



**How To Implement
A Gamification Strategy
THAT WINS LEADS**

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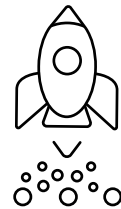
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1. Introduction



Gamification can be utilized at every stage of the buyer's journey to engage target audiences and successfully influence buyer behavior.

Whether you are a marketer working in a consumer (B2C) or enterprise (B2B) company, the use of gamification in marketing is a proven method for effectively achieving a number of different marketing goals. From lead generation all the way through to customer retention and brand loyalty, gamification can be utilized at every stage of the buyer's journey to engage target audiences and successfully influence buyer behavior.

In this short e-guide, we will discuss why marketing gamification is so effective, what are the essential elements in a campaign, and how to outline the necessary steps in order to implement your business' own successful marketing gamification strategy.



2. Why is gamification so effective?



By incorporating game design elements into marketing campaigns (such as inclusiveness, achievement, competition, rewards, and fun), businesses are able to compel users to interact with them, invoke a response, and connect with consumers on a much more personal and engaged level.

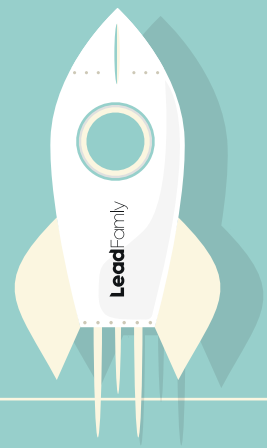
Psychologically, the positive effects of gamification can be explained by Flow Theory. Coined by psychologist Mihály Csíkszentmihályi, flow is the mental state a person assumes when they are completely focused on, involved with, or immersed in a particular activity such as playing a game.

Elements required for a consumer to achieve a flow state-of-mind with gamification include:

- _____ Clearly defined goals and identifiable rewards
- _____ A challenging activity or task that requires a certain level of skill to complete
- _____ A balance between a user's ability level and the challenge put in front of them
- _____ The merging of action and awareness to create a sense of flow
- _____ A sense of control over the situation
- _____ Direct and immediate feedback
- _____ Delivery of rewards as expected

Marketing gamification strategies that satisfy all of the above requirements are able to capture the attention of target audiences, motivate them to interact, and help to develop positive associations with a brand or business that compounds and grows over time.

3. Important elements of a successful marketing gamification strategy



Effective marketing
gamification strategies
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Effective marketing gamification strategies have the ability to tap into our most basic human emotions, such as the desire to compete, be rewarded, and obtain status. They also provide marketers with ample opportunities to increase consumer engagement, establish customer loyalty, and drive specific buyer behaviors to achieve specific marketing goals.

To achieve the best possible results, here are the primary elements to include in every marketing gamification strategy:

_____ Points or something valuable that can be awarded for completing a certain action or task (or a combination of actions and tasks)

_____ Levels or benchmarks that inform players of their progress through the gaming experience

_____ Scoreboards or some way to track that allow users to make comparisons of past achievements

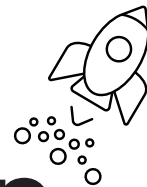
_____ Badges or status symbols that mark the completion of certain goals during the progression of gameplay

_____ Challenges or goals that give players a sense of competition and a purpose to participate

_____ On-boarding or integrating specific marketing messages into gameplay to familiarize game players with the products or services you specialize in

_____ Engagement loops that attract the attention of target audiences, provides them with an incentive to complete certain tasks, rewards the user for completion of the task(s), then offers another incentive for the user to complete more tasks and actions

4. How to implement an effective marketing gamification strategy



Below we have outlined seven important steps needed to implement an effective marketing gamification strategy:

4.1 Know your target audience

Always begin by researching and defining exactly who your target audience is, which will determine the most appealing game type to attract and hold their attention. For example, a millennial audience may not be interested in the same type of gameplay as older generations. Before developing and implementing any type of marketing gamification strategy, always consider who your target audience is and what their interests are or what will appeal to them most. If your audience is comprised of a large and diverse demographic, you could consider segmenting your audience to develop a more personalized gamification experience for the different segmented groups.

