

The background is a vibrant, stylized illustration from the game Slay the Spire II. It depicts a chaotic battle scene. In the foreground, a large, green-skinned, horned monster with a braid is shown in a dynamic pose, holding a sword. Above it, a blue, bird-like creature is flying. In the background, a tall, dark spire rises against a fiery, orange and red sky. Various other characters and weapons are scattered throughout the scene, creating a sense of intense action.

Slay the SPIRE II

GTM STRATEGY

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PRE-LAUNCH



Objective: Build awareness, grow an engaged community, and drive Steam wishlists by showcasing the game’s strategic gameplay and replayability before its Early Access release.

KPI: 150,000+ wishlists on Steam, 1 million+ views across all socials, 5-10 influencers, 25,000+ members on Discord

Timeline: 6 months

Channels	Activities	Why this channel
Social Media (TikTok, X, Instagram)	Gameplay clips, developer insights posts, community polls	Social media builds early awareness and allows developers to consistently communicate with potential players while showcasing gameplay mechanics.
Influencer & Creator Marketing	Early preview builds, Twitch streams, creator challenges	Gaming influencers introduce the game to large audiences and demonstrate gameplay depth through live gameplay and strategy content.
Steam Store Page Optimization	Store page launch, developer updates, wishlist call-to-actions	Steam wishlists are one of the most important indicators of launch success and improve algorithmic visibility on the platform.
Community Platforms (Discord & Reddit)	Discord server launch, developer Q&A sessions, strategy discussions	Community platforms help build player loyalty and encourage strategy sharing and player discussion before launch.
Video Content & Trailers	Reveal trailer, gameplay deep dive videos, YouTube promotions	Video content quickly communicates gameplay mechanics and creates excitement around the game before release.

SOCIAL MEDIA

Activities

- Post short gameplay clips showing card combos and relic synergies
- Share developer insight posts explaining mechanics
- Run community polls about favorite strategies

Example Content

Example Post:

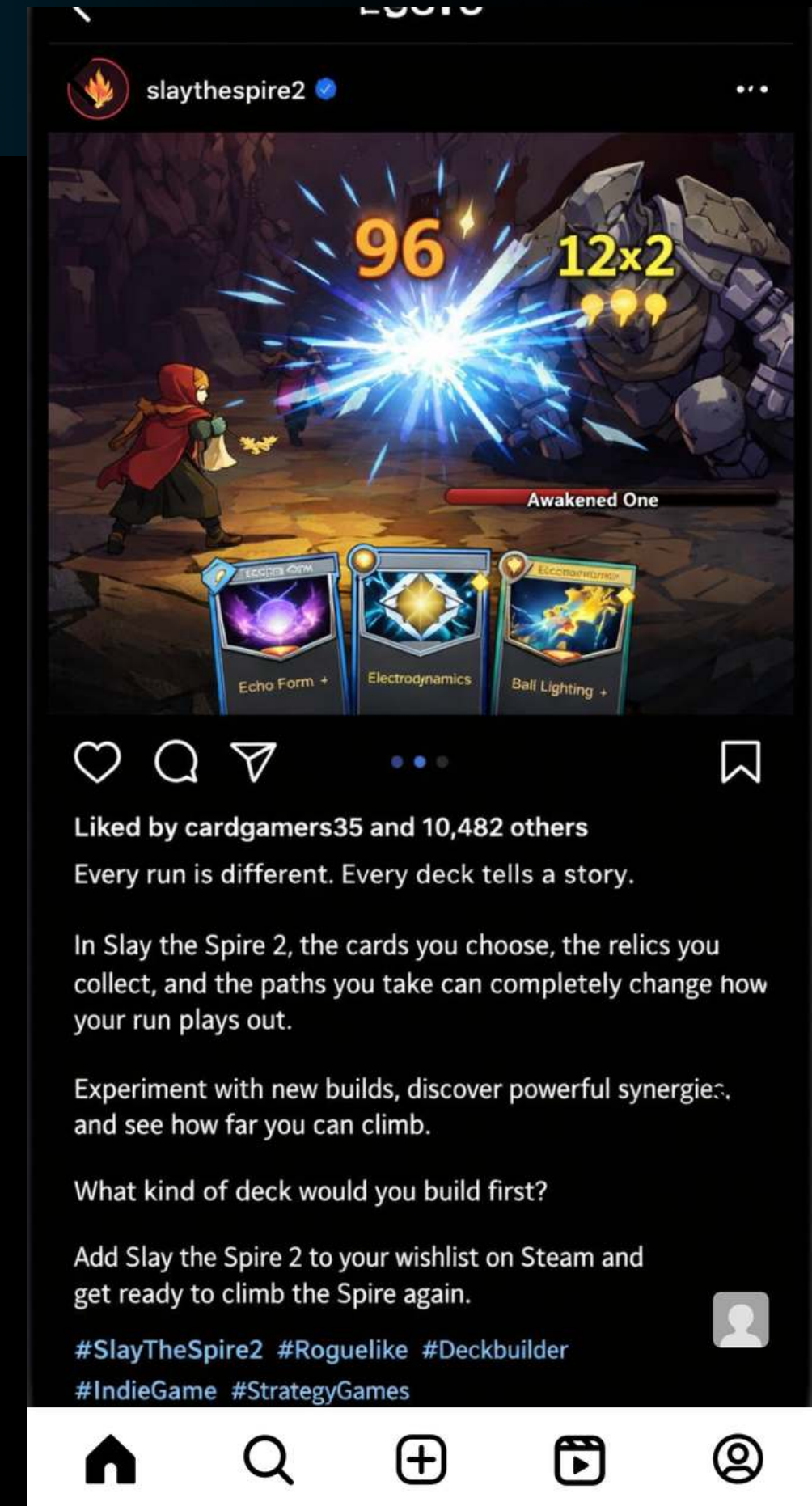
"What's your favorite deck build so far? Watch this combo break the game."

Example Content Types

- 15–30 second gameplay clips
- Developer commentary posts
- Strategy highlights

Why This Channel

Social media platforms allow developers to maintain consistent communication with players and create hype around upcoming games. Short-form gameplay clips are particularly effective for demonstrating mechanics and encouraging engagement.



INFLUENCER MARKETING

Example: CohhCarnage



YouTube: ~467K subscribers
Twitch: ~1.7M followers

Activities

- Provide preview builds to strategy YouTubers
- Sponsor Twitch streams showcasing gameplay runs
- Run a creator challenge (fastest Spire climb)

Example Content

- Twitch stream: "First Look at Slay the Spire 2"
- YouTube video: "Top 5 Deck Builds in the Beta"

Why This Channel

Influencer marketing is highly effective in the gaming industry because creators already have engaged audiences. Gameplay demonstrations help players understand the game and generate excitement before release.

