

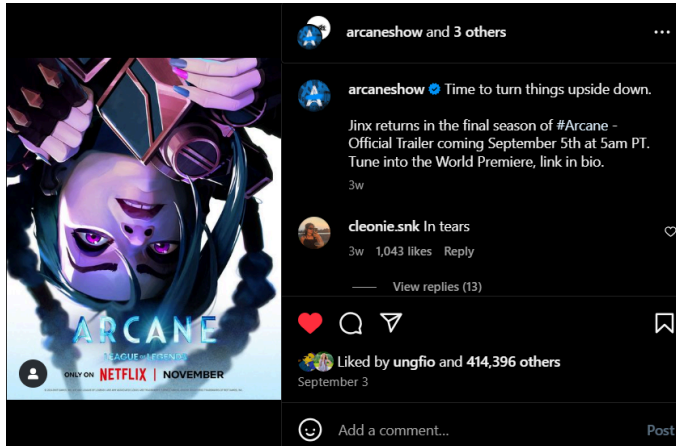
# **Riot Games**

**Digital Marketing Audit**

# **September**

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Colton LaBrecque**

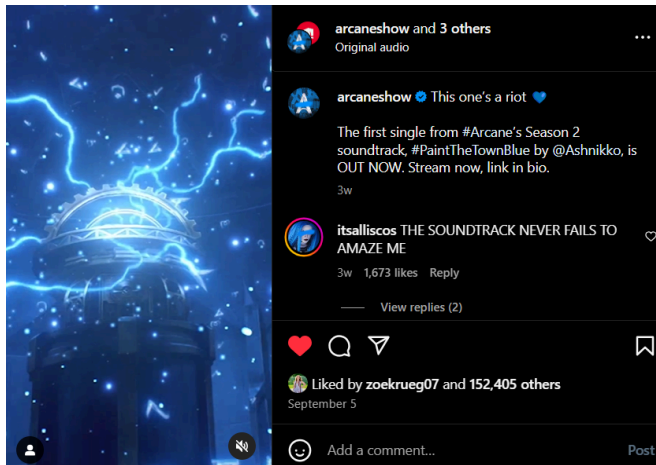
**September 3rd** - Prior to September Riot had been teasing some Arcane



content to begin building hype for the upcoming season in November. Starting in September they started putting out a lot more material for it. This post did numbers for them, being one of the most liked and commented Arcane season 2 posts all month. I think It's because this was the first post that gave a notice for future content to come.

[https://www.instagram.com/p/C\\_dLT0wvFrP/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/p/C_dLT0wvFrP/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

**September 5th** - In the following days, they eventually released the official trailer across X, Facebook, Instagram, TikTok, and Youtube. Unfortunately, this trailer release didn't perform well numbers wise. This was because about two weeks prior, there were scenes leaked from Arcane on X and those soaked up a lot of the viewership I feel this would have otherwise had.



<https://www.youtube.com/watch?v=ysqiEC6bLUI>



**September 9th** - League of Legends released their roadmap for the rest of the upcoming world championship series. This included skin drops and event passes, merch, when games are happening all in a cool little visual.

[https://www.instagram.com/p/C\\_s1\\_gAtawz/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/p/C_s1_gAtawz/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==).

**September 9th** - They also released the splash art and a trailer for a new skin to celebrate worlds. They did this across two posts. The first had triple the likes as the other which I found interesting.

[https://www.instagram.com/p/C\\_s876EtTWx/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/p/C_s876EtTWx/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

[https://www.instagram.com/reel/C\\_s9\\_MrIy44/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/C_s9_MrIy44/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

**September 10th** - Immediately following this they released trailers and teasers for multiple upcoming Halloween skin releases in the form of multiple youtube videos and instagram posts. These were all pretty well received by the community which I'm sure riot appreciated. It's also that season where they pump out way more skins than usual due to worlds happening and the playerbase being more active.

<https://www.youtube.com/watch?v=MxbTwdj6CFI>

<https://www.youtube.com/watch?v=um6nG3bh77c&t=178s>

<https://www.youtube.com/watch?v=nx72su-LrnM>

<https://www.youtube.com/watch?v=hsoy1KHT6Oc>

<https://www.youtube.com/watch?v=RUQg-g-uHU0>

<https://www.youtube.com/watch?v=AOLoDXroou4>

<https://www.youtube.com/watch?v=7XgnFVhBIOo>

**September 10th** - They also released patch notes for the newest update release that came out today. I like how the background image showed off skins that had been previously teased with posts that were coming out in this patch too. The way these posts look has changed a lot overtime. It's visually a lot easier to digest, and you can get the information you want faster.

[https://www.instagram.com/p/C\\_vverZzKzE/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/p/C_vverZzKzE/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

**September 11th** - They posted about the ranked reward for all players who hit gold or above this past half year. Players were very happy in the comments with the art for the pre-skin release.

