



**CPL**

**Lowering Your  
With Marketing  
Gamification**

**A  
HOW-TO GUIDE**

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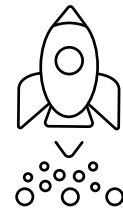
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# 1. Introduction



Acquiring leads and new customers in a cost-efficient manner should be a primary marketing objective for every business. The CPL (cost-per-lead) is a crucial metric so that businesses can track and optimize. It can help businesses lower their overall costs for marketing activities and ultimately increase ROI (return on investment). To put it simply, a business that can lower their CPL while maximizing their profits from each lead are winning at lead generation.

During the marketing campaign planning, calculating the CPL should be a priority. Marketers also should benchmark their CPL against the industry average. If theirs is significantly higher, then the strategy should be adjusted.

# Cost per lead benchmarks: By industry

Industry	Cost Per Lead
Media & Publishing	\$11-\$25
Education	\$26-\$50
Healthcare & Medical	\$26-\$50
Consulting	\$26-\$50
Industrial & Manufacturing	\$26-\$50
Travel & Tourism	\$26-\$50
Consumer Products	\$26-\$50
Software	\$51-\$100
Information Tech & Services	\$51-\$100
Marketing Agencies	\$51-\$100
Financial Services	\$51-\$100 

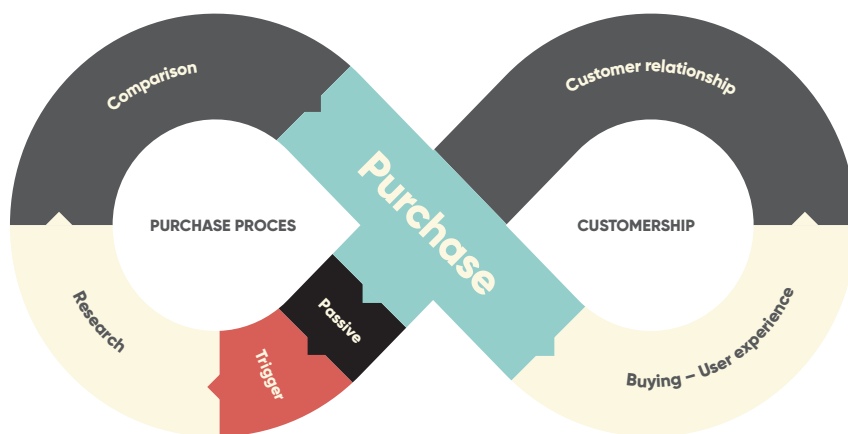
Source: Hubspot, "Lead Generation: A Beginner's Guide to Generating Business Leads the Inbound Way," 2018.

The cost per lead varies by industry, with Media and Publishing reporting the lowest cost per lead at \$11-\$25. Software, Information Tech & Services, Marketing Agencies and Financial Services companies all reporting the highest average cost per lead at \$51-\$100.

Achieving a low cost-per-lead and obtaining a high volume of quality leads can be a good indicator that your marketing campaign is doing well. However, a business must also be able to introduce the leads into the customer journey loop in order to generate revenue.

In this short e-guide, we will show you the steps to calculate the true CPL for your business, teach you how marketing gamification can generate quality leads to help lower your CPL, and also provide you with a step-by-step guide on how to implement a successful marketing gamification strategy into your campaigns in a cost-efficient manner.

# THE CUSTOMER LOOP



Source: Adapted from OMD, "Eco-system," 2014.

# 2. The CPL

## 2.1 **Calculating your CPL**

In today's modern digital marketing landscape, it is important to diversify your marketing efforts across multiple channels, platforms, and mediums. To maximize your marketing efforts to achieve the best possible results with lead generation, CPL should be top of mind for marketers.

When you can accurately calculate exactly how much acquiring each lead costs the business during a campaign, you can make better decisions regarding how to optimize your marketing efforts.

### **How to calculate cost per lead:**

Divide the overall marketing spend by the total number of new leads generated:

**Step 1:** Add up your marketing spend

**Step 2:** Add up your new leads

**Step 3:** Divide your marketing spend by new leads

**Step 4:** Factor in lead nurturing spend

*Total Marketing Spend / Total New Leads = Cost Per Lead (CPL)*



## 2.2 **Factoring lead nurturing costs into your CPL calculation**

Lead nurturing is the process of guiding newly acquired leads ideally through the customer journey loop, and ultimately converting those leads into customers and, ideally, champions. There can be additional costs associated with lead nurturing like email creation and time spent engaging leads at different touch points throughout the buyer's journey.

