

# **Riot Games**

## **Digital Marketing Audit**

**Prepared on 12/09/2024 by:  
Colton LaBrecque**

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# Executive Summary

This audit takes a close look at Riot Games' digital marketing strategy across multiple platforms, including social media, company website, email marketing, and more. Riot is a dominant force in the gaming industry with a strong social media presence, a dynamic brand voice, and a clear focus on engaging their community. They consistently post a wide variety of content, ensuring they reach a broad audience with visuals and messages that range from fun and playful to serious and hype-driven. This strategy helps Riot connect with both its loyal fanbase and potential new players.

However, there are some areas where improvements could be made. First, Riot's email marketing is underutilized. The emails they send are infrequent and inconsistent, missing the opportunity to fully showcase their visual style and engage with their community. A more regular and strategic approach to email marketing, especially around major events like battle passes or new seasons, would help keep players informed and engaged.

Second, while Riot is great at promoting skins (in-game cosmetics) with short videos, these could be improved by showing the skins in actual gameplay situations. Valorant is already a phenomenal example of it being employed. This would give players a better understanding of what to expect when they purchase a skin and help bridge the gap between promotional content and the in-game experience.

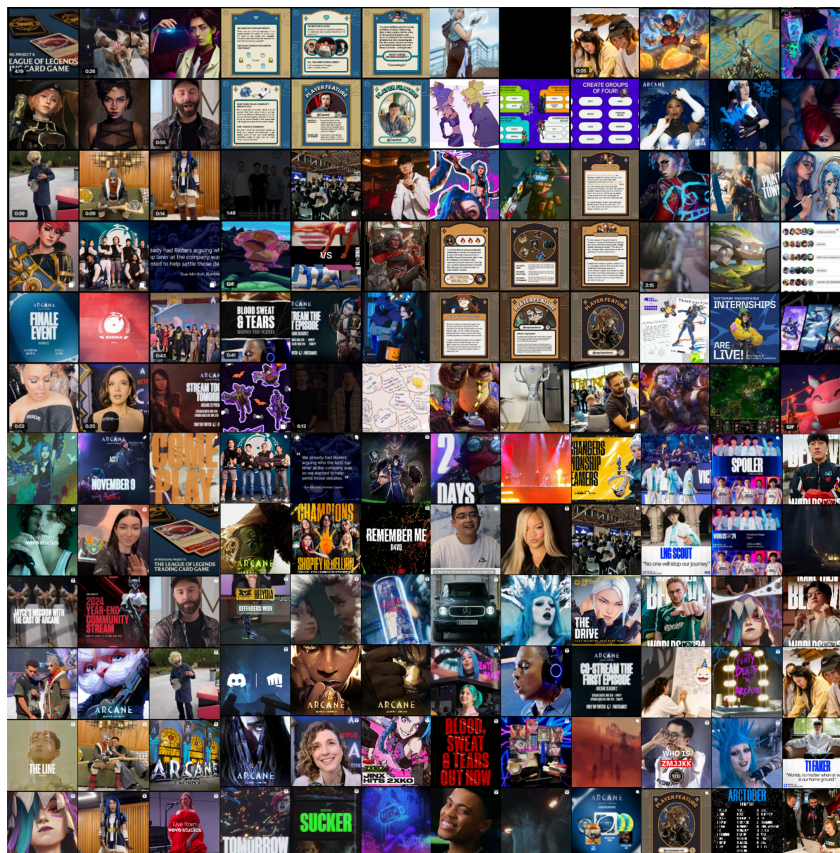
Riot frequently promotes new skin content. To enhance this approach, they could blend lighthearted content into their paid promotions, particularly when showcasing new skin bundles. By adding humor into these promotional posts, Riot could make the purchasing experience more engaging and entertaining, while also encouraging fans to connect with the content in a more personal way.

Riot's digital marketing efforts are already impressive, and these suggestions are meant to complement what they're already doing. The goal is to further strengthen communication with their audience and enhance their brand presence across platforms.

# Digital Marketing Strategy Overview

Riot's strategy revolves around dominating the social media landscape with an endless flow of content, making sure to post like there's no tomorrow. Across their vast network of accounts, there have been approximately five days in the past two months where nothing was posted. Almost every day, Riot bombards fans with fresh, engaging content. Each account boasts a wide range of visual styles, carefully tailored to the specific content being shared, ensuring that nothing ever feels stale or repetitive. And the beauty of it is, those styles are constantly evolving, adapting to new trends while sticking to the core principles that fans know and love. From promoting new skins and exciting events to unveiling updates, behind-the-scenes vlogs, music videos, high-budget animations, player highlights, content creator features, esports coverage, brand collaborations, artwork, and so much more. Riot's content is as diverse as it is prolific.

I really can't understate the sheer volume of content they put out on a daily basis. It's an unrelenting, multi-faceted media machine, always on, always evolving, and always engaging its community in new and exciting ways.



## **Brand Voice**

Riot's brand voice depends on the game or content they're posting, but it will almost always fall under the following categories:

### Funny, Playful, Witty

They're a video game company and they know it. Riot Games embraces humor and playfulness in their messaging, creating a relatable and fun atmosphere for their audience on social media. By not taking themselves too seriously, they humanize their brand and allow fans to feel connected on a personal level. This type of content often breaks up the monotony of more formal marketing, making it easy to engage with and share. The inclusion of endearing imagery and cheerful tones helps to soften the brand's otherwise competitive image, making it approachable to a wider range of people.

### Serious, Honest

This tone is crucial when Riot must establish trust and authority. Riot's sincerity and honesty demonstrate their commitment to transparency and keeping their audience informed. This approach is particularly effective when explaining complex updates or changes, solidifying their reputation as a reliable source of information. Occasional quips keep the content from feeling too dry or detached, blending professionalism with personality. This tone also promotes accountability, which fans appreciate in the context of game development and updates.

### Hype, Intense, Energetic

For new skins, esports events, or limited-time promos, Riot goes all out with high-energy messaging that captivates fans and keeps them invested. This tone builds a sense of urgency and excitement around releases or events, driving immediate audience action. It's not just about generating buzz but also about channeling the community's enthusiasm to sustain anticipation and participation.