STEAM STORE PAGE

Activities

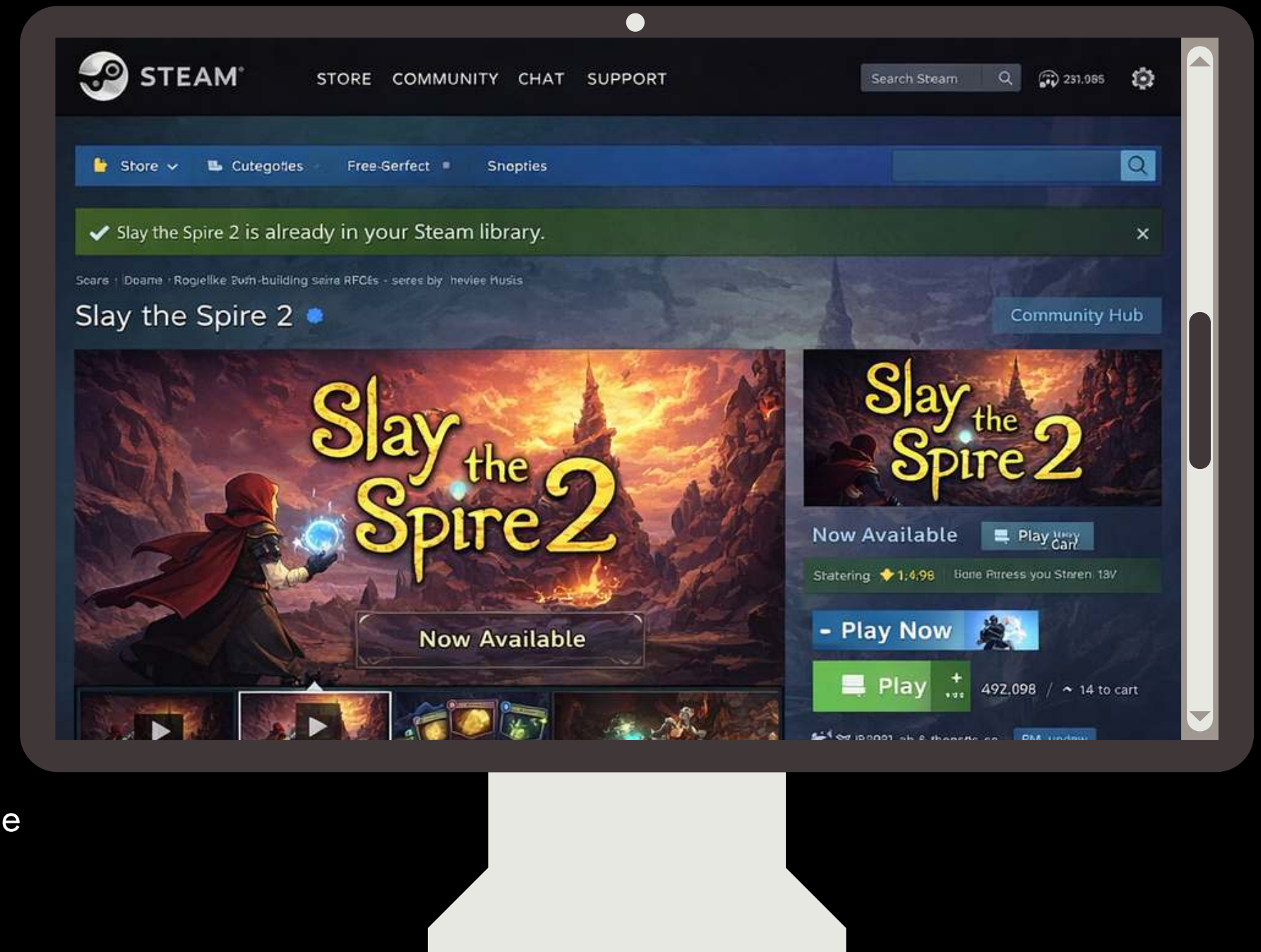
- Launch the Steam page with screenshots and gameplay trailer
- Post developer updates and patch notes
- Encourage players to wishlist the game

Example Content

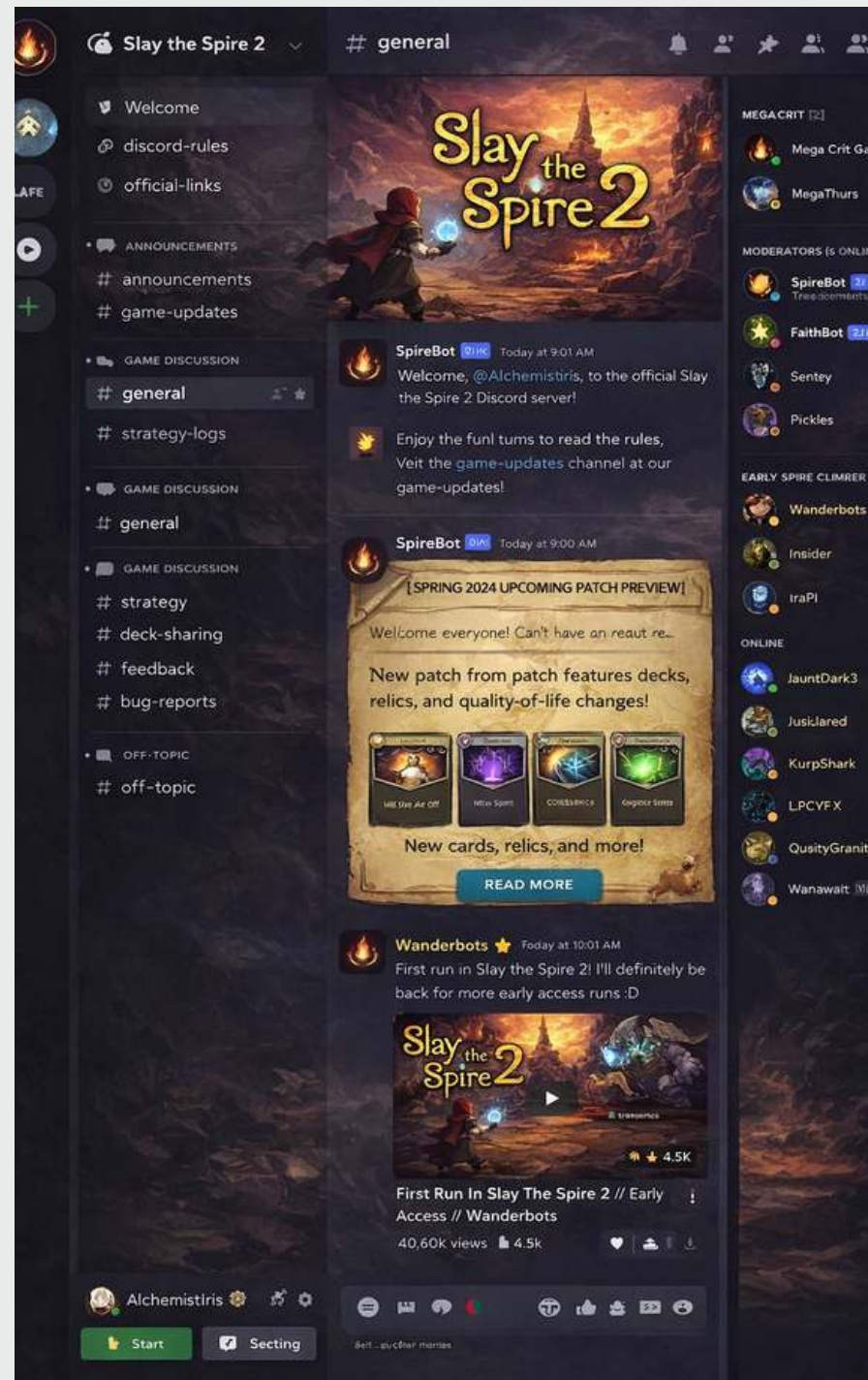
- Steam developer blog updates
- Gameplay screenshots highlighting relics and enemies
- Wishlist call-to-action banners

Why This Channel

Steam is the primary storefront for PC games, and wishlists play a critical role in determining algorithmic visibility. The more wishlists a game has before launch, the more likely it is to appear in discovery features.



