



Ways Gamification Can Improve

SOCIAL MEDIA CAMPAIGNS



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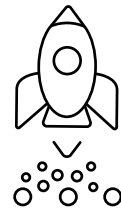
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1. Introduction



Whether it's incentives that encourage social media sharing, increase engagement, or motivate consumers to perform certain tasks, gamification has the ability to improve many parts of a social media marketing strategy.



The power of social media can undoubtedly produce some amazing results. With over 3.2 billion social media users worldwide and 90% of businesses already using social media for brand awareness, one viral tweet or popular Instagram post has the potential to reach millions of people and generate priceless levels of brand awareness and consumer engagement. Let's not forget that these are also opportunities to delight our customers and leads!

But despite the powerful potential of social media to achieve a wide range of marketing objectives, most brands and businesses still struggle to make a real impact with their social media marketing activities.

What's the disconnect?

Savvy marketers are able to develop marketing strategies that not only encourage engagement on social media platforms, but also have the ability to:

- Increase brand awareness and expand market reach, with the ultimate goal of going viral

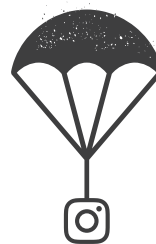
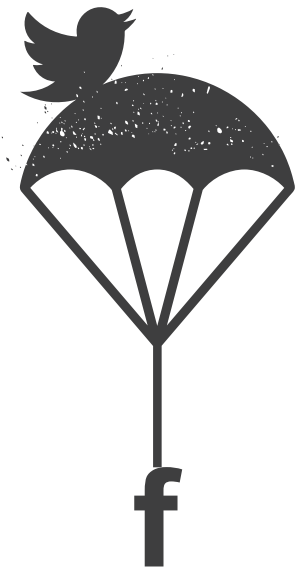
- Give the consumer an incentive for interacting and engaging with social media posts in the first place

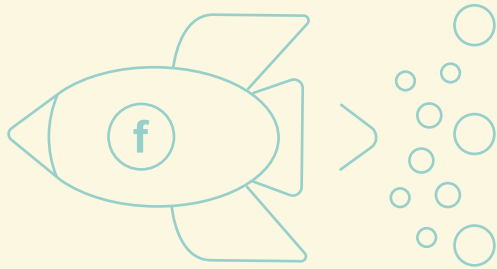
- Be measured with analytical data to determine the effectiveness of marketing strategies and campaigns

- Be implemented in a cost-efficient manner by marketing teams

- Generate quality leads with a low CPL (cost-per-lead) and introduce them into the customer journey loop

In this short e-guide, we will outline the main benefits of applying marketing gamification strategies to your social media campaigns and provide five ways gamification can be used to improve a number of important social media marketing metrics.





2. The benefits of applying marketing gamification to social media campaigns

Gamification works extremely well on social media platforms because it involves applying game design principles (such as inclusiveness, achievement, competition, rewards, and fun) into marketing campaigns.

This means that marketing gamification has the ability to influence consumer behavior on a deeper, more personal and connected level by tapping into powerful human emotions that compel users to act, to compete, be challenged, be rewarded, and obtain status.

When implemented correctly, gamification can totally transform the way marketers attract, connect with, and communicate with their target audience on social media platforms. Gamification is also diverse so it can achieve a variety of social media marketing objectives.

Another major benefit of introducing gamification to a social media campaign is that it cuts through the noise and is eye catching.

Research by Red Crow Marketing found that, on average, American consumers are exposed to 4,000-10,000 ads per day.

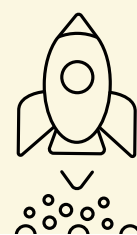
Consumers are used to blocking out ads that talk at them, but what about marketing that engages them?

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3. Five ways gamification can improve social media campaigns

While getting a social media post to go viral may be incredibly difficult (and include plenty of planning and luck), social media managers can engage their audience regularly through gamification. Here are five ways gamification can improve a social media campaign.



3.1 Rewards and incentivizes user participation and engagement

Gamification instantly taps into powerful human emotions that lead consumers to act.

It's human nature to like rewards whether they take the form of prize giveaways, discount coupons, or even being ranked within a peer group. By providing the right type of incentive in a social media gamification strategy, marketers are able to entice their target audience to complete a certain action (or series of actions).

