

TWITCH MARKETING

Getting past 100 concurrent viewers

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The beginning of your Twitch journey is going to be the hardest part. It's much more difficult to move from 10–100 concurrent viewers than it is to move from 1,000–2,000. This guide is designed to help you get through that initial hump in your growth.



We're going to break this down into 3 key phases:

1. Started from the Bottom(0–10)
2. The Uptick (10–40)
3. Accelerated Growth (40–100+)



PHASE 1: STARTED FROM THE BOTTOM (0 – 10 VIEWERS)

Unless you have at least a few viewers you're not going to get much attention- very rarely do people jump in a stream with 0-5 attendees. Which is why most people who attempt to start their career in streaming fail at this point- the barrier of getting passed the initial challenges of attracting viewers to your stream is often the same barrier that stops most would-be streamers in their tracks.

Humble Beginnings

We all have to start somewhere. Unless you're making the transition to streaming from competitive gaming and already have an audience, you're going to have to work past that initial sink hole that is the Twitch stream feed.

The **stream feed** is a list of all the streamers currently playing a game, and they're ordered by the number of viewers they have. This means that the streamers who get the most attention are the big streamers. The streamers with thousands of concurrent viewers have already proved themselves to Twitch, and have earned the added exposure of being at the top of the feed. The downside to this is that, well, no one really goes to the bottom of the feed.

Here are 5 growth hacks and tips for getting your channel off the bottom of the feed.

HACK #1 TELL EVERYONE YOU KNOW



I'm not exaggerating. Tell EVERYONE. Your mom, your grandpa, your ex girlfriend; anyone with a pulse who you think will tune into your channel.

This is a great way to get past the struggle that is the bottom of the stream feed. If you can get 5–20 viewers from your own personal network to tune in, you'll be able to attract more people to your streamorganically. Then, your job becomes retaining those viewers.



That's right, even Grandma. Tell her to put that smart phone to use and get your viewership up!



Tyler "Ninja" Blevins literally started with 0 viewers. In his course, "Build a Following" he teaches how he grew his channel from the ground up.





HACK #2 BLUE OCEAN VS. RED OCEAN GAMES

Familiarize yourself with the concept of Blue Ocean Vs. Red Ocean. Red Ocean means the waters are bloody, there are a lot of people fighting for dominance and attention. Red Ocean games on Twitch are games like League of Legends, DOTA, Overwatch- and any other of the more popular games. When the waters already bloody it's hard to capture attention and gain new viewers, they're too distracted by everything that's already going on.

When you stream popular games as a beginner, you're going to show up at the bottom of the feed. It's rare that someone will scroll all the way down to the bottom of the stream feed to see channels with 0-10 viewers, so find a game that you enjoy playing where you're more likely to shine.

Overwatch

Follow

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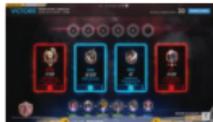
Language



Be one with the force, the force is ...
28,246 viewers on LIRIK



new map live/less input lag(reduc...
13,996 viewers on A_Seagull



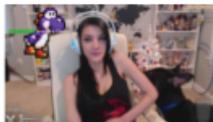
DE RETOUR !
4,449 viewers on esi_AlphaCast



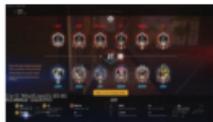
4700+ Dante still getting viewbotted
1,824 viewers on DanteZagveid



@EnVy_Taimou OGN Champion //...
1,193 viewers on taimoutv



RoadHog Kisses - Ipatreon Ips It...
1,112 viewers on CinCinBear



A Winning Stream!
846 viewers on KOREA10



RERUN: Finland vs. Hungary - Ov...
788 viewers on ESL_Overwatch



HACK #2 BLUE OCEAN VS. RED OCEAN GAMES

Blue ocean on the other hand- is smooth sailing. Blue ocean games are games without large audiences where you aren't competing with as many other streamers for attention. Look for games with a higher viewer and low streamer ratio. In business this is similar to finding your niche. When comparing marketing/ business and streaming I find that the game you play is a perfect analogy for your niche, while your personality and what we like to call your special sauce) is your brand

If you want to compete in the red ocean, that's completely fine. If the games you enjoy are the more popular games on Twitch, don't play a game you're not interested in just to avoid competition. At the end of the day growth is all about the process, and if you don't enjoy the process you'll never get the desired result.