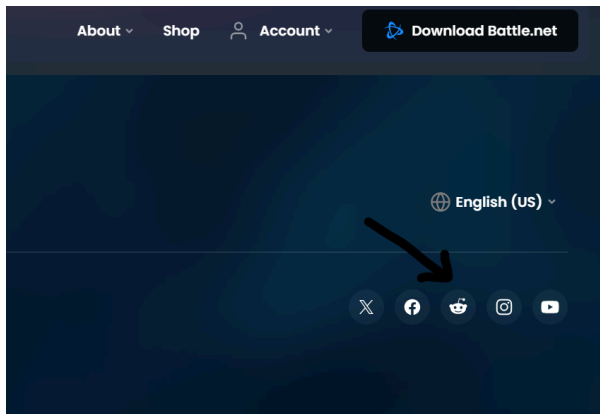
### Takeaways:

By using varied tones, Riot Games engages its audience on multiple emotional levels, ranging from humor to trust to excitement. This versatility helps them keep a consistent yet dynamic brand voice across different content and campaigns.

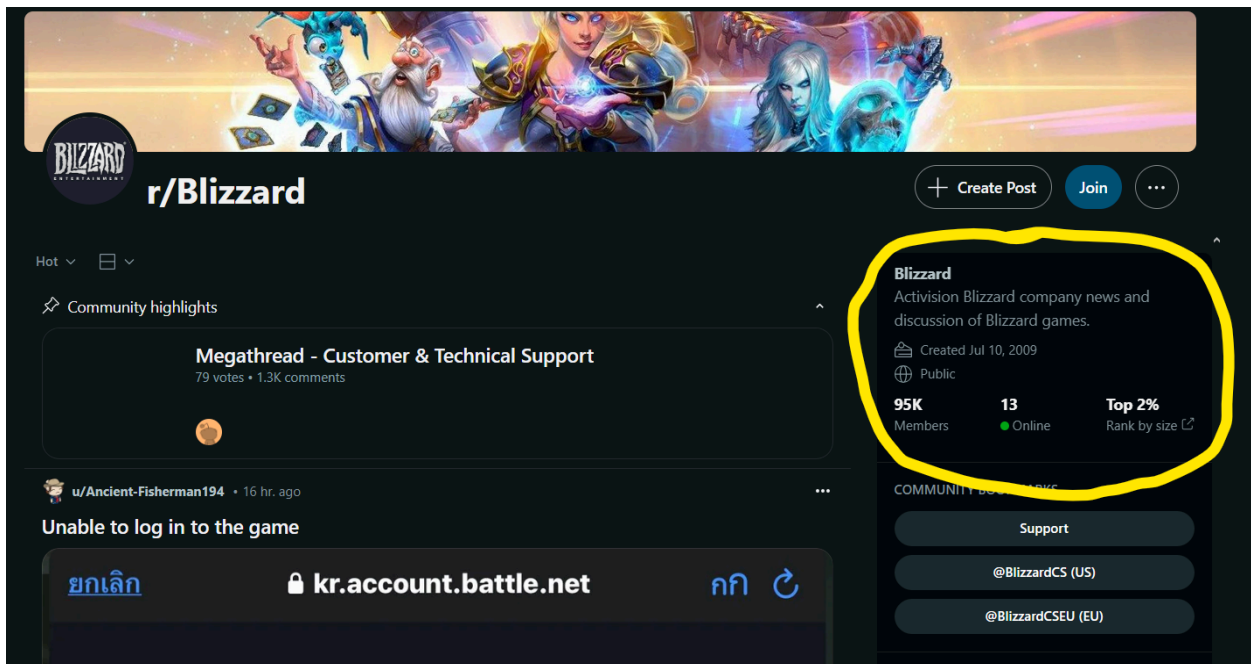
# Competitive Analysis

## Blizzard

They're in direct competition with Riot for having two games in very similar fields. Those games are Overwatch and Heroes of The Storm, to Riot's Valorant and League of Legends. While Riot appears to be more active



across all of the platforms they use, Blizzard is making use of Reddit and Riot isn't. That isn't to say there's no Riot Games, League, or Valorant subreddit, but they're not official ones made by Riot themselves. On Blizzard's website, they link directly to their subreddit and in the description it promotes itself as a news source and discussion location for players.



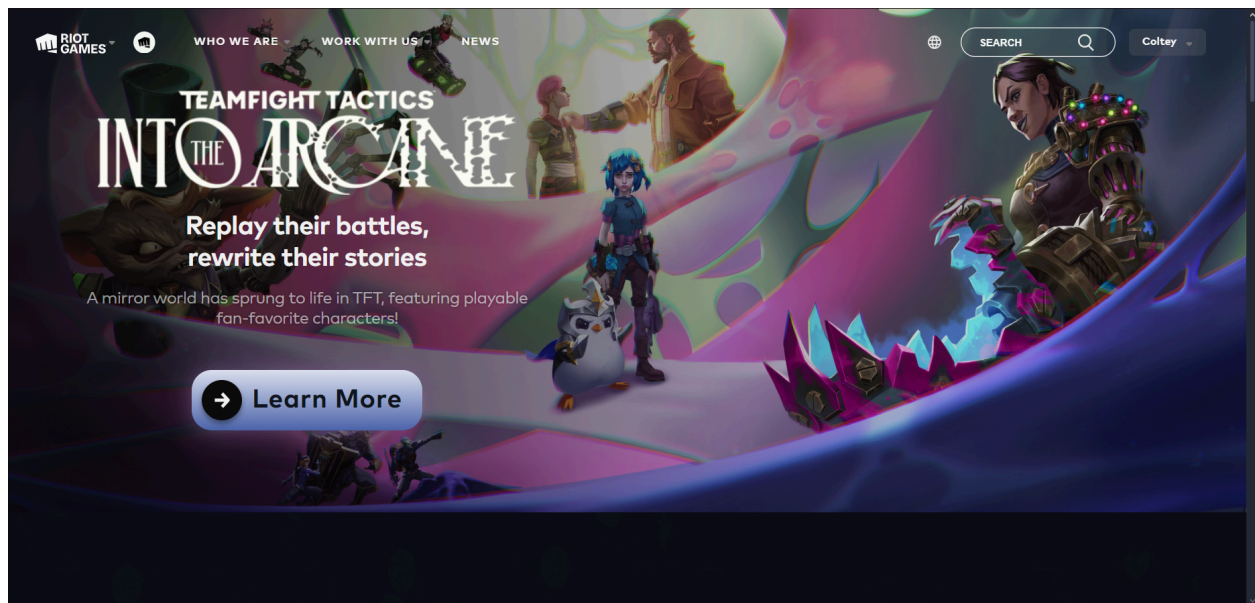
I'd like to point out that it's not that the other subreddits for Riot's games are inactive. It's the opposite. But Blizzard has specifically set up Reddit as a place where the company and game developers can communicate with their community, and Riot just doesn't have that on this platform.