4.2

When considering ways to influence your target audience with campaigns using gamification, try to focus on the particular actions you want the user (or game player) to complete. Starting here will help you to achieve your marketing objectives. For example, you could generate more brand awareness by providing the right incentive(s) to your target audience for endorsing your products or services on their personal social media accounts. The more specific you can be with the consumer behavior you are trying to influence and the actions you want the target audience to take, the easier it is to build effective game mechanics.

4.3 **Research effectiveness of different types of games**

One of the best ways to develop an effective marketing gamification strategy for your business is to research and analyze the results from others who have already implemented a similar campaign. This will give you a much better understanding of what will likely work for your business.

Research case studies to determine:

- _____ The consumer behavior that is being targeted with gamification

- _____ What type of rewards were offered to motivate users to complete desired actions and influence buyer behavior

- _____ How the marketing message was delivered throughout the duration of gameplay

4.4 **Establish the right incentives and rewards**

Determine the correct incentive needed to entice and motivate your target audience to complete certain tasks or actions. For example, your incentive could be a product giveaway, financial reward, or a discount coupon. Whatever it is, try to make sure it is rewarding enough to motivate the players into action. Again, one of the most effective methods for identifying suitable incentives is to look at the types of rewards and incentives offered in past successful marketing gamification campaigns.

4.5 Identify KPIs to gauge success

To ensure your marketing gamification strategies are performing effectively and producing positive results for your business, you need to identify key performance indicators (KPIs) to evaluate the campaign's success. Marketing gamification software, LeadFamily is an example, provides customers with analytical data and accurate statistics on user participation including:

- _____ Length of time spent playing the game
- _____ Specific actions taken by the user
- _____ Achievements made during the progression of gameplay

With regard to your KPIs, if you are not meeting certain targets, you may need to reevaluate elements of your strategy to achieve better results (i.e., changing the incentives you are offering or the particular game type you are using).

4.6 Make sure your game is fun and enjoyable

People play games because they are fun, fulfilling, and enjoyable. The more fun a game is to play, the more people will play it and the more likely they are to share with their network through word-of-mouth and online brand advocacy. By ensuring your games are actually fun and enjoyable to play or participate in, you are able to bypass people's natural aversion to being marketed to and deliver your marketing messages much more effectively.

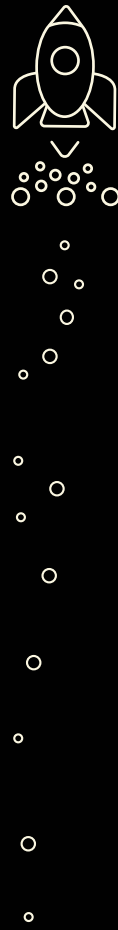
4.7 Create and develop your game using LeadFamily's gamification software

One of the most cost-efficient ways to develop and implement an effective, fully-customized and branded marketing gamification strategy for your business is to utilize LeadFamily's gamification software, which is a unique and user-friendly tool.

LeadFamily gamification software has the proven ability to help your business:

- _____ Attract and hold the attention of your target audience in a busy marketplace
- _____ Engage with and nurture relationships with your target audience
- _____ Push leads through your customer journey loop
- _____ Influence consumer behavior throughout the buyer's journey
- _____ Convert people from leads to customers
- _____ Establish and retain customer loyalty
- _____ Encourage brand advocacy

Remember to keep your game challenging, yet simple enough so that it's only as long as it needs to be. A game or contest that involves complex procedures to play or is too long in length is more likely to lose the attention of your target audience. Your consumers need to be able to quickly figure out how they can start playing and begin progressing through the game to receive their incentive or reward.



5. Conclusion

Marketing gamification is not a trend or fad; it has been tested and is a proven method to successfully engage with a target audience for a longer-than-average amount of time. In fact, in an article for *Time*, Chartbeat's CEO Tony Haile stated that on average, website visitors spend less than 15 seconds on a webpage. Here at LeadFamily, our customers see an average consumer engagement of 70 seconds each day on the online Advent Calendar game.

Most people play to win. The overall concept of participating in a business's game is to win something of perceived value or learn something new. By targeting these powerful human emotions, businesses can utilize marketing gamification to influence buyer behavior, delight new customers, and achieve their marketing objectives.

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.