Gang Beasts [Follow](#)

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Nie wiem co tu sie dzieje, / Nvidia ...
582 viewers on NVIDIA_PL



Return to Pokemon then Gang Be...
106 viewers on FilesGamingStuff



We had the best banica ever so G...
6 viewers on BrooklynBaby5



Gang Beest fails mit Teppsn...
4 viewers on TippenRappen



abgehen :D
4 viewers on ShadowShayx



Reach Our Goal 100! Followers! - ...
3 viewers on acounlyt



Ein wenig faulen JP
2 viewers on cr1ika7



HACK #3 FORUMS & FACEBOOK GROUPS

Hit the interwebz and find your community! Look for forums that focus on the games you want to play and make some friends, let them know when you plan on streaming- there are tons of communities of streamers that love to help each other out. It's one of the best aspects of the gaming community- if you're humble enough to askn for help, there's usually someone who will answer. Facebook groups are also a great resource for getting that initial bump past 10 concurrent viewers. Search for groups about the game your going to play, or even regional groups of gamers in your area. We started the LVLUP Dojo Private members group for this exact reason- we want the members of our site to be able to benefit not only from the content we provide, but from the community we're creating. We also have a discord app group that you don't have to be a member of the Dojo to join which you can find here.

Don't Forget Your Panels

This one is kind of a no brainer, but I thought I'd add it in just in case. Make sure your channel and profile are at the very least complete. You don't have to have the fanciest most awe inspiring overlay and panels ever seen- in fact most people overdo it with their overlays and end up distracting from their actual gameplay. That being said, add in a few twitch panels, you can visit Nerd or Die for some free downloads to get you started- and check out our blog on building your first overlay to get that cookin' as



HACK #4 UNDERSTAND WHY PEOPLE TUNE IN

Big streamers can play whatever game they want and still amass a large audience. Which has some interesting implications for why people watch the streams they do. If Lirik can play Geometry Wars and get thousands of viewers, it would imply that his fans are there for him- not for the game he's playing. Okay so Lirik is a pretty extreme example- but this rings true for everyone.

People will check your stream out for the first time because of the game you're playing, but they come back for you.

You are the beginning and end of your stream, the Alpha and the Omega. The God of your little corner of the Twitch universe. So be yourself and get comfortable! Viewers want someone relatable, and they aren't going to be able to relate to you if you don't let your personality (your special sauce) shine through. You have to love yourself (word to Bieber) and throw away any sense of insecurity that you may have if you're going to be a successful streamer. Quite simply, if you don't love yourself, how is anyone going to love watching you? Talk, a LOT. You should almost always be commenting on what's going on, your opinion on that play that just happened, why you don't like certain characters, etc. You can even talk about things completely unrelated to the game. Throw aside your fears when the camera turns on, just start talking. People want to relate to you and they have to learn who you are to do that.

HACK #4 UNDERSTAND WHY PEOPLE TUNE IN (CONTINUED)



In Ninja's course on building a following for your stream, he breaks down the different types of Twitch streamers:

Entertainers
Educators
Competitive Gamers

From a high level, any streamer can fall under one of these categories. Assuming that you aren't coming from the competitive scene with a pretty sizable following already we'll focus on the other two.

Educators

These streamers have to know their stuff. While an entertainer may talk about whatever the hell he/she wants to during a stream, an educator will focus primarily on the game, it's mechanics, the meta, character rankings, etc. Some of the biggest streamers out there made a name for themselves by constantly providing quality information about the games they play.

Entertainers

These streamers don't have to be the best in the world at the game they choose, their special sauce is their personality. The jokes they make, what they wear, accents, maybe they even role play as a certain character while they stream. The possibilities are endless especially with the recent addition of Twitch IRL where streamers can now stream their day to day lives.



HACK #5 FINDING YOUR SPECIAL SAUCE

Still don't think you've got the sauce? Let's create your brand.

What are your favorite games?

Where are you from?

What's your lifestyle like?

How do you earn a living?

Do you have any interesting skills?

What are your hobbies?

How many times did you poop today?

Okay the last one was just to make sure you're still with me. Individually, you're answers may not seem that enthralling-but when you put them together you've got the beginnings of your brand.

Imagine that you got yourself a commercial slot for your stream during the Super Bowl.

What would your commercial say?

What would you do to show people why they should watch your stream?

That's your special sauce. Your special sauce is what sets you apart from everyone else, what you like the most about yourself, and the value you bring to the table for the viewers. For some, that value may be just laughs and good times. For others, it could be knowledge- people could tune in just to hear your opinion on the game.

**If you're having trouble figuring out what your special sauce is, don't worry. It's hard to think objectively about yourself. You're an interesting human being, if you've gotten this far in the guide you're probably already making moves to make a career in gaming happen and make the switch from consumer to creator. That's more than can be said for 90% of the population.*



PHASE 2: THE UPTICK (10 – 40 VIEWERS)

This is the shortest phase of your initial growth. This window (10-40 viewers) is often the most frustrating as you can gain and lose viewers in this frame quite easily. You'll find that you're getting new people into your stream more often, however it's completely up to you to engage them and keep them interested. This is where your special sauce comes in..