That's why it is very important to include lead nurturing costs into your CPL calculation. For example, if you know you are spending a certain amount to acquire a new customer--but you haven't considered the costs associated with your lead nurturing activities--CPL and campaign costs can easily exceed your expectations and marketing budget.

By factoring lead nurturing into your CPL equation, it also provides a valuable metric for businesses to benchmark the quality of leads generated during a campaign. Without factoring in the costs associated with lead nurturing, your CPL can be manipulated by the volume of leads without offering any true indication of quality. This can ultimately lead to a bunch of low-quality leads, which can be costly to convert into customers further down the journey.

If you extend your CPL calculation to include both the marketing and lead nurturing spend together, you are able to accurately evaluate the true cost to conversion and develop effective strategies to help lower your cost-per-lead.

# 3. How marketing gamification can lower your CPL

From long-term loyalty programs to entertaining and highly engaging online games, gamification strategies can be used in enterprise (B2B) and consumer (B2C) environments to effectively generate leads and lower the CPL for businesses of every size and industry.

Gamification can be effective in lowering your cost per lead because it is a strategy that encourages and rewards consumer participation. By incorporating game design elements such as inclusiveness, achievement, competition, rewards, and fun into marketing campaigns, you are able to capitalize on powerful human emotions that compel users to actively want to interact with your marketing efforts and ultimately enter into your customer journey loop.

Gamification strategies also have the proven ability to successfully guide leads into the customer journey loop to drive sales, increase revenue, and maximize the effectiveness of all lead generation activities.

Below is a short guide outlining steps to take to implement a powerful and cost-efficient marketing gamification strategy for your business.

## 3.1 **Three steps to take to help lower your CPL**

### **One – Know your target audience**

Before implementing any type of marketing gamification strategy, make sure you know and understand exactly who is your target audience. This will inform what type of game is going to appeal to your target audience and encourage engagement.

Start by creating a buyer persona (or a few) of your ideal customer. This involves researching information on their demographics, interests, pain points, behavior patterns, motivations, and expectations. Then think about how your products or services can help solve their issue.

If your target audience comprises a wide and diverse range of people, you may want to consider segmenting your target audience into different groups and developing customized gamification strategies to better suit each segment.

## **Two – Create an effective marketing gamification strategy**

After you have accurately identified your target audience, the next step is to create an effective marketing gamification strategy that will get your ideal customers to interact and engage with your product or business.

Below are the primary game design elements, which we suggest you include some of to create a successful gamification strategy that will entice your target audience to participate in—and ultimately provide some contact details to add to your lead database for permission-based marketing.

### **Gaming elements to include for a successful campaign:**

—— Points, values, or rewards awarded for an action.

—— Levels or badges that indicate progress and achievement.

—— Leaderboards that make simple comparisons to evaluate the performance of each game player. (People like to know where they stand!)

—— Challenges, quests, or endeavors that give players a sense of purpose when playing or participating in the game.

—— Onboarding or integrating specific marketing messages during gameplay to familiarize game players with your brand or business.

—— Engagement loops that will initially attract the attention of your target audience, provide them with an incentive to complete certain actions or tasks, rewards the user for completion of each task, and then offer another incentive for the user to complete additional actions in the future.

### **Three – Find a cost-efficient method to implement marketing gamification into campaigns**

Gamification software like [LeadFamily](#) allows businesses to design and implement a variety of customized, branded, and highly-engaging games.

With more than 20 different game concepts to choose from, LeadFamily's gamification software allows you to find the perfect game concept to effectively reach your target audience and transform them into viable leads for your business.

# 4.

# Conclusion



The use of gamification strategies are a proven and established marketing technique for lowering your CPL when generating leads.

For example, LeadFamly's popular online Advent Calendar was recently utilized by BabySam, Denmark's leading supplier of baby equipment, to acquire leads. This resulted in 400,000 registrations during the month of December, with 30,500 registrations being unique entries.

**Gamification strategies can also be used to:**

Acquire relevant information to segment your target audience so you can deliver a more personalized customer experience with marketing materials.

Hold the attention of your target audience long enough to deliver a specific marketing message.

Motivate and influence your leads throughout the buyer's journey to achieve a number of different marketing objectives.

Develop and nurture relationships with leads to drive sales, retain customer loyalty, and increase the lifetime value of your consumers.

Are you ready to cut through the noise and engage your customers?

# 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](mailto:hello@leadfamly.com) to say hi, or if we can help answer a question. Or you can message us directly from the LeadFamly website.