COMMUNITY PLATFORMS



Activities

- Launch official Discord server
- Host developer AMA sessions
- Encourage players to share deck strategies

Example Content

- “Deck Build of the Week” community spotlight
- Discord channels for strategy discussion

Why This Channel

Community platforms allow players to interact directly with developers and each other. This builds stronger engagement and helps create a dedicated player base before launch.

VIDEO MARKETING

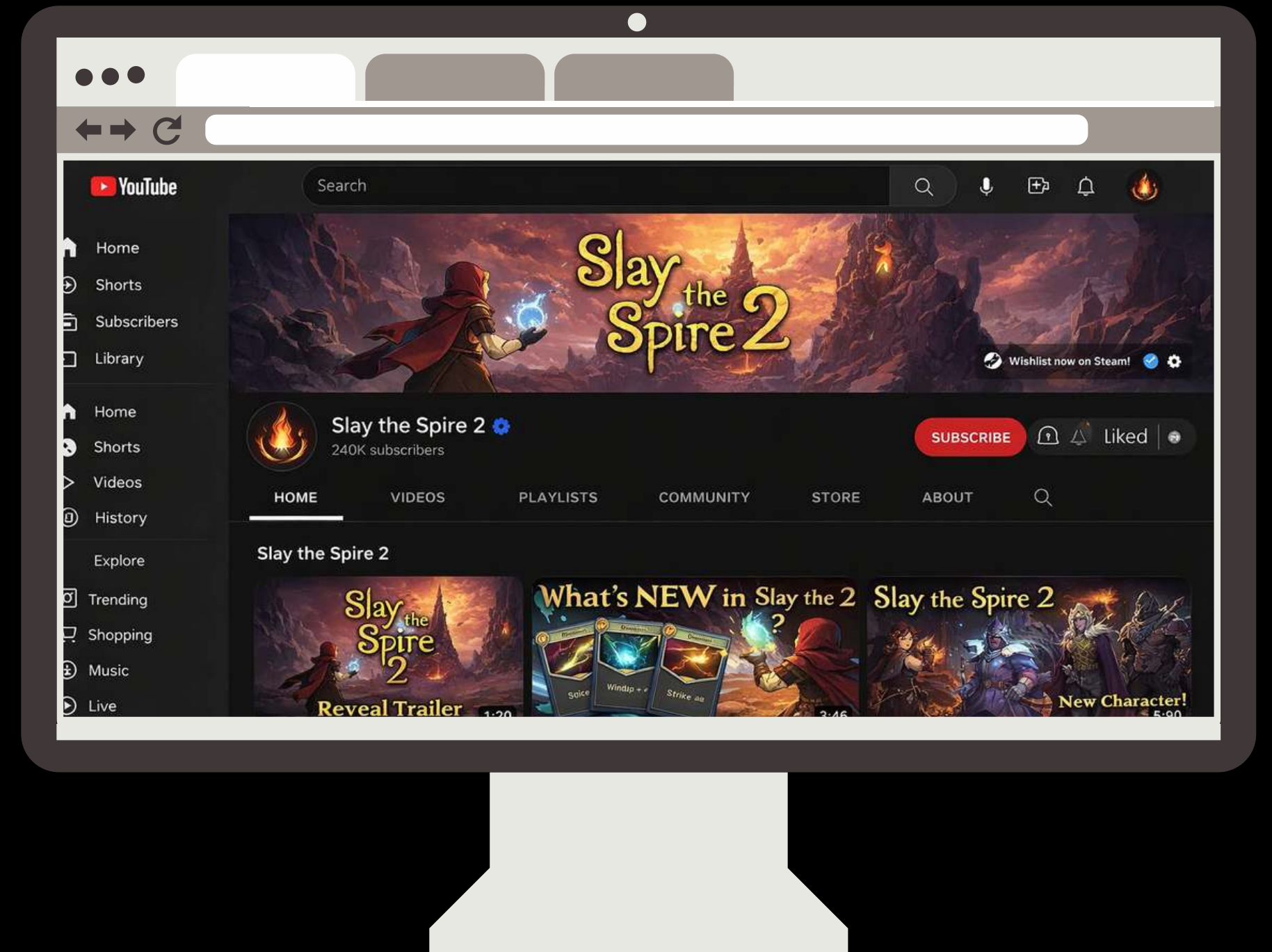
Video content will showcase the game's mechanics and replayability.

Activities

- Release an announcement trailer introducing the game
- Publish gameplay deep-dive videos explaining deck-building systems
- Run YouTube ads promoting the trailer

Why this channel works

Video content is one of the most effective ways to communicate gameplay systems. YouTube gaming audiences are highly engaged, and research shows that viewers who watch gaming content demonstrate higher loyalty and engagement compared to general audiences.





LAUNCH

Objective: Convert pre-launch awareness and Steam wishlists into Early Access players while maximizing visibility on Steam through strong sales, reviews, and community engagement during the first weeks of release.

KPI: 75-100K Sales, 15-20% Wishlist to purchase conversion on Steam, add 40,000+ members on Discord, achieve a very positive rating from reviews

Timeline: 1 month

Channels	Activities	Why this channel
Social Media (TikTok, X, Instagram)	Launch announcement posts, gameplay highlight clips, player reaction posts	Social media amplifies launch visibility and helps maintain excitement by sharing gameplay moments and player reactions.
Influencer & Creator Marketing	Launch-day gameplay streams, sponsored YouTube reviews, influencer deck build challenges	Influencers help convert interest into players by showing real gameplay and demonstrating the game’s depth to their audiences.
Steam Store Page & Reviews	Launch trailer update, developer announcements, encourage player reviews	Steam visibility is heavily influenced by reviews, activity, and sales during launch week, which improves algorithmic discovery.
Community Platforms (Discord & Reddit)	Launch day events, developer Q&A sessions, strategy discussion threads	Community platforms help maintain engagement and allow players to share builds, strategies, and feedback after launch.
Video Content & Trailers	Launch trailer release, gameplay guide videos, post-launch update videos	Video content helps new players understand gameplay mechanics and drives additional interest during the launch window.

SOCIAL MEDIA

Activities

- Launch announcement across Instagram, X, and TikTok
- Post gameplay highlights from launch day streams
- Share player reactions and community clips

Example Content

Example Post:

"The climb begins today. Slay the Spire 2 is now available in Early Access on Steam."

