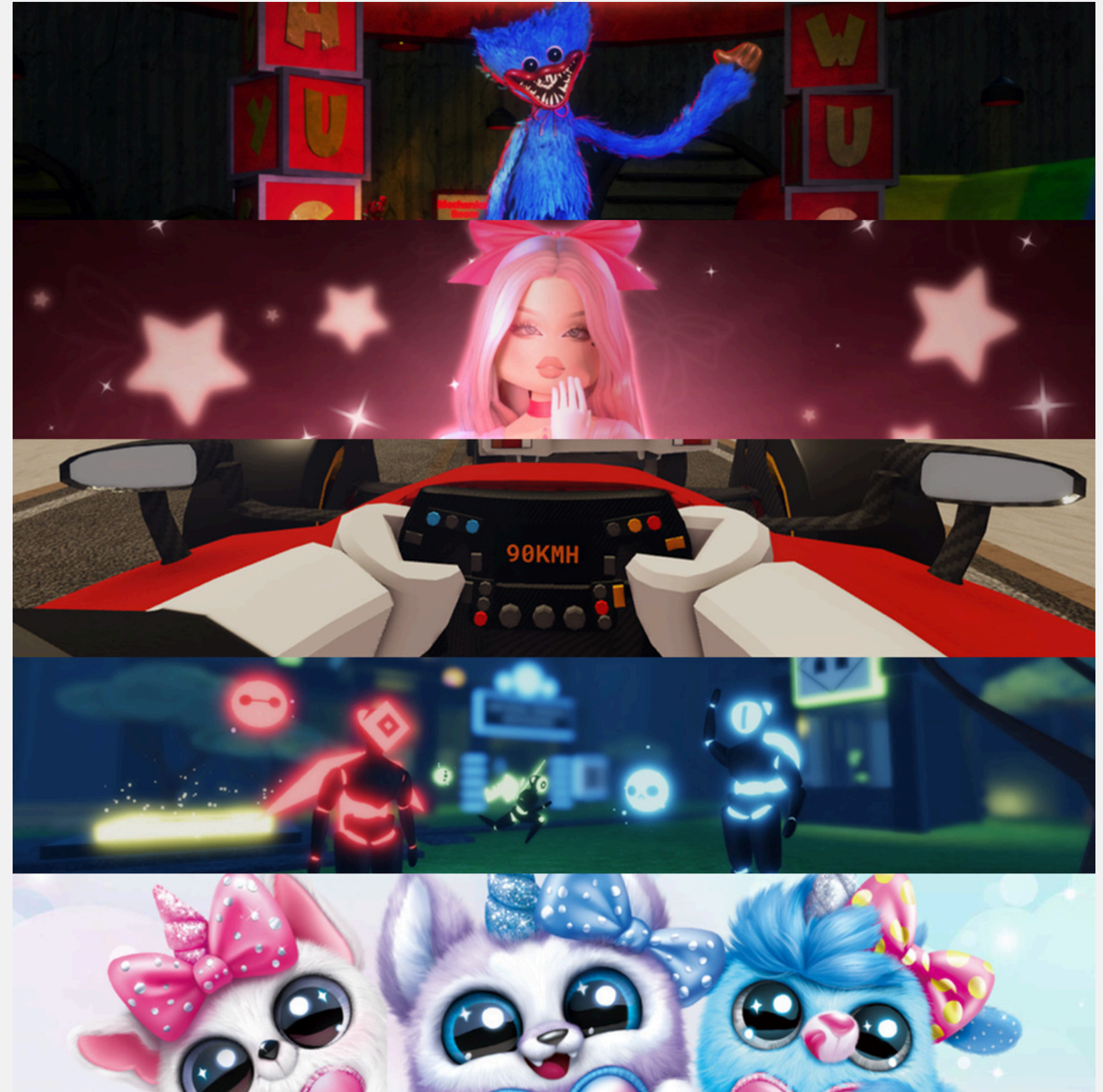
## 5M+
## VISITS

**POPPY PLAYTIME: FOREVER**

With over 45 million visits, Poppy Playtime is a horror game that lets players join forces with friends to survive and escape the confines of a toy store, while unlocking new environments and creating UGC along the way.