# Channel Analysis

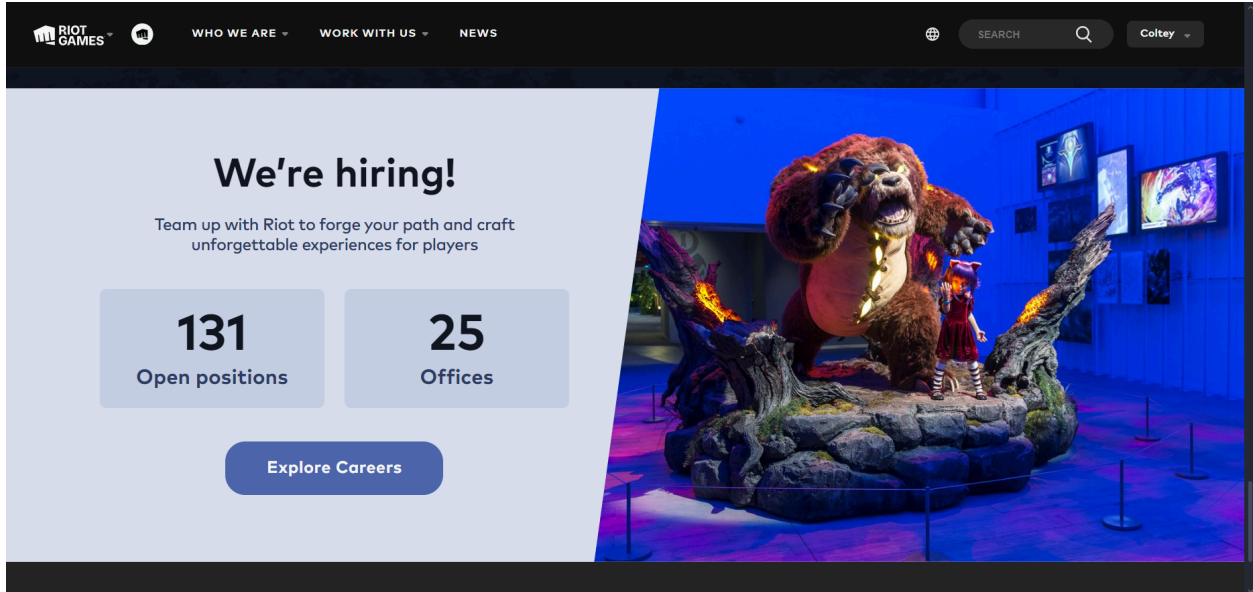
## Website:

The Riot Games website is both simple and comprehensive. The main header prominently features their latest project or event, which currently highlights the new Arcane-themed Teamfight Tactics (TFT) set and the TFT Macao Open, along with smaller icons showcasing other recent news. Below this, large icons represent Riot's main titles: League of Legends, Valorant, TFT, Legends of Runeterra, and Wild Rift. Further down, there's a featured esports section and a projects section that highlights Arcane and their music. Even further, the Riot Forge section displays smaller indie-style games created around their popular League champions. At the very bottom, you'll find an image promoting job openings, showing the number of positions available.



While this may sound like a lot for a homepage, it's all presented in a way that doesn't feel visually cluttered. The navigation bar is straightforward and provides easy access to everything you might need from Riot. It even allows you to sign in to your Riot account, so personalized content is available as you explore different links and sections.

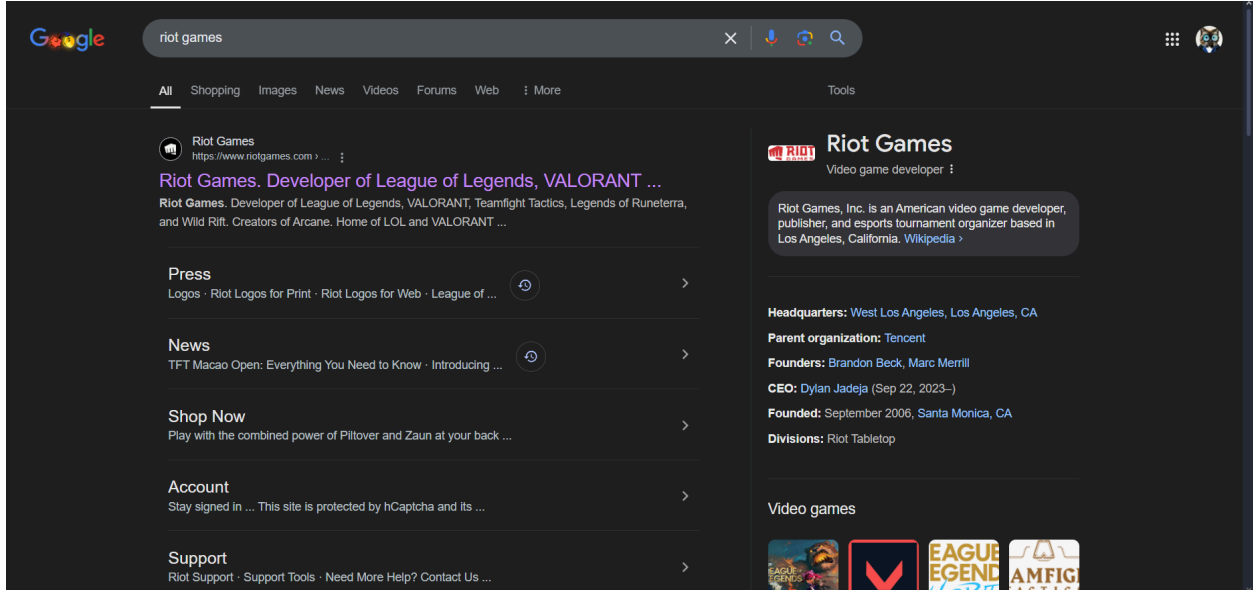
The one thing I'd change is the 'We're Hiring' section. It feels out of place after showcasing all of their products, and if someone is quickly scrolling to the bottom, they're probably not looking for a job.