Example Content Types

- Short gameplay highlight clips
- Player reaction posts
- Countdown graphics for launch day

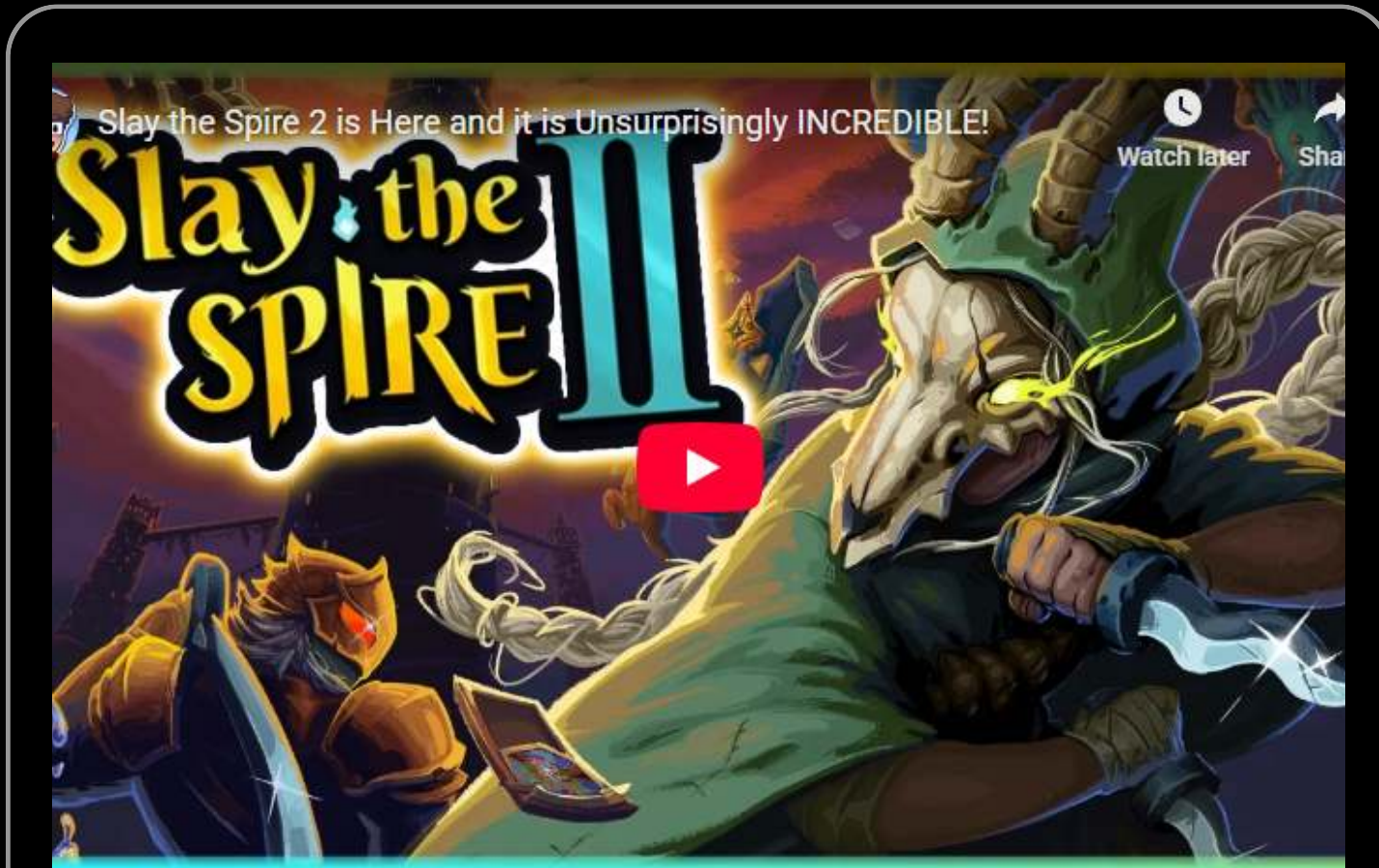
Why This Channel

Social media allows the studio to amplify the launch announcement and maintain excitement around the release. Sharing gameplay moments and player reactions helps create momentum and encourages more players to try the game.



INFLUENCER MARKETING

Example: Retromation



YouTube: ~284K subscribers
Twitch: ~22.4K followers

Activities

- Launch day gameplay streams with influencers
- Sponsored YouTube reviews and first impressions
- Creator challenges showing unique deck builds

Example Content

- Twitch stream: "First Run in Slay the Spire 2"
- YouTube video: "Top Deck Builds in Early Access"

Why This Channel

Influencers help convert awareness into players by demonstrating gameplay in real time. Their audiences trust their recommendations, which can drive strong engagement and purchases during launch week..

STEAM STORE PAGE & REVIEWS

Activities

- Update Steam page with launch trailer
- Post developer announcements and updates
- Encourage players to leave reviews

Example Content

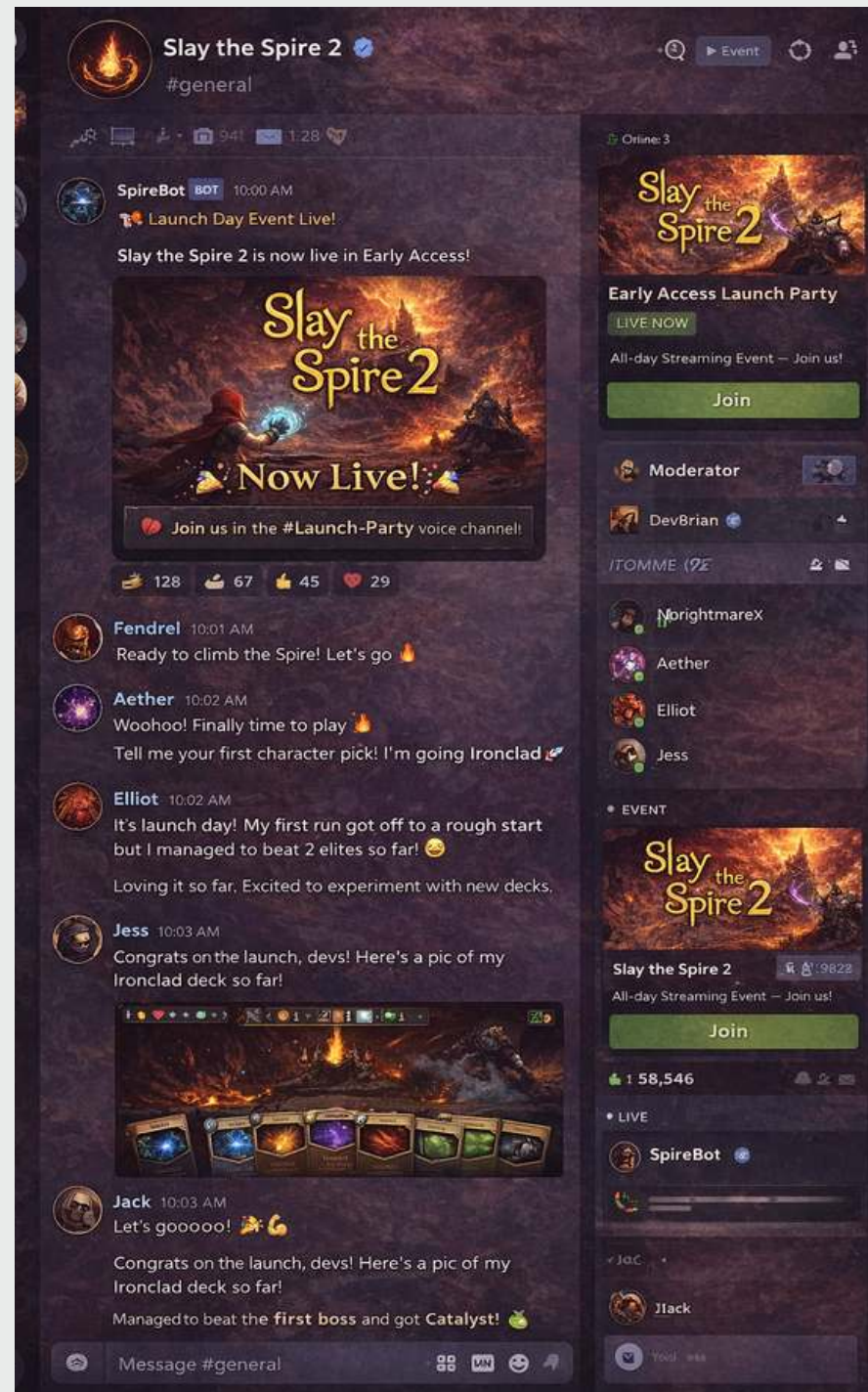
- Launch trailer pinned on Steam page
- Developer post thanking players for launch support
- Community update outlining upcoming patches

