

Using marketing gamification to navigate the customer journey

How to make the most of the
path to purchase

leadfamily

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1. Introduction: Why the customer journey is so important

The customer must be at the heart of every business if that company is to have any hope of being successful. Their power means that more often than not it's now the customer that dictates how and why a business grows.

Maximising the potential of the customer journey, at every step from initial interaction with the brand to their first purchase and beyond, is vital. Each part needs to be optimised so that the customer isn't lost – figuratively and literally.



So you want to win new customers?

It's challenging and it requires delivering an experience and offer that's both different from competitors and engaging enough to stop customers from straying elsewhere.

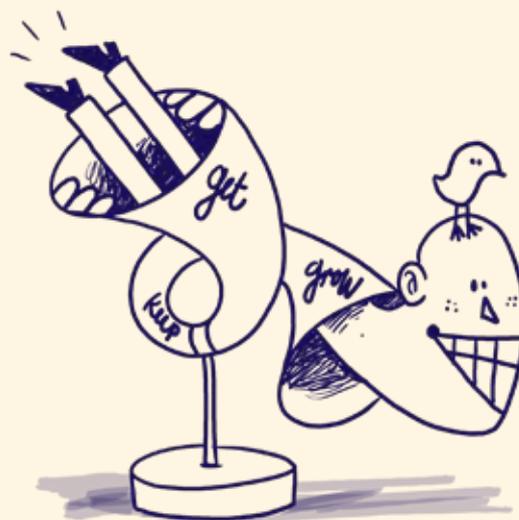
Marketing gamification can help to amplify the opportunities of the customer journey at each of its steps – from gaining and acquiring, to targeting, growing and retaining your customers.

It can help you stand out from the competition and deliver a truly engaging experience that your customers want to be involved in.

2. The three crucial steps of the customer journey

Step 1 - Gaining and acquiring

The fight for consumer attention is truly overwhelming, but in the gaining and acquiring stage of the customer journey the need is to **build awareness to gain new customers** and persuade them to buy.

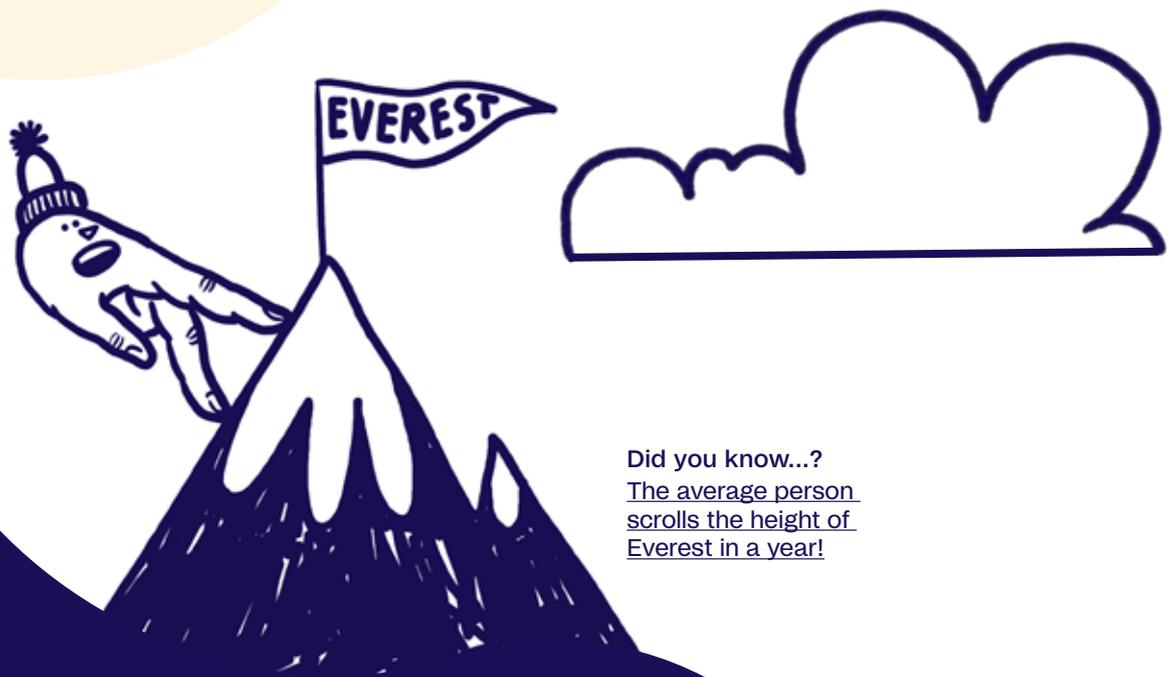


And that's not easy!

The touchpoints through which brands can now reach their customers, coupled with an always-on culture thanks to ever-present mobile devices, means that the barrage of marketing messages to consumers is non-stop.

And that means getting your message through to customers to make them aware of your brand can be incredibly tough.

You need to do something different and exciting if you are to capture attention in such a busy market. You must stand out and create a new fresh, engaging and useful experience that will not only captivate new, potential customers but will also prove valuable in their decision on whether to purchase from you or not.