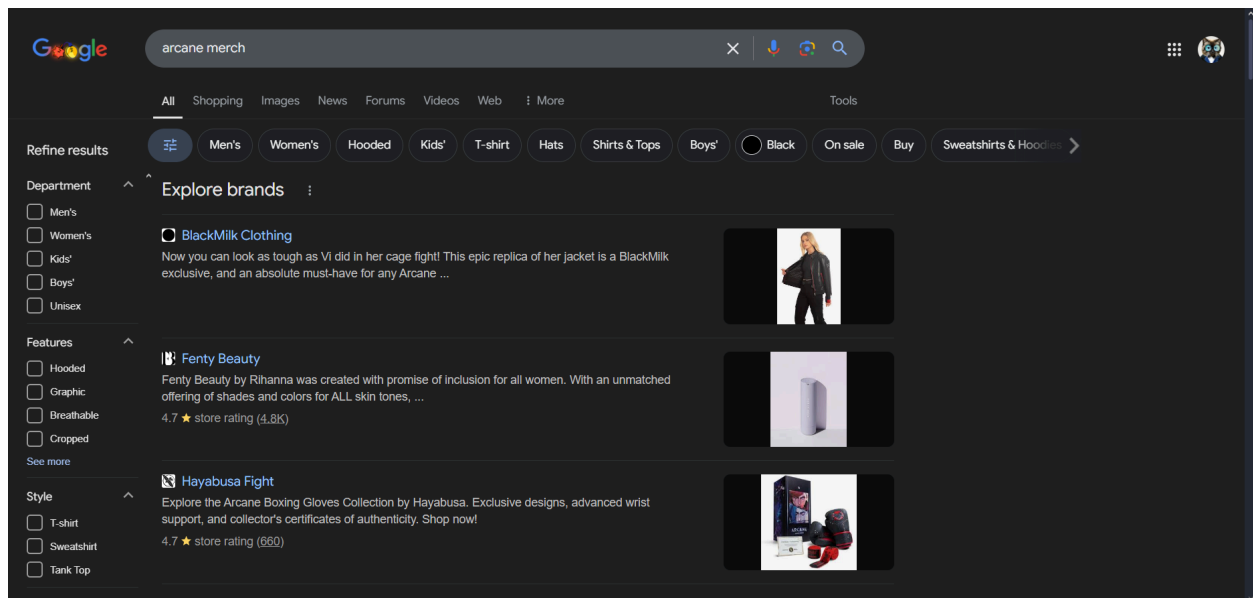
Since there's already a "Work With Us" tab in the navigation bar, the redundant positioning of job listings on the homepage seems unnecessary and disrupts the flow of the page.

Search:

Search is assumedly less of a concern for Riot seeing as they're not trying to directly sell you something from their site most of the time. They're trying to get you to buy skins from their in-game clients. But, let's say you're a superfan, Riot still has you covered, they have a merch store! And it's very easy to find. Even if you just look up Riot games' there will be a subheading that advertises their store.



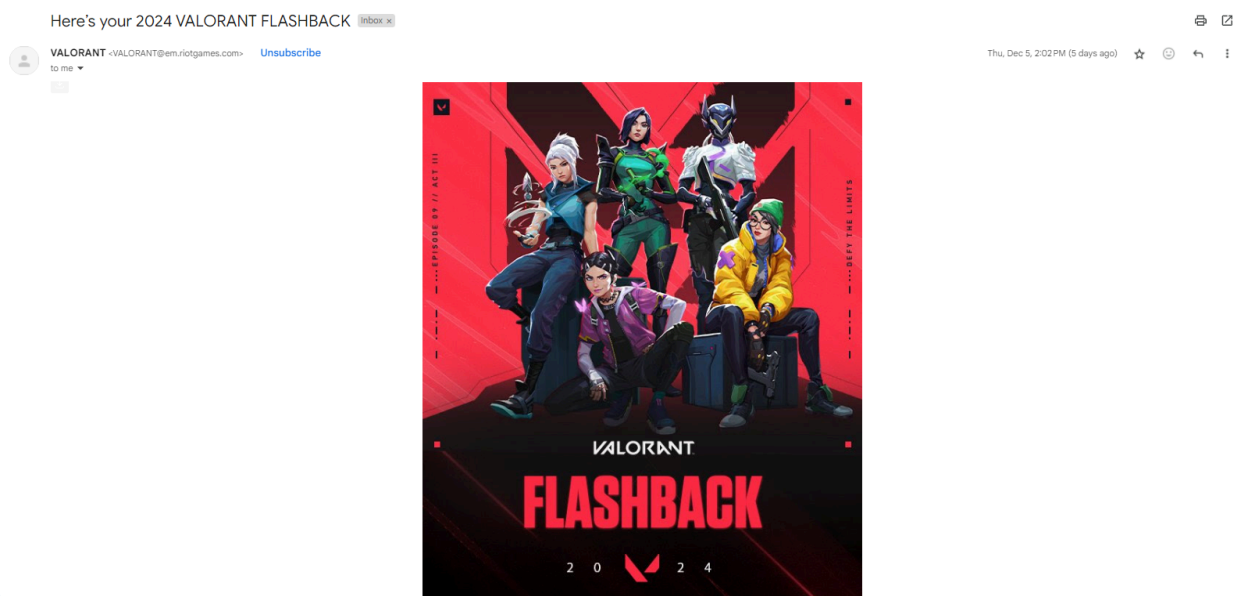
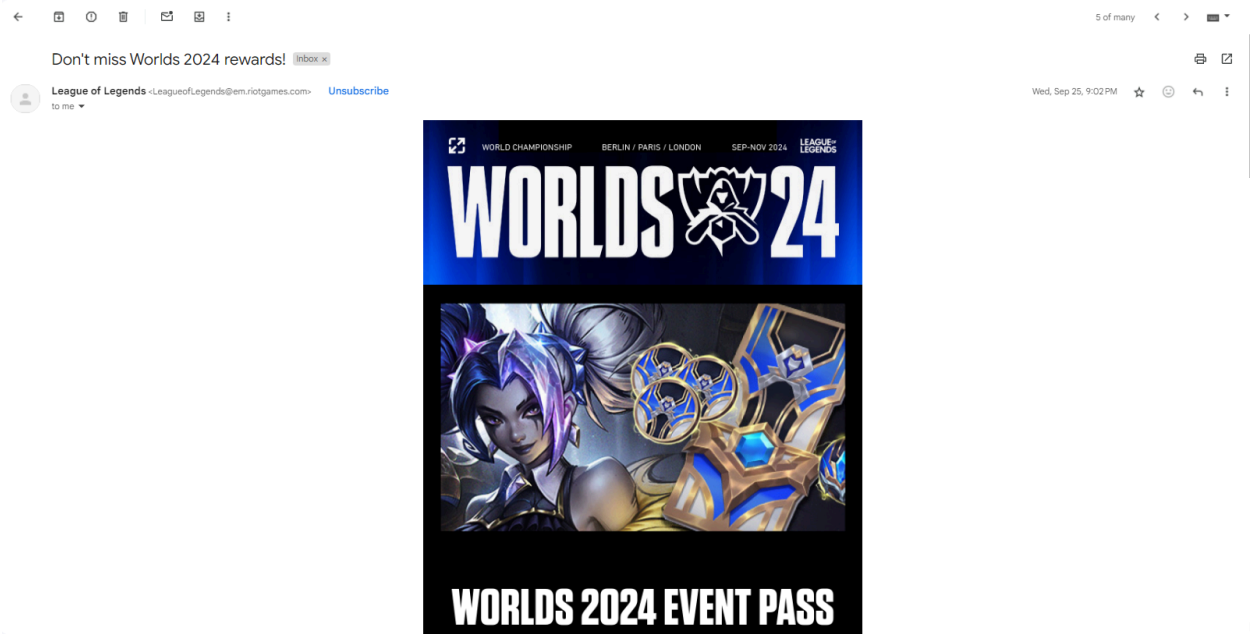
And if you're looking for merch for any of their specific games, there are even game or series-specific links that take you directly to the merch site's sub-pages. The one different thing I noticed was that if you looked up Arcane merch' as opposed to League merch', there were official Arcane collaborations with other brands that would pop up first before taking you to the Arcane section of the merch site. This could have opposing views based on who is benefiting from the collaborations.