Why This Channel

Steam is the primary distribution platform for the game. Activity such as sales, reviews, and page traffic during launch week improves the game's visibility in Steam's discovery algorithms.



COMMUNITY PLATFORMS



Activities

- Launch day community events in Discord
 - Developer Q&A sessions with players
- Strategy discussions and deck build sharing

Example Content

- “Deck Build of the Week” community challenge
- Developer AMA discussing Early Access roadmap

Why This Channel

Community engagement helps maintain player excitement after launch. Discord and Reddit allow players to share strategies, provide feedback, and build a stronger connection with the game..

VIDEO MARKETING

Activities

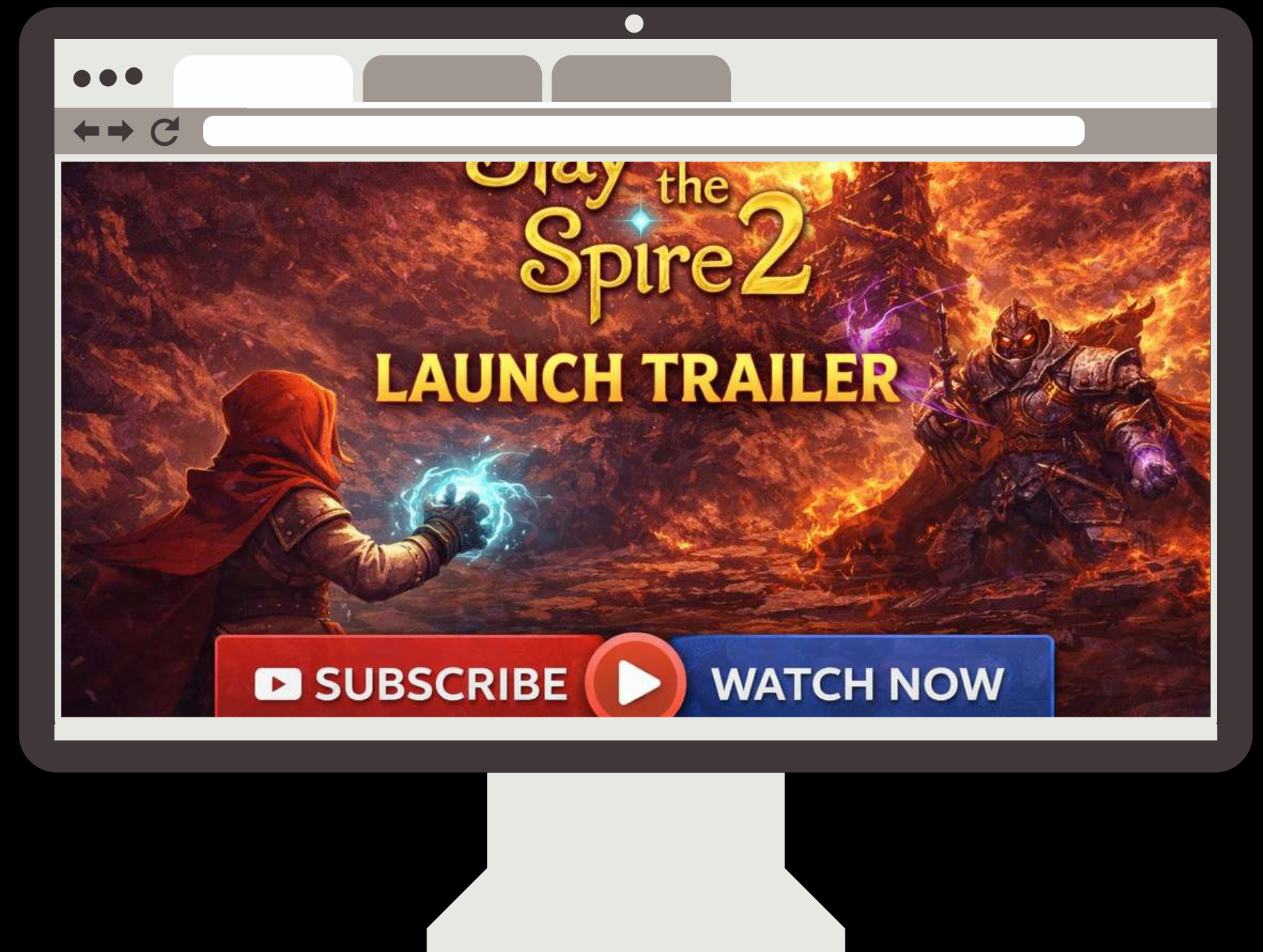
- Release official launch trailer
- Publish gameplay guide videos explaining mechanics
- Post developer update videos

Example Content

- “Slay the Spire 2 Launch Trailer”
- “Beginner Deck Building Guide”

Why this channel works

Video content helps new players quickly understand gameplay systems and highlights the game’s strategic depth. Trailers and gameplay videos also continue to attract new players after the initial launch announcement.





POST-LAUNCH

Objective:The objective of the post-launch stage is to retain players, increase long-term engagement, and drive continued revenue through content updates, community engagement, and ongoing visibility.