Gamification on social media platforms works best when the focus is on providing a first-rate user experience for those interacting with or playing the game. In order for users to be immersed, a successful game needs to create a fun, rewarding, and interactive experience in a story, competition, role, or narrative. This will ultimately lead to consumers spending more time playing, participating in, and sharing the game with their friends (or followers) on social media platforms. This gives marketers plenty of different opportunities to achieve specific marketing goals and objectives by being thoughtful and strategic in the campaign planning process.

Marketers can achieve a variety of different marketing objectives by focusing on creating a game that:

- Is unique and appealing in nature so that it captivates the target audiences on busy social media platforms

- Offers target audiences an incentive for engaging and sharing the game with their social media audience

- Rewards consumers accordingly and encourages such things as social media brand advocacy (such as sharing games), and also further encourages future engagement with the brand or business

By focusing on creating an interactive buyer's journey with social media marketing campaigns, you have the chance to create several touch points and positive experiences for the customer. This is where the opportunity to achieve certain marketing objectives presents itself: building an active social media community, collecting valuable user insights and data from social media users, adding new permissions to your mailing list, and increasing awareness on social media platforms.

A great example of a basic gamification strategy that could be implemented effectively on social media platforms to increase engagement is the use of LeadFamily's popular [online Advent Calendar game](#).

This game is popular worldwide and businesses use it to engage with their target audiences daily for an entire month. It is effective because by scratching a field (or day) off the calendar – the game offers players the chance to win a new prize (determined by the company) each day.

This powerful gamification strategy can get consumers to return and interact with a brand's or business's social media posts more frequently.

3.2 **Increases the shareability of social media posts**

While games can be fun when played alone, they are typically best enjoyed when played with others. Social media's ability to easily let users share posts with other users on the platform provides the perfect opportunity for a marketer to implement gamified social media campaigns that have increased shareability.

If an individual is excited by a brand, product, or business, then they may choose to share it with their network. Consider this the new word-of-mouth marketing.

Did you know that research has been done on different player personality types? Coined by Richard Bartle, and called the Bartle taxonomy of player types, this theory can be used as personas to think about your social media followers. The four main types of players are the Socializer, the Explorer, the Achiever, and the Winner (formerly known as the Killer).

By understanding the needs and psychological desires of each player type, particularly the Socializer, marketers are able to implement effective gamification and social media strategies that target specific emotional triggers.

For example, the Socializer loves empathy, connectivity, and community. They are the type of player who will respond well to quest triggers, which could involve specific requests made by you such as asking them to like and share a particular post. For example, after completing that task, they are then rewarded with a social media mention on your page. This would be meaningful for Socializers. Be sure to also read about the other three personas to gain an understanding of what drives them.

3.3 Develops a positive association between the user and the brand or business

The number of social media users worldwide in 2018 is reported to be approximately

3.196 billion people,
AND UP 13% YEAR-ON-YEAR.

While this means a huge opportunity, social media platforms are also notorious for being busy marketplaces with many different brands and businesses all aiming for the most eyeballs.

According to Altimeter, 84% of marketers track and measure the effectiveness of social media efforts against defined goals and objectives, yet only 29% of marketers are trying to prove the value of social media.

We know that it's human nature to like to be rewarded. When people play a game they enjoy or able to receive benefits from, this creates positive emotions and interactions with that game, which can be directly associated with a brand or business. Positive associations relate to the thoughts, feelings, and emotions that come into a consumer's mind whenever they see, hear, or think about a brand or business.

3.4 Builds a strong and active social media community

In addition to being engaging, games also have the ability to unify people and create a strong community. A perfect example in the real world is the loyalty and participation typically displayed by sports teams fans.

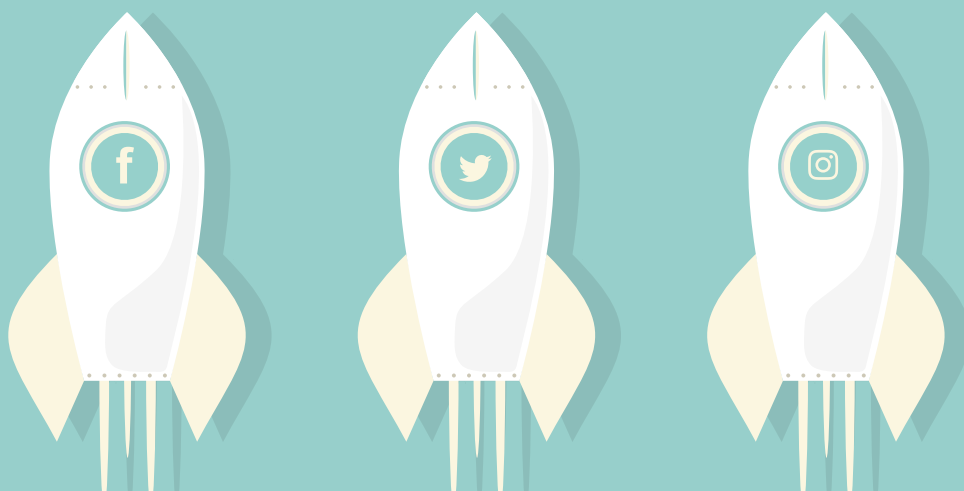
As a marketer, you can certainly use these same principles of building a community based around a brand and benefit from having an extremely active social media community.