## Email:

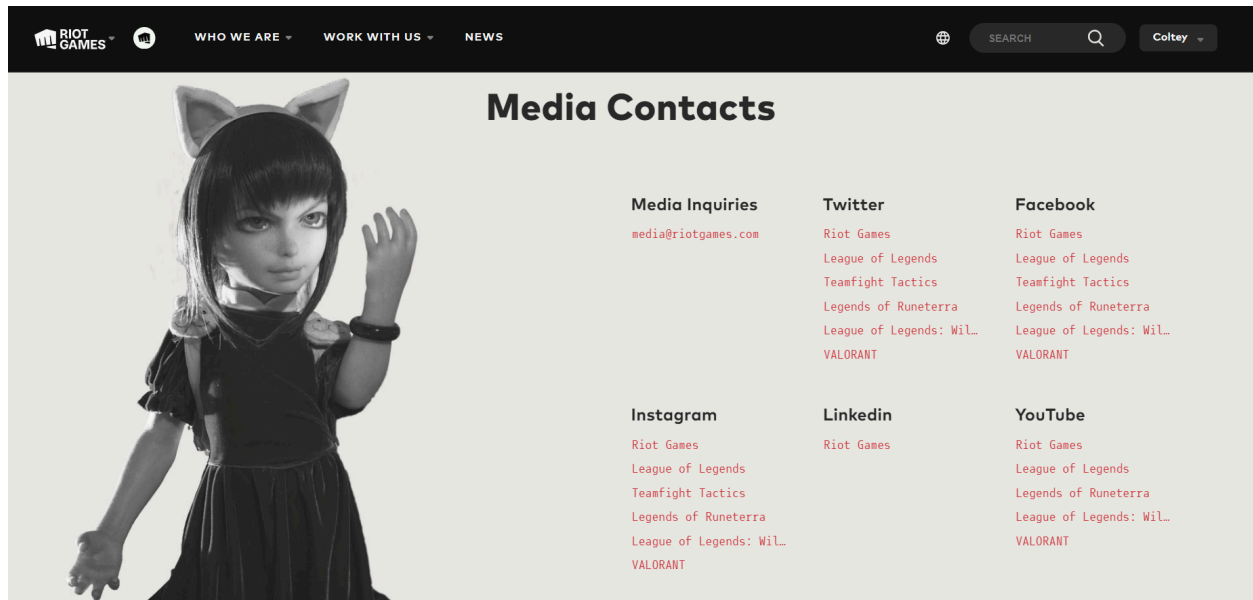
Riot's email marketing is surprisingly dry, especially compared to the other aspects of their digital marketing. Out of all the channels they use, this one is easily the most underutilized. Over the past three months of tracking, I received just three emails from them. Additionally, there's no way to even receive these emails unless you've created an account to play one of their games. This makes sense, as Riot isn't trying to sell anything through their website unless you're already a dedicated fan. Merch updates, for example, are already integrated into the League of Legends client.

Of the three emails I received, one was simply a policy update, but the other two were surprisingly well done. One featured a highly polished advertisement for the World's 2024 battle pass and upcoming skin releases, while the other was a fun, animated Valorant 2024 flashback. This email included interesting stats and a review of your year in the game, making the experience more engaging and personal.



Both of these emails showcased Riot's signature visual style and flair, which left me wondering why they don't send more of them. At the very least, emails for events like the League of Legends battle pass should be more consistent. There have been multiple other passes that didn't receive any email communication. Even looking back through my inbox, since I've been subscribed for a while, it's mostly empty. The last email I received was in July, which was a notice about their merch store rebranding, along with a 10% off code. It seems like they only send emails every couple of months, whenever the mood strikes them.