KPI: Maintain 30–40% player retention after 30 days, Sustain 10,000+ daily active players, Maintain or improve to Very Positive (85%+ rating), Achieve 500K+ monthly views on content, Grow Discord to 60,000+ members

Timeline: 1 month - 6 months

Channels	Activities	Why this channel
Social Media (TikTok, X, Instagram)	Patch updates, gameplay highlights, community clips	Social media keeps players informed and engaged while showcasing new content and updates.
Influencer & Creator Marketing	Sponsored update coverage, challenge runs, build showcases	Influencers re-engage players and introduce updates to new audiences through gameplay content.
Steam Store Page & Reviews	Patch notes, update announcements, review responses	Regular updates improve Steam visibility and maintain player trust during Early Access.
Community Platforms (Discord & Reddit)	Events, feedback discussions, deck-building contests	Community engagement increases retention and allows players to feel involved in development.
Video Content & Trailers	Update trailers, strategy guides, patch breakdown videos	Video content educates players on new content and brings lapsed players back into the game.

SOCIAL MEDIA

Activities

- Post patch notes and update highlights
- Share player clips and high-skill gameplay moments
- Highlight new cards, relics, or mechanics

Example Content

Example Post:

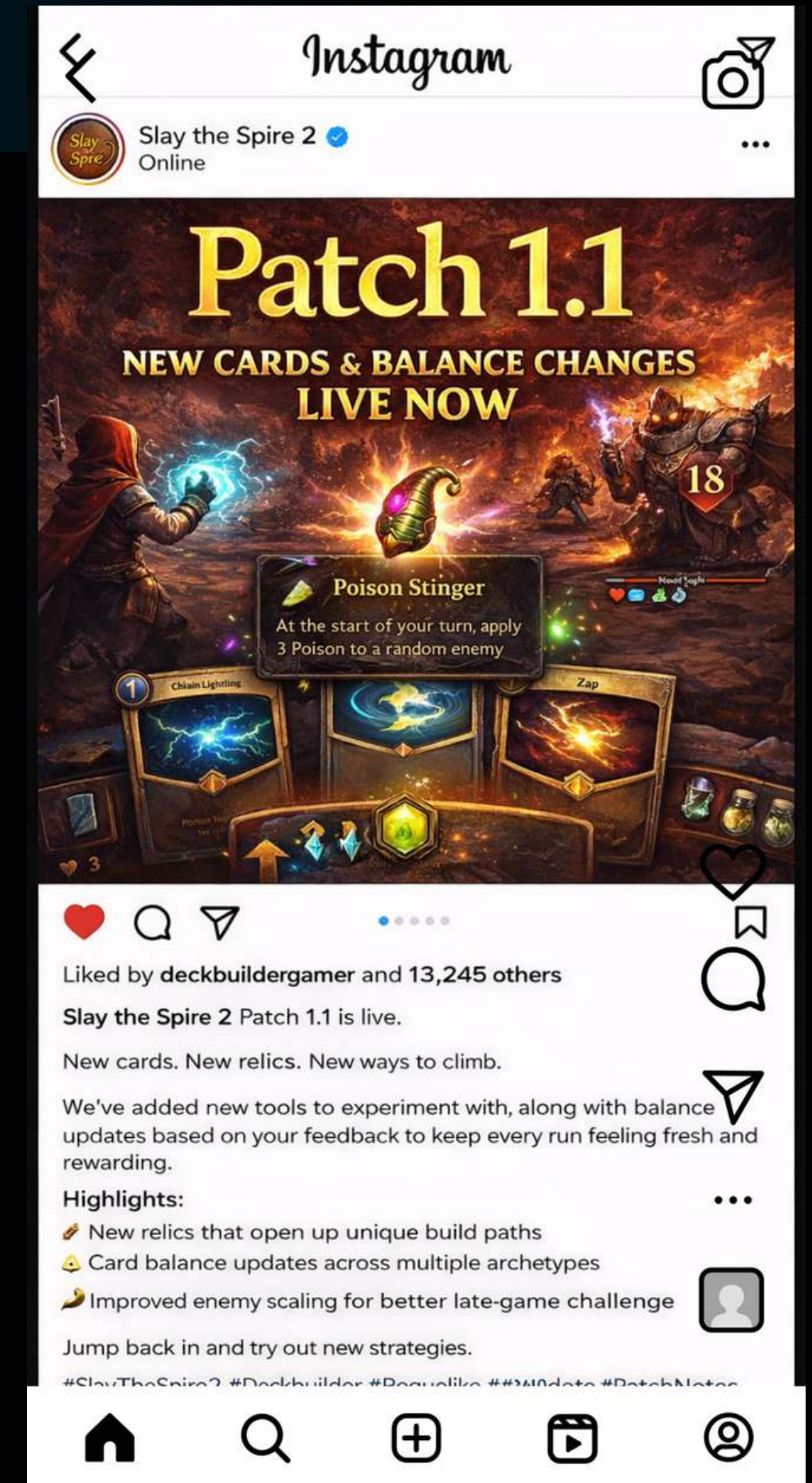
"New relic just dropped. What builds are you trying?"

Example Content Types

- Short gameplay highlight clips
- Player reaction posts
- Countdown graphics for major updates

Why This Channel

Social media keeps the game visible after launch and helps maintain engagement by highlighting new content and community activity.



INFLUENCER MARKETING

Example: Frost Prime



Activities

- Partner with creators to showcase new updates
- Sponsor “new build” or “challenge run” content
 - Feature high-level gameplay runs

Example Content

- “Best Builds After Patch 1.1”
- “Can You Beat the Spire With Only X Cards?”

Why This Channel

Influencers help bring players back after updates and expose the game to new audiences through engaging gameplay content.



