

The Guide To

GAMIFYING YOUR



Lifecycle Marketing Activities

LeadFamily

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1. Introduction

A person's experiences or interaction(s) with a business can be thought out or accidental. When a marketing department thinks through the interaction and the steps after, he or she can plan the emails that are received, what kind of ads to retarget them, and the kind of content to create. These all lead to how your audience sees your brand. Knowing this, we recommend that businesses spend time creating the experience you want your customers or audience to have. Be deliberate and smart.

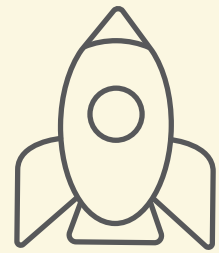
At LeadFamly, one way that we focus on the customer experience is through content. We create different types of content for the four stages in lifecycle marketing: awareness, activation, acquisition, and retention. And we use a mix of mediums like webinars, e-guides, and blog posts paired with one-of-a-kind visuals created by our design team.

Another way to create an experience for your audience is with gamification. Three recent example of how we married gamification and content was by:

- Creating a Drop Game to go with a blog post that was timely and raised awareness.
- Making an Advent Calendar to gather new permissions from our prospects.
- Sending out a holiday game to customers as a thanks and show of good will.

Now that we've gone over the why of gamification and lifecycle marketing, let's take a look at how to accomplish this.

2. How content impact in lifecycle marketing



boosts



Consider a gamification campaign to be like a ‘who’ analytics tool, which helps answer questions like:

- Who is viewing your website?
- How did they arrive to your campaign?
- How is your site being used?

This type of acquisition tracking, made popular by the blog KISSmetrics, is valuable because it can also give you insight into where people are in the customer lifecycle. The type of content that a user is looking at will help identify their stage and can even be a trigger that gets them to move to the next step. Use the data you gather to learn about your customers, their preferences, and what resonates with them.

Then make quality content. A recent [Forbes article](#) explained the importance of content over quality: the study reported that 64% of shoppers admit they trust a brand more when they have similar ethics and standards. What’s the best way to communicate your ethics and standards?

With content.

Customer lifecycle marketing also shifts the focus to more than just selling, but to delighting customers. We like Intercom’s definition of customer lifecycle marketing:

Customer lifecycle marketing is a series of marketing activities that nurture your relationship with customers as they progress from lead to customer to advocate. Selling to your current/active customers can be very profitable; that’s why marketers should add customer lifecycle marketing to their marketing strategy.

One way to nurture customer relationships is through relevant content. Gamification campaigns can be a fresh way to create the content that’s communicated to customers and helps to position your business.

Can you believe that a recent study by [Salesforce](#) found that only 20% of organizations used marketing across the entire customer lifecycle? We see such an opportunity to inject fresh content and thoughtful campaigns into the relationships you have with your customers.

3.

4 ways to use gamification throughout the lifecycle



Content and gamification can help you get visitors to stick around, become customers, and hopefully turn into loyalists. It starts with thinking from your audience's point of view in each part of the customer lifecycle.

3.1 Raise awareness



The definition we use for awareness is to get attention for a product, company, or brand. It means that even the most established and recognized brands will need to focus on the Awareness stage when they introduce a new product or brand.

An effective tool for the Awareness stage is to create visuals or graphics that are attractive and easy to share. A [blog post on Amazon's analytics tool](#) Alexa states that “from a content standpoint, you want to create highly shareable pieces. Graphics that are easy to read, posts that people laugh at and want to share, and short videos all fall into this category. If you want to go viral, this is the stage to try for it.” After creating an exciting visual, you can link to a game campaign.

Memorable visuals can also be used to build a game campaign. We recommend trying a Quiz or [Brand Extender](#) game to raise awareness of your business, product, or brand.

3.2 Boost activation



In its simplest form, we define activation as getting a potential lead or contact to do something. That could mean supplying their email address or engaging in a marketing campaign— it's up to you to decide.

This is a great opportunity to create a game campaign that is so engaging that players are willing to share information that helps you better understand and segment them. We've seen clients ask for number of children, preferred sport, gender, and even the type of concert-goer they are.

Gamification can help you gather information to better define your buyer personas and segmented lists. Because it's so engaging, gamification offers a great way to enhance your personalization efforts by filling in missing data gaps.



3.3 Trigger acquisition

For us, we define acquisition as getting a commitment to something like a purchase or contract. We correlate acquisition to the exchange of money.

We've seen multiple retailers use gamification in the acquisition phase by creating a game campaign with a CTA (call-to-action) that links to the company's website. The thing to remember is to make the experience engaging and informative.

Don't just ask people to enter to win a voucher. Rather, create a gamified experience that is fun and piques their interest, and then use the CTA to get them to visit your website (and ideally make a purchase related to the game content).

By offering a thoughtful experience that 'gives' something, this serves as brand-building while also being something your audience will notice.



3.4 Increase retention

The last part of the LeadFamily lifecycle model is retention, which equals happy customers who keep coming back. This has different meanings for B2B (business-to-business) and B2C (business-to-consumer). For B2B, it likely means a contract renewal whereas for B2C, retention is focused more on returning to a store or webshop, or making repeat purchases.

We really like a quote that [Think With Google](#) recently published: "As marketers, we always think of growth. And the main growth factor is retention." This was said by online marketplace MercadoLibre's Daniel Ferro, who is the Director of Corporate Marketing, and we couldn't agree more.

Gamification can be used in many ways to retain clients or customers. One idea is to create an experience where only those who know your brand, product, or business well will win. It could be a competition that starts online and eventually the winners in each market come together to compete against the best.

This is exactly what one of our B2B clients did— they used gamification to find out who knew the most about their product, then brought them together to the 'Olympic Games' of their industry. It was a huge success for them.

CON CLU SION

Adopting a customer-focused model takes a different approach and way of thinking. It means shifting focus and funds to retaining customers rather than always aiming to win new business. Management consultancy Bain & Company found that repeat customers spend an average of 67% more than new customers. So why not invest in the second half of the customer lifecycle?

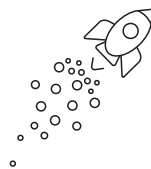
Businesses can use content and fresh tools like gamification to interact with their audience and customers throughout the lifecycle. Content can also help improve your marketing initiatives throughout the lifecycle. We see such an opportunity here given that Salesforce reported only 20% of companies using marketing throughout the lifecycle. If this is a new approach, we recommend setting attainable goals and beginning with one stage. Test and analyze to find what works for your business.

Nowadays, your audience expects experiences and content customized to them. Gamifying your marketing or aspects of it can make interacting with your brand fun. Gamification releases feel-good chemicals: DOSE (Dopamine, Oxytocin, Serotonin, Endorphins). These chemicals influence happiness, and our brains crave these chemicals. These are each triggered by gamified experiences.

This can lead to an emotional connection between your brand and audience. A Harvard Business Review study, found that an emotional connection between a 'brand' and their audience actually matters more than customer service. While customer service is definitely important, it is surprising to read that it's not always #1. Let's make these interactions thoughtful, purposeful, and fun.

Content and marketing gamification can establish trust, and ultimately, engagement.

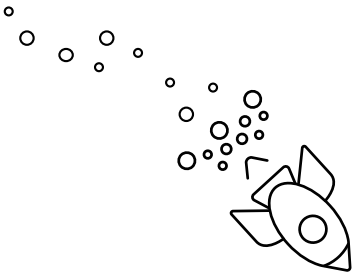
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