## Social Media by Platform



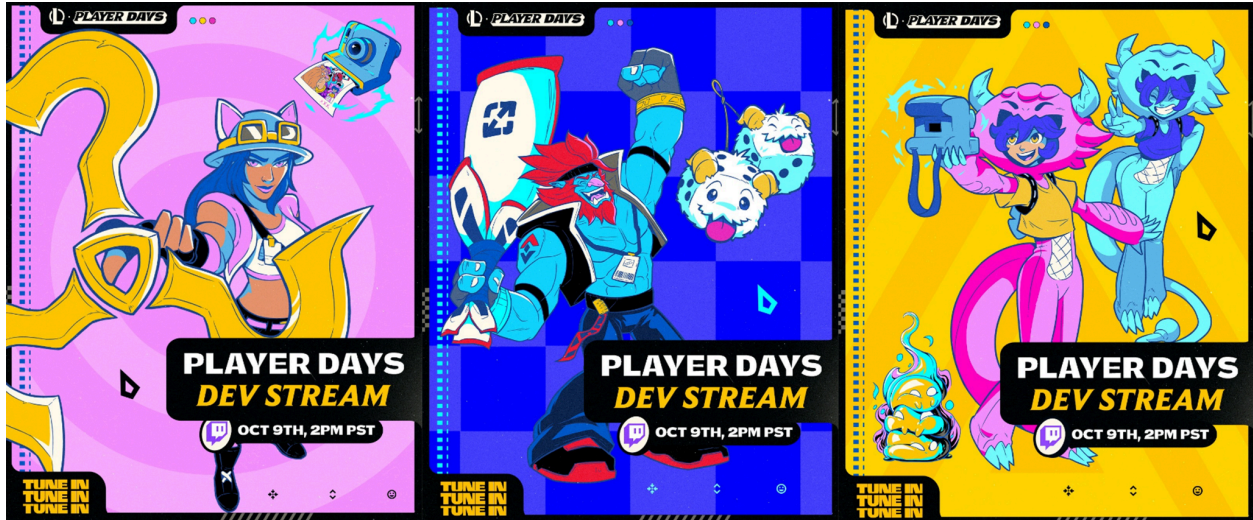
(Note: In the above image the first link under media inquiries leads to nothing. They definitely need to fix that one.)

## Instagram

Not much to say other than “wow”, but I’ll say it anyway. The Riot Instagram account posts the most polished versions of content from all their other game accounts, along with a lot of fresh material. It’s hard to scroll through more than a couple of posts without seeing something with hundreds of thousands of likes. What’s great is that they have all their other main accounts linked in their bio, making it easy to explore more content. The main focus here is providing information about new and upcoming projects, releases, and collaborations in their games and beyond.

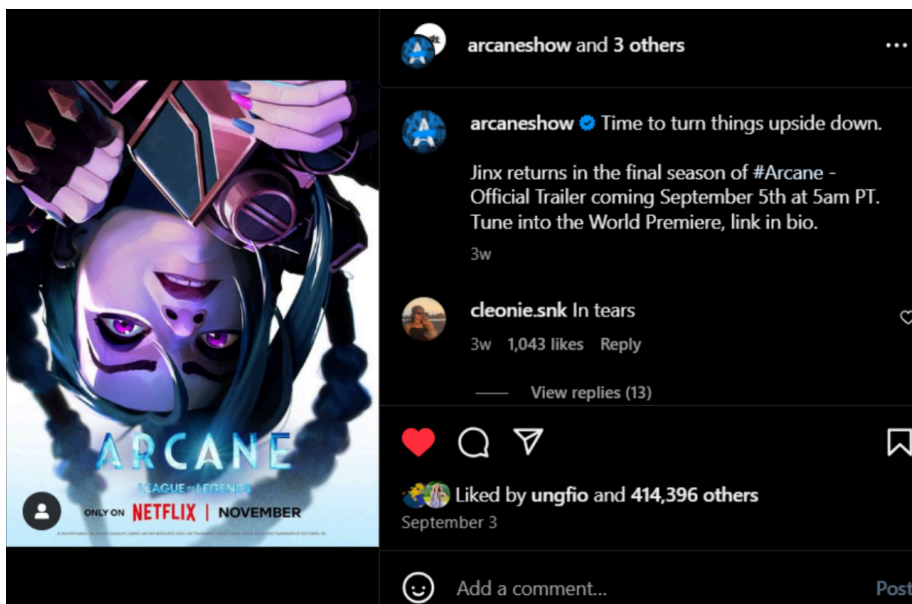
### Example 1

*October 2nd, 4th, and 9th* - Riot posted about a dev blog update for the league. What this means is that a couple of the more well-known League developers talk about the state of the game and plans for the future. Across three different Instagram posts, they made visuals to promote tuning in. The images used had themed art for some upcoming skin releases too. Good on them to do that to build hype for the release.



### Example 2

September 3rd - Prior to September, Riot had been teasing some Arcane content to build excitement for the upcoming season in November. However, starting in September, they ramped up their efforts, releasing much more material to keep the momentum going. One post, in particular, stood out, becoming one of the most liked and commented Arcane Season 2 posts of the month. I believe this post performed so well because it was the first to officially announce upcoming content, giving fans a concrete notice of what to expect. It helped turn anticipation into active engagement, sparking even more excitement and conversation around the new season.



## Twitter/X

The Twitter/X account is somehow even more active than their Instagram, but I'd mostly attribute that to the repost function. While they post much more frequently, it can sometimes feel a bit like spam. It's not necessarily a bad thing, but a lot of the content is the same as what's on Instagram, making it feel like a collection of everything Riot has ever put out. My suggestion for their X account would be to try posting a bit more unique content. While reposting is effective for reaching wider audiences, incorporating more original posts could help keep things fresh and engaging for their followers on that platform.

### Example 1

*October 18th* - Riot posted more promotions for Worlds, this time sharing a list of in-person watch parties that fans could attend. The post included a [link](#) that directed followers to their website, where they could find an extensive international list of locations. Riot didn't have to go this far, but they truly go the extra mile to get people involved in the community, no matter where they are. Even if it means encouraging gamers to step out of their houses and join others in real-world events, Riot consistently works to build a sense of connection and excitement around the competitive scene. This effort shows their commitment to creating experiences that bring fans together, both online and offline.



## Example 2

*October 14th* - Riot posted a cosplay of the Valorant character Jett, and while the post itself wasn't particularly flashy or heavily engaged, I think it's cool that they take the time to highlight members of the community. By sharing fan creations like this, Riot not only encourages people to get creative and post cool content about the games they love, but they also foster a sense of recognition and connection. It's a great way to show appreciation for the fanbase and boost community engagement. Additionally, these kinds of posts help Riot generate excellent earned media, as fans who are featured are likely to share the post themselves, amplifying the reach and impact without any additional cost to Riot.