YouTube: ~325K subscribers

Twitch: ~148K followers

STEAM STORE PAGE & REVIEWS

Activities

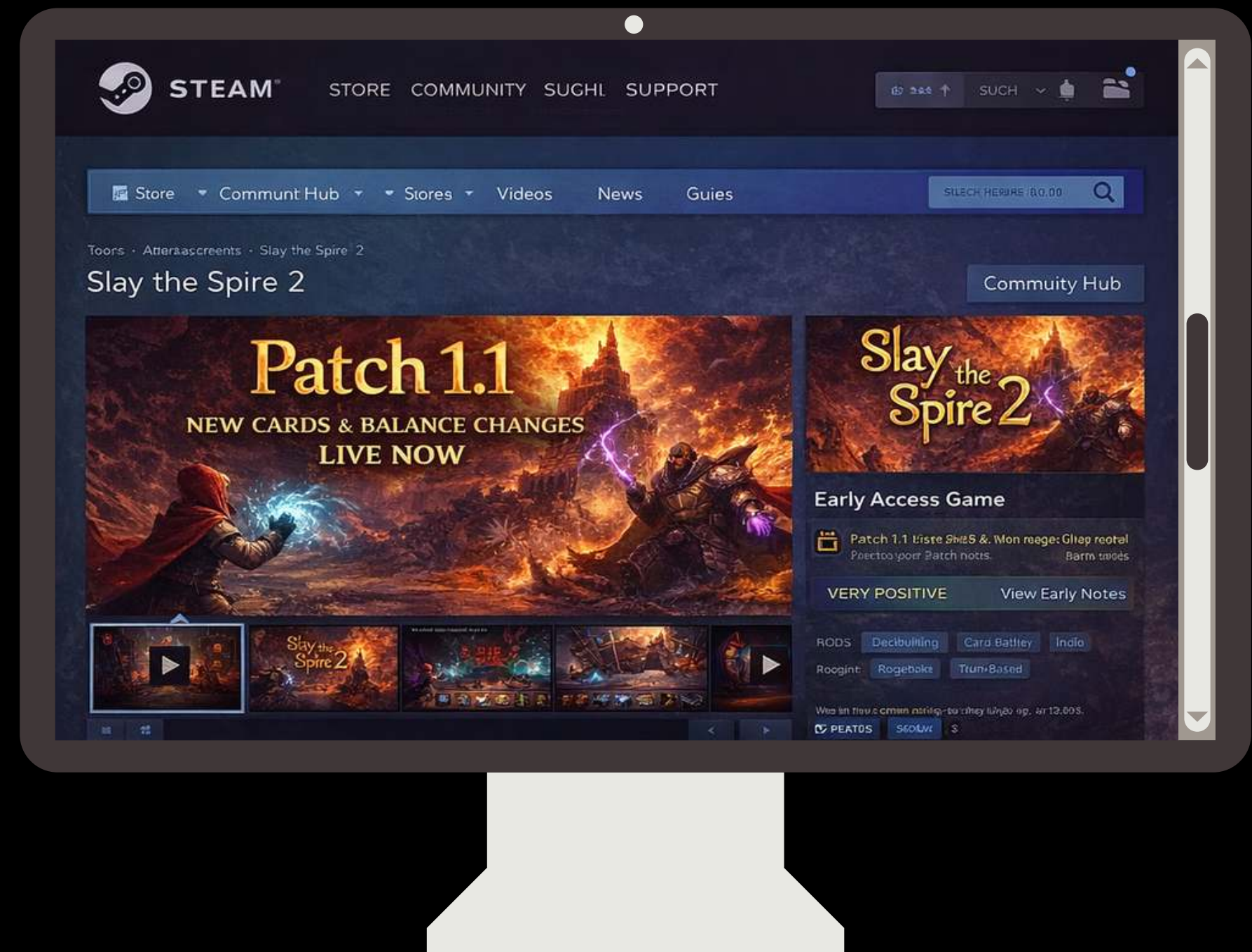
- Release regular patch notes and updates
- Highlight new features on the Steam page
- Respond to player reviews and feedback

Example Content

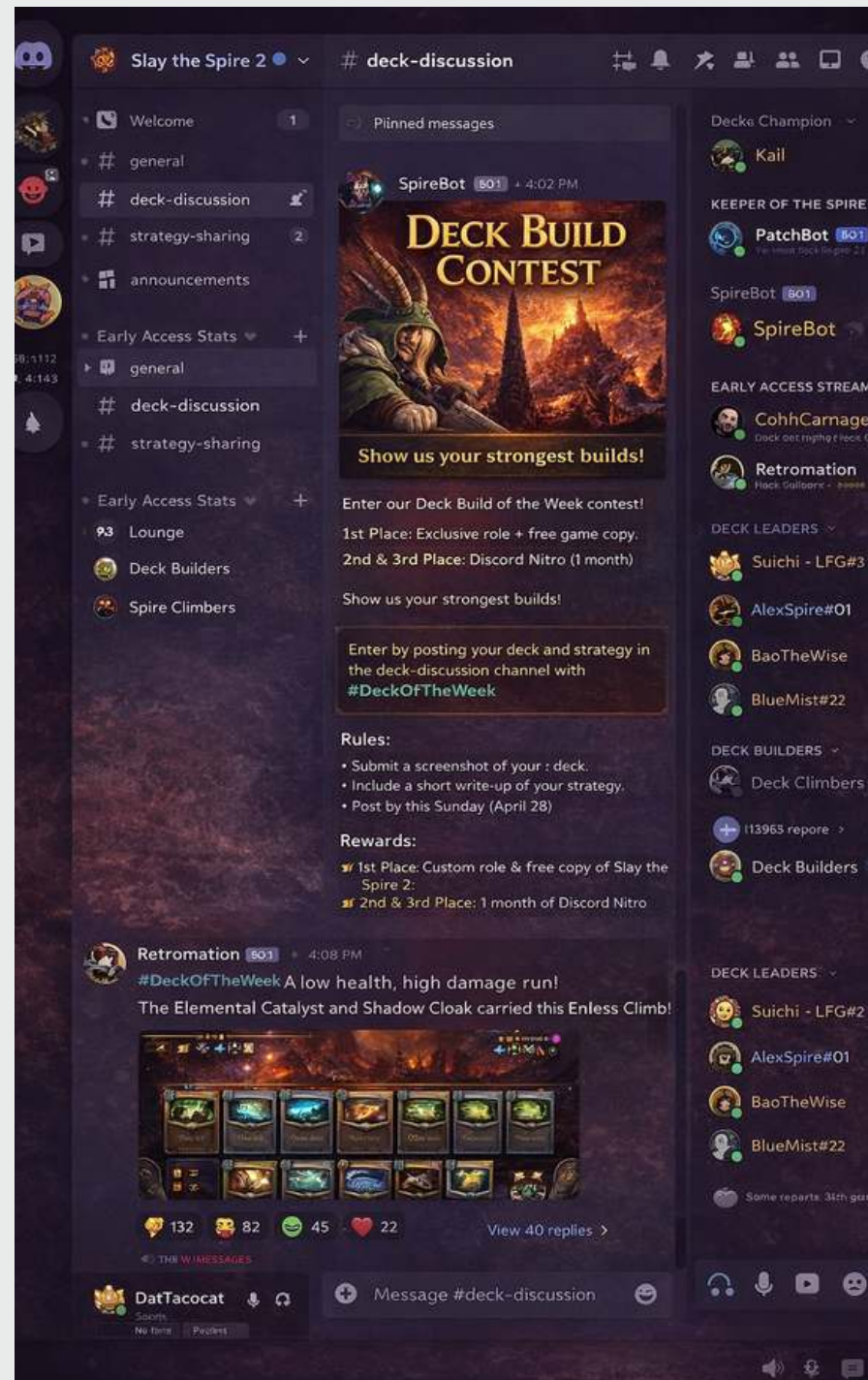
- “Patch 1.1 – New Cards and Balance Changes”
- Developer update posts

Why This Channel

Frequent updates improve visibility in Steam’s algorithm and show active development, which is critical for Early Access success.



COMMUNITY PLATFORMS



Activities

- Host community events and deck-building contests
 - Run developer Q&A sessions
- Collect feedback for future updates

Example Content

- “Deck Build of the Month” competition
- AMA discussing upcoming roadmap

Why This Channel

Community engagement increases retention and gives players a sense of ownership in the game’s development..