**A DUSTY TRIP**

A Dusty Trip has taken over 500 million players on a drive in powerful vehicles through an endless desert as they face sandstorms and monsters to collect items essential to survive on the winding roads for as long as possible.
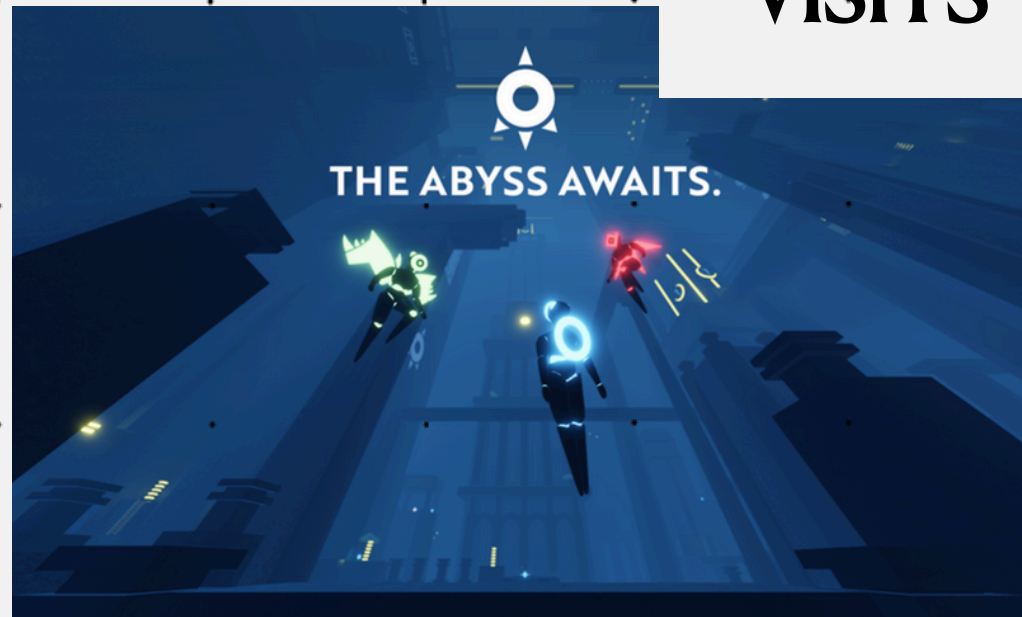
**RAISE A RAINBOCORN**

With over 5 million visits, Raise a Rainbocorn lets players hatch eggs, collect over 50 pets, and care for them by feeding, bathing and playing with them, while playing minigames to win accessories for their pets.
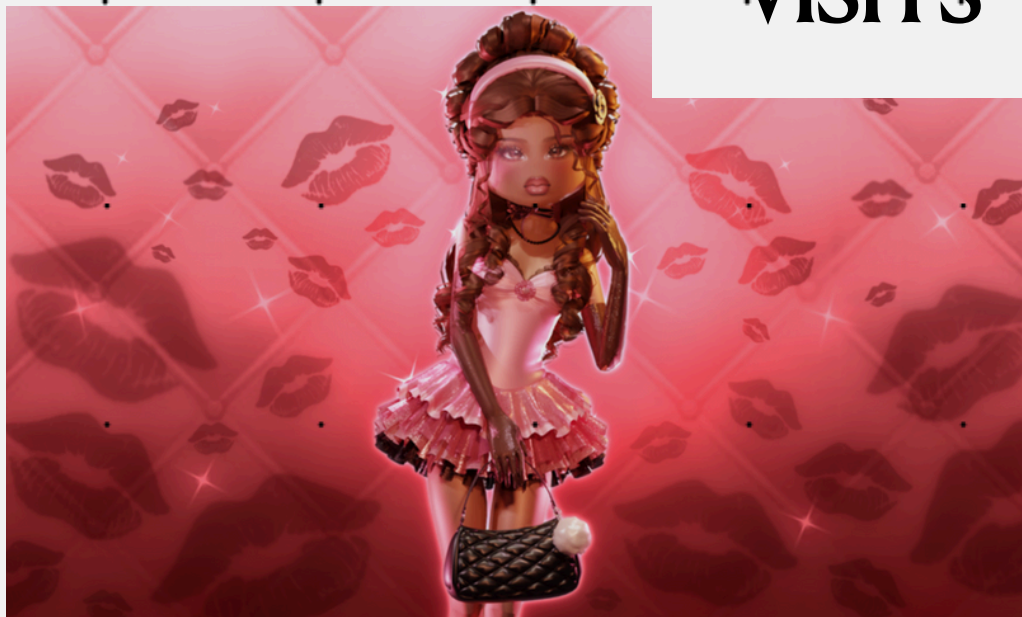
## 716M+
## VISITS

## 8M+
## VISITS

**DRESS TO IMPRESS**

Dress to Impress is a fashion game where over 700 million players have expressed their style by dressing-up their avatars and competing in themed contests, with fellow players rating each other's outfits.
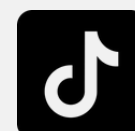
**ABYSSAL**

With over 8 million visits, Abyssal is a cooperative obby game where players must find a path to reach the top of the ancient abyss and discover the secrets hidden in the Sacred Lands.

**Expert Tip**
Check out the latest statistics and rankings of Roblox games on Bloxmetrics.

# THANK YOU

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