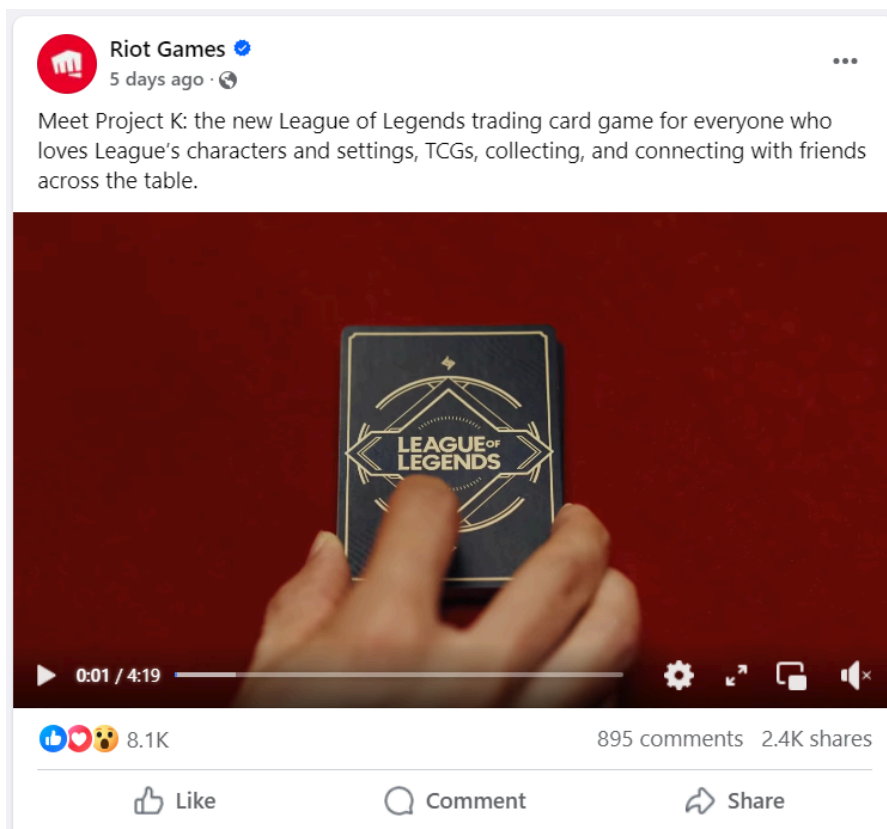
## Facebook

Riot posts less frequently on Facebook compared to other platforms, but that doesn't mean their approach is inconsistent. While they don't share every promotional material here, they make sure to post whenever there's a significant event or update. For major releases, events, or updates, you can

always expect a post to keep the Facebook audience informed. While the frequency may be lower, the posts are timely and relevant, ensuring that fans on this platform are kept in the loop when it matters most.

### Example 1

*December 5th* - They posted about their next big project, called 'Project K', which marks Riot's attempt to enter the world of trading card games (TCG). In the video, they explained what Project K is all about, what they plan to do with it going forward, and when people can expect to see more. I think it's exciting that Riot is branching out beyond video games, but I'm also curious to see how successful this venture will be. Given that Legends of Runeterra, their online card game, has been slowly fading as time passes, I can't help but wonder what that might mean for the future of Project K.



### Example 2

*November 12th* - Riot posted about their 'Rumble' event, a tournament exclusively for Riot employees across their various games. The post included a link to their Twitch channel, encouraging people to tune in and watch the games. While the event itself is an interesting internal initiative, I would say

this was one of their weaker posts overall. The graphic used wasn't as striking or engaging as many of their other posts, and it didn't have the same level of polish or creativity that Riot is known for. While the content was relevant, especially for those interested in behind-the-scenes events, it lacked the flair that typically makes their posts stand out. The overall engagement on the post is telling too.

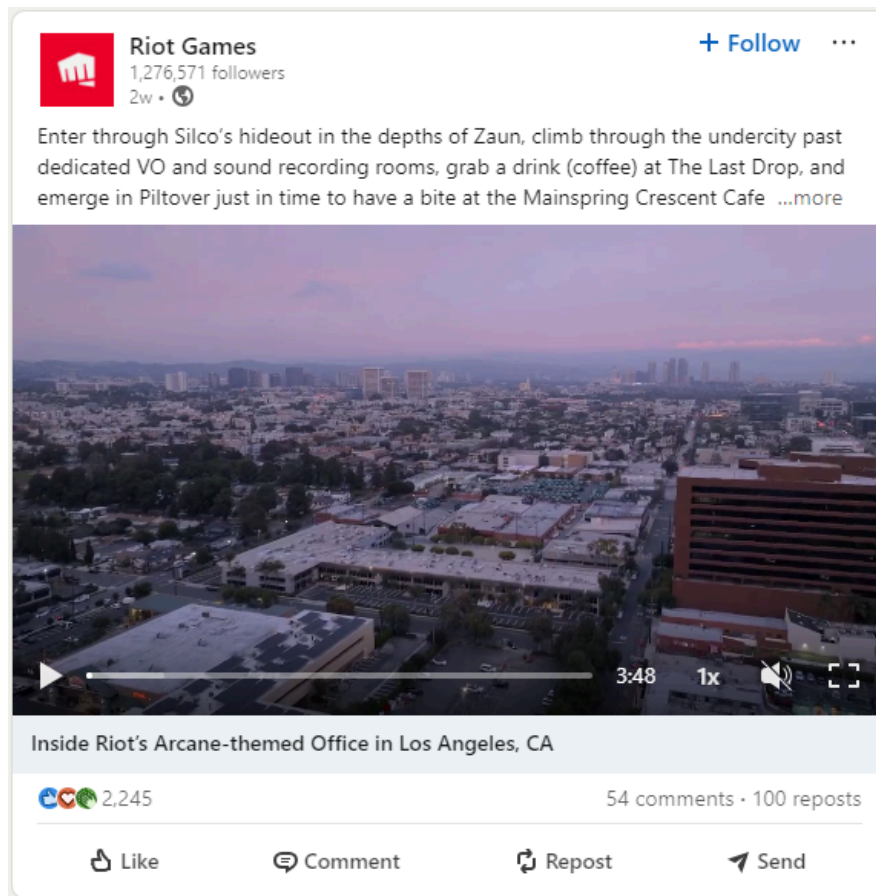


## LinkedIn

A lot of what Riot posts on LinkedIn is focused on updates about Riot as a company, rather than just the content they're releasing to the public. While content about their games and projects is still present, it's much less frequent. This shift in focus provides an interesting change of pace compared to their other social platforms, where the emphasis is primarily on promotional material. However, Riot continues to maintain a high standard of quality in their posts on LinkedIn, ensuring that even company-related updates are polished, informative, and engaging. It's a great way to showcase their corporate culture, initiatives, and values, while still maintaining the level of professionalism and creativity that fans expect.