Strong social media communities derived from gamification marketing strategies have the ability to develop unmatched momentum for a brand or business. The levels of brand awareness and engagement typically acquired with successful social media marketing campaigns can serve as a perfect example of how strong online communities can significantly boost and influence a brand's other marketing efforts.

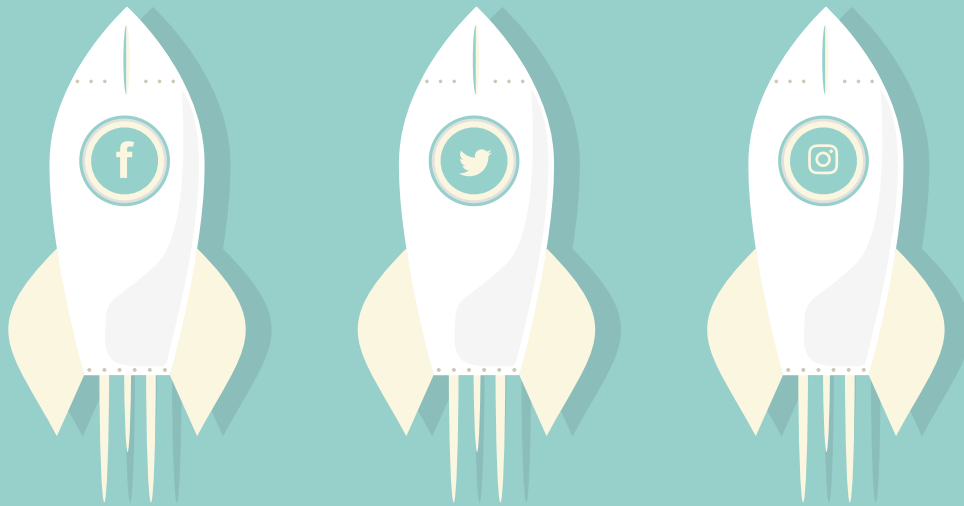
3.5 Tracks and optimizes to improve performance on social media platforms

Most social media platforms and gamification software give users the ability to accurately track important metrics such as post engagement, organic reach, video watchtime, and game involvement related to each social media post in real time.

One of the main benefits for your target audience to engage with gamified marketing strategies on social media platforms is the immediate feedback they receive in terms of rewards, incentives, and achievements. One of the main benefits for marketers is also the ability to receive immediate feedback via gameplay analytics and statistics.



A prime example would be the polling option on Twitter, which essentially allows a user to extract valuable consumer insights by asking questions and receiving immediate feedback. The polling question(s) could be funny, serious, or informative based on the brand and what the interaction attempts to achieve with their community.



4.

Conclusion

Gamification continues to be a tried and tested marketing strategy to improve a number of different marketing objectives, and it is an ideal pairing for social media marketing campaigns because it:

- Encourages social media participation
- Increases the shareability of social media posts
- Develops and nurtures leads on social media platforms
- Builds a strong and active social media community
- Gains valuable insights to gauge the success of social media marketing campaigns and to optimize performance

A game that entices a target audience to engage with a brand or business every time the user hops on social media has tremendous ability to nurture positive brand associations and increase brand affinity. Developing brand affinity on social media platforms can help to build a long-lasting relationship with a social media audience, and retain their loyalty to the brand or business.



Want to know more?

Visit the LeadFamly Library to understand more about marketing gamification or view an on-demand webinar.

[Visit the library](#)

Book a demo and sign up for free to see how simple it is to create a memorable game.

[Book a demo](#)

Lastly, we love to chat. Drop us an email at hello@leadfamly.com to say hi, or if we can help answer a question. Or you can message us directly from the LeadFamly website.