[https://www.instagram.com/p/C\\_yGIHjtRax/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/p/C_yGIHjtRax/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)



**September 14th** - Unfortunately the figurehead of competitive Valorant, Tenz, a competitive player retired from the scene. The very next day his teammate Sacy also retired. The Valorant Esports accounts on both X and Instagram posted about this. What I found interesting was that both these posts performed significantly higher in likes and general interaction on the post. What I found interesting, was that Valorant Champions, a huge global tournament for the game finished up 2-3 weeks prior and none of those posts brought in as much interaction as these did by a pretty large margin. This may sound like an over reaction, but I am very curious how this will

affect viewership for future events, seeing as THE most popular player and content creator has left the game.

[https://www.instagram.com/p/C\\_6hWOZSYv5/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/p/C_6hWOZSYv5/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

**September 18th** - As said in the above planned roadmap for league of legends worlds, the pick ems were released on their website. This allows players to guess what teams are gonna win at different stages of the tournament for free in-game rewards. It's cool marketing by riot because it gets their players invested and involved with the competitive scene while giving them an incentive to do so. And hopefully, this leads to the player spending more money on the teams on things they release.

<https://pickem.lolesports.com/pickem/welcome>

**September 20th** - Valorant released a new skin bundle called singularity 2.0. This is an addition to a pre-existing skin collection in the game. It was a pretty popular line and I honestly believe that it's gonna sell pretty hard

considering the original singularity bundle was released very early on in the game's lifespan. Another interesting thing to note, especially in youtube comments on the skin trailer video, (the first content released for the skinline) was that people often discussed the pricing of skins. That's a pretty consistent topic of conversation anytime they release new stuff but I always give it a scroll. People seem to think this bundle is gonna be "fairly priced" but that's still very opinion based, considering it'll be roughly 60-70 USD for everything included, and that's very expensive just for a couple skins.



[https://www.instagram.com/p/DAZQqH5MWiE/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/DAZQqH5MWiE/?utm_source=ig_web_copy_link)

**September 23rd**- Riot released a dev update for league of legends on youtube and instagram. In this they lay out their road map for the 2025 split after worlds ends, visual updates for teemo, new skin lines, gameplay, gamemodes, and more. I always like these videos because it's the company being a little transparent with what they're gonna be doing to the game. This gives the players trust and keeps us around, both because we can get upset

at changes, and also because it gets us excited for the good stuff to come. The comments under this video was largely the community asking for changes they want to see in the game, or having a laugh over a funny new skin they teased. <https://www.youtube.com/watch?v=h-c0BS8a5bQ>

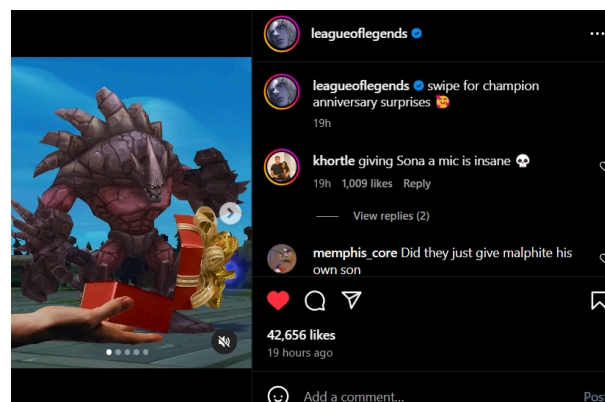
**September 25th** - League released their yearly worlds anthem. This year they partnered with Linkin Park. In previous years they've partnered with other huge groups and this year, like the previous, was also super awesome. I always have a blast listening and watching these beautiful animated music videos. I will say, I remember back in 2018 the worlds anthem video was what got me interested in the game in the first place. It led me to watching a bunch of their other animated videos and I'm sure they get a surge of new players every year around this time.

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

**September 25th(again)** - On their website they also released all of the information for the event pass that will be lasting throughout the month. I think this is something super good and transparent that riot does. It shows you exactly what you can get, how to get it, and how much it costs you. They used to be super vague about event information, so giving players this now is super awesome. They used to get a lot of backlash for not doing it, so cheers to them for making positive changes based on player feedback.

<https://support-leagueoflegends.riotgames.com/hc/en-us/articles/32760475266707-League-of-Legends-Worlds-2024>

**September 30th** - They posted a silly joke post on the league instagram relating to some of the playable characters in the game. They'll occasionally do this on specifically their instagram and I always wonder what the thought process is behind it. I'm sure it's to help them seem more personable and funny and likable as a company, because they do this every week or so. But still, what the time it takes to make something that to me at least, has a pretty unclear impact. You'd think it would be more in their best



interests to market and make content for upcoming releases. No that they don't do a lot of that, but these posts are always...weird to me I guess?

[https://www.instagram.com/p/DAjctQTVsd8/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/p/DAjctQTVsd8/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)