### Example 1

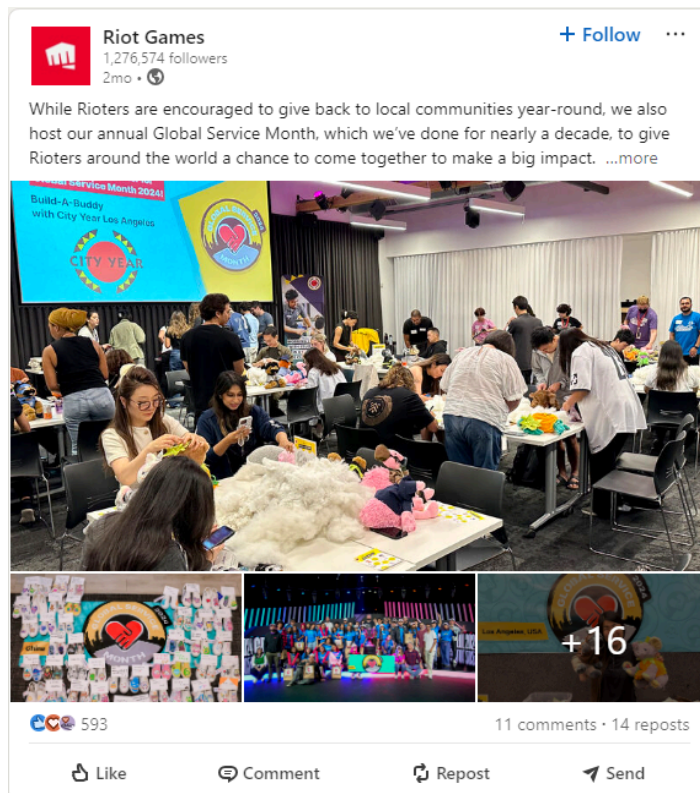
Riot posted a well-shot video showcasing their Arcane-themed office in Los Angeles, California. As expected, they capitalized on the timing by tying it to all the hype surrounding Arcane. The video was not only well-timed but also creatively done, with a charming and lighthearted touch that perfectly suited the platform. It was a great way to engage their professional audience on LinkedIn, giving a behind-the-scenes look at Riot's work environment while tying in the excitement of their popular content. It fits the platform well.



### Example 2

*October 10th* - Riot made a post about a social impact initiative where employees from around the world volunteer at food banks and help clean up communities. It's a truly admirable effort that showcases the company's commitment to giving back, and it aligns perfectly with the values of the platform it was shared. This kind of content not only highlights Riot's dedication to social responsibility but also fosters a positive image of the company as one that cares about making a difference in the world. The post

is a great fit for LinkedIn, where professional and community-focused content resonates strongly with the audience.



## YouTube

Anything Riot posts on YouTube is guaranteed to have high production value, whether it's a cinematic video or a notice about significant changes coming to their games. These posts tend to fall into the more serious or visually captivating categories: animations, music videos, and other flashy content that takes a lot of time and money to produce. But that's exactly what makes their games stand out. These videos aren't just eye-catching, they're integral to the identity of the games themselves. They're cool, exciting, and capture the attention of both new and existing players. The goal of these posts is twofold: to attract new players and to reward the loyal community with special content, ensuring they feel appreciated for sticking with the games over time.

### Example 1

*September 25th* - League of Legends released their yearly Worlds anthem, and this year they teamed up with Linkin Park. In previous years, they've partnered with other major music groups, and like those, this year's anthem

was equally impressive. I always enjoy listening to the anthems and watching the stunning animated music videos that accompany them. I remember back in 2018, the Worlds anthem video was actually what got me interested in the game in the first place. It led me to explore a whole bunch of their other animated content, and I'm sure Riot sees a surge of new players every year around this time, drawn in by the music, the animation, and the excitement surrounding the event. It's a great way to connect with both new and existing fans, bringing fresh energy to the community each year.

<https://www.youtube.com/watch?v=5FrhtahQiRc>

### Example 2

*October 22nd* - League released a fun, partially animated video updating fans on major, limited-time changes to one of their existing game modes, ARAM. This update brings an Arcane-themed visual overhaul, introduces some new and exciting mechanics, and includes a ton of much-needed balance changes to address issues that fans of the mode had been voicing concerns about for a while. Overall, it's a huge quality-of-life improvement for one of the game's most beloved modes. Riot responded directly to the community, built on the excitement surrounding other ongoing projects, and created an awesome video to tie it all together.

<https://www.youtube.com/watch?v=J5CDQF16AQM>

# Recommendations

## 1. Add More Organic Gameplay With Skins in League

Riot does a great job showcasing their skins with short videos, but it would be even better if players could see the skins in action through test games or PBE (public beta environment) footage. This would give them a clearer idea of what to expect when they purchase the skin. While Riot already includes a quick video showing a champion using all their abilities, it doesn't capture how those abilities would be used in a real game.

## 2. More Consistent Email Marketing

As I mentioned earlier, their email marketing is greatly underutilized, with emails typically going out only every couple of months. The emails they send are well-designed and deliver their message in a visually appealing way that doesn't waste your time. I'd just like to see more or at least a more consistent cadence. A simple improvement would be sending out an email whenever a new battle pass drops in any of their games or when a new season is coming, along with the changes players can expect. It doesn't need to be about every skin they release, as that would be too spammy, but more consistent updates would be a good move.

## 3. Mix Funny Posts with Paid Content Posts

My final suggestion is for Riot to connect their comedic posts to the paid content they're promoting. By associating fun and lighthearted moments with a new skin bundle in the in-game client, Riot could enhance the overall experience. While they already post a lot about new skins, adding humor to these posts could be a great experiment. If players connect with or enjoy a meme or joke, it could further incentivize them to purchase the items featured in the post.

## **Final Notes**

These suggestions were made with the understanding that Riot is already a powerhouse on social media. Aside from some small controversies in the community surrounding the introduction of some stupendously high priced cosmetics, they're dominating their social media game. So, aside from email marketing, these suggestions may not be major, and I didn't notice

any significant flaws. I'd be curious to see if my suggestions could help their already well-oiled machine run even smoother.