VIDEO MARKETING

Activities

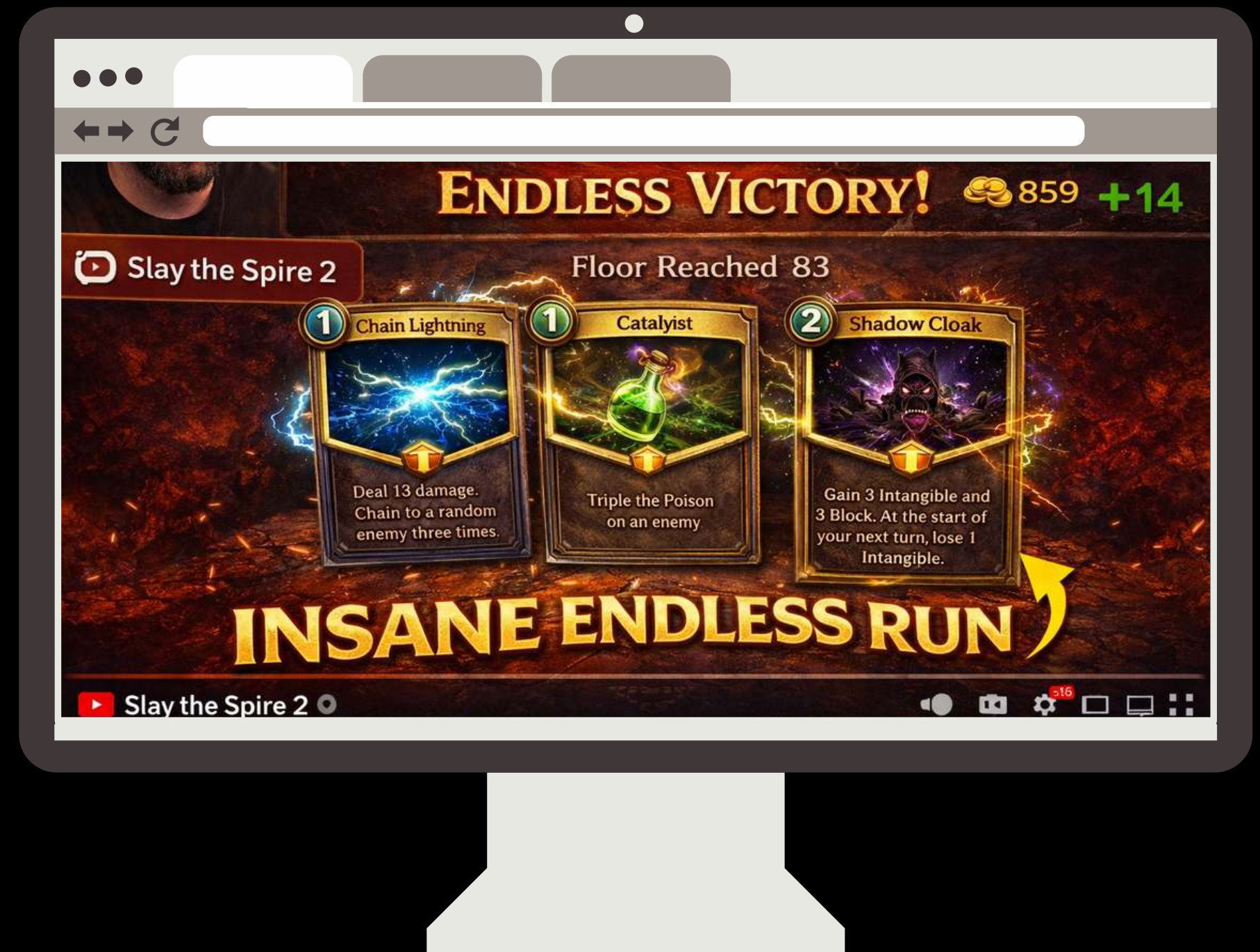
- Release update trailers
- Publish strategy and guide videos
- Highlight new mechanics and content

Example Content

- “Slay the Spire 2 Update 1.1 Trailer”
- “Beginner Guide After Patch”

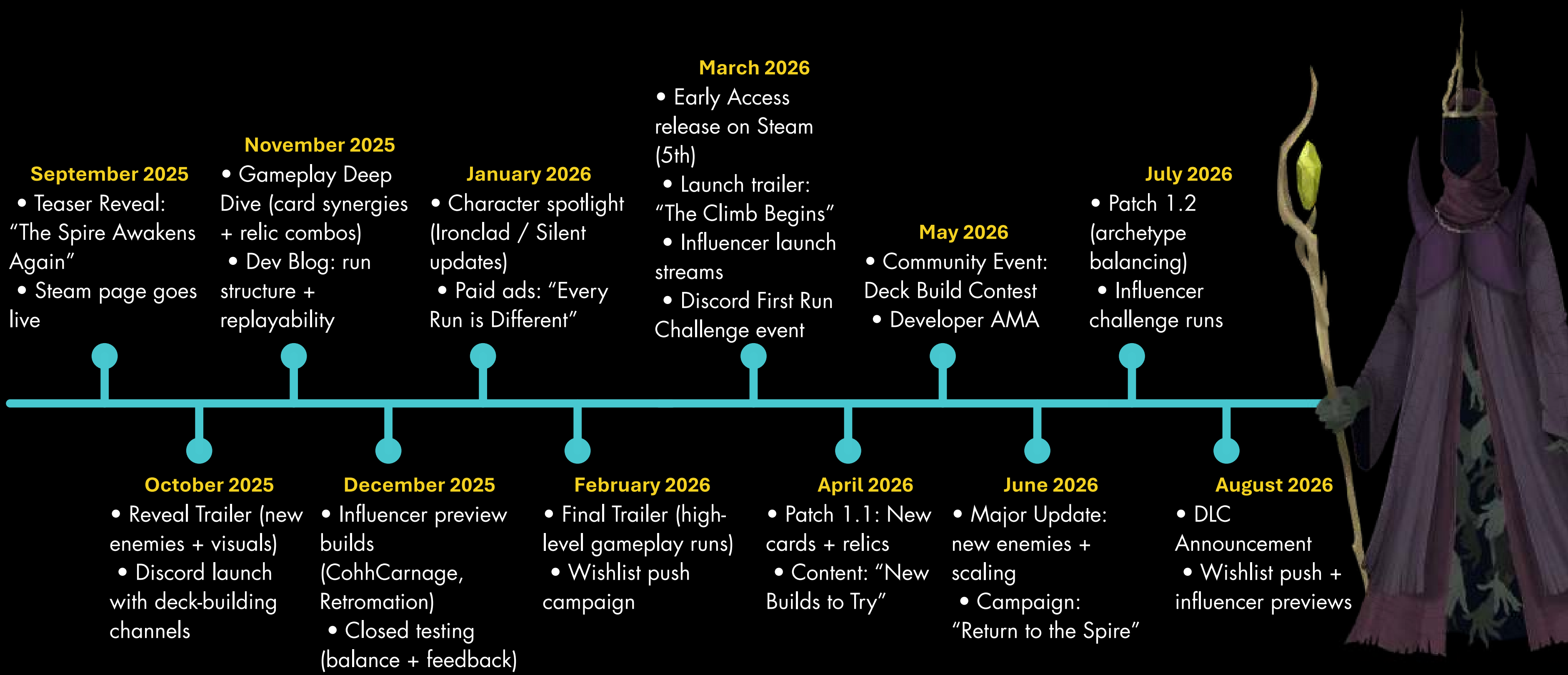
Why this channel works

Video content helps players understand updates and encourages them to return to the game after new content releases.





ROADMAP



RESOURCES

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