Now that you've built a small community of consistent viewers it's time to start expanding. You've already gotten past the point where most would-be streamers quit, now it's all about consistency and dedication. There are two main aspects to this phase of growth: networking & hosting. Once you've gotten 10–15 viewers who show up for your stream whenever you go live, you can find thousands of other streamers at the same level as you to network with. Everyone's in this to grow and meet new members of the community, so don't be shy in reaching out.



**Want more detailed information on growing your stream? Check out Ninja's course on our site for an extensive course on getting Partnered on Twitch. Visit www.lvlupdojo.com for more information.*



NETWORKING

Networking is a lot more intimidating in concept than it is in actuality. What that means is that if you're the type of person to over analyze everything you do- when you finally reach out to someone you're probably going to think, "wow that was really easy, I can't believe I haven't been doing this all along".

To get started, find other streamers who focus on the same games as you and start a conversation up with them in their channel. Get to know them, follow them on Twitter and retweet a few of their tweets. Drop them a tip or interact with them in anyway you can- I bet they will reciprocate.

Make sure not to promote yourself on other peoples channels. No one likes the guy who spams links to his stream. No one. There's a time and a place for everything, when you're on someone else's channel the focus is them. Make sure to network with people who typically stream before or after your regular streaming hours- that way when you start hosting people and being hosted their schedule will fit in naturally with yours.

HOSTING

You should CONSTANTLY be hosting other streams. It's cheap, it's really easy to do, and it can only help you. People you host will often turn around and offer to host you back.



PHASE 3: ACCELERATED GROWTH

I see you're starting to get a hang of things. Look at you with your consistent viewers, you're so popular. Once you've built up a decent sized following, interaction and engagement become more important than ever. The goal here is to make the switch from one of the streamers your fans watch to their favorite streamer the reason they go to Twitch.

STREAM HYPE

Twitch is all about hype. Nothing is more exciting than seeing one of your favorite streamers go crazy over an amazing win. Take risks with your gameplay and celebrate your wins, just don't go so over the top that your audience thinks it's annoying.

LOYAL BOTS

There are countless free tools for the aspiring Twitch streamer to utilize. Loyalty bots for example, are a great way to build loyalty amongst your fans. You can set up a loyalty bot to reward viewers the longer they stay in your channel, set up rankings, and even prizes. Check out these options for loyalty bots: Ankhbot, Vivbot, and Revlo.

ALMOST IMPROV & CONSISTENCY

ALMOST INIMPROV

Have you ever seen a really skilled freestyle rapper? They seem to effortlessly weave words together right on the spot. The truth is- most of what they're saying, they've thought or said before. It's not so much coming up with original lines on the spot as it is mixing and matching the clever punch lines and metaphors that they have in their mental reserves.

We're going to apply the same concept to streaming. Almost Improvisation is when you prepare specific reactions to certain triggers. Maybe every time you get an achievement you do a triple backflip. Or if you're not Ninja Gaiden, maybe you just throw your arms up and fall out of your chair.

If you're not the type to get overexcited and improvise on

CONSISTENCY

I can't stress this enough, consistency is extremely important for growth. It should go without saying- if you want this to support you like a job then you have to treat it like a job. If you don't show up for work one day then there are repercussions. If you don't show up to stream one day, you're going to lose viewers. There are plenty of other streams in the sea and your fans will find other ways to entertain themselves while you're preoccupied with whatever kept you away from your stream that day.

It's better to stream less often and more consistently than it is to stream all the time with no schedule. People want to be able to tune in at regular times human beings are creatures of habit. If you want to build loyalty with your viewers you have to turn watching your stream into a habit for them.



CROSS POLLENATION & RENDER

CROSS POLLENATION

Being a Twitch streamer doesn't mean that you can neglect other social channels like Youtube, Facebook, Instagram, and Twitter. Those are all free marketing tools that you can use to grow your viewership and they can't be neglected.

There are even tools out there like IFTT which allow you to automate your social channels so that when you post to one- you post to all. Twitter is almost indispensable as a streamer for networking- but it's also amazing for attracting new viewers and letting your followers know when you're online. Youtube is a great place to put your highlight videos- and of course, your stream schedule. Put your stream schedule EVERYWHERE.

Whenever you go online to stream, announce it across all your channels. It's free, it's easy, and it works. As you grow, so will your social channels, and so will the amount of people you'll be able to direct to your

RENDER