Did you know...?
The average person
scrolls the height of
Everest in a year!

Using marketing gamification to gain and acquire customers

Marketing gamification allows you to win customers – literally. Done well it captures fleeting attention and transforms it into audience captivation.

It's powerful stuff where the consumers win too.

Quizzes can help to raise awareness of your business, product or brand, allowing you to offer a richer value exchange to potential customers for their marketing permissions.

Instant win concepts also work really well here, with games like wheel of fortune allowing brands to offer physical prizes that can be collected instore or digital prizes, such as product discounts, which can be used to persuade them to spend online.

The perceived reward of a 'prize' won in a marketing gamification project can be more significant than a traditional introductory discount or free offer that might otherwise be used to engage customers on a website or email. It taps into powerful customer psychology that values that win more highly than something that the customer-to-be hasn't 'earnt'.



How Würth Denmark used marketing gamification to turn leads into customers

As a B2B sales organisation, supplying a range of more than 50,000 products, including fastening and safety equipment, Würth Denmark is always looking to build its customer base and educate them on their full range of products.

The company has used two marketing gamification campaign types from Leadfamily. These include always-on campaigns that appear as pop-ups that run for longer and help encourage customers to purchase, as well as targeted, shorter campaigns that often relate to specific products to raise awareness.

In one such game, the company saw more than 800 email sign-ups, in exchange for a product sample, as well as one in four website visitors who interacted with a pop-up going on to buy online.

“In marketing, we all know you need to have something to get people’s attention and to get people to interact with your brand and products.

So gamification is part of the machine that marketers can build, along with using email marketing, social media, and retargeting, that your audience experiences as the brand’s universe.”

– Martin Schmidtman Holden,
Digital Marketing Specialist, Würth Denmark



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Step 2 – Targeting and growing

So you've won your new customers and they are raving about their first experience with you. "I won 20% off in a spin the wheel game and bought X," they excitedly tell their friends. But the challenge has now become targeting them to a finer degree to build spend, engage them more fully and grow your database and business further.

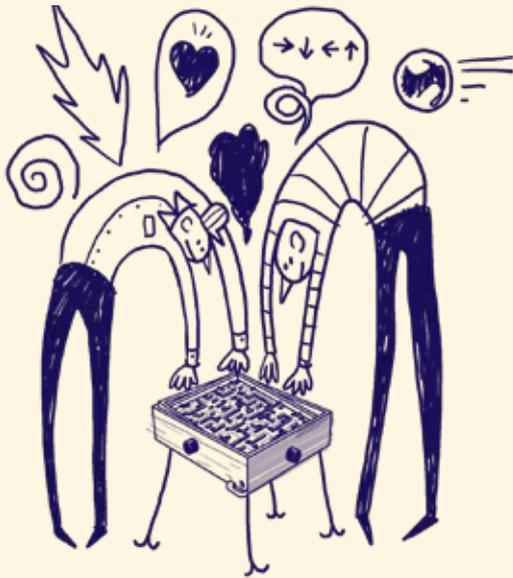


What it means is this

To avoid one-hit wonders you need a consistent, sustained approach to re-engagement, as well as re-awakening customers on your database who might not have interacted recently.

You need to hone in on your customers to find out more about them to allow you to better target their personas and allow for more efficient segmentation. So you might be interested in whether they have children or what their favourite hobby is. It's valuable data that consumers can be reluctant to share when companies use more traditional methods of targeting.

Brands also need to make the most of the earlier opportunity of that customer who is excitedly telling their friends about their win, building on the feel-good factor of gamification to turn such customers into regular buyers as well as strong ambassadors for your brand.



Using marketing gamification to target and grow customers

The customer relationship management strength of marketing gamification is huge. It offers a powerful way to engage with customers beyond their first spend, giving them a reason to keep coming back for more.

Games can focus on driving brand awareness and educating customers about products, or finding out more about customer wants and desires, as well as gaining more information about them as individuals to allow better segmentation.

Knowledge games can educate your customers about your product range, inspiring them to consider a wider range of items than they might have otherwise, but can also include quizzes that help you understand more about what they want. This not only allows businesses to better personalise the experience but can also be used effectively for new product development to drive further growth for the business.

click on the " I heart Prosecco " bottle below to see if you are a winner



How Klekt used marketing gamification to drive additional purchases

European sneaker marketplace Klekt used a Black Friday and Christmas themed marketing campaign to drive repeat purchases. It wanted to offer customers a fun shopping experience but also drive them to return for additional purchases.

Customers who had made a purchase and opted into emails were sent an email with the option of playing a spin the wheel luck game to win a discount code for their next purchase, or some Crep Protect goodies. 1,600 codes were claimed within a month, 16% of which led to second orders. AOV also increased by 17%.

To further cement customer interest the Black Friday campaign was followed by a 12-day Advent Calendar campaign. This used Leadfamily's quiz format to pose daily questions. Get them right and customers were entered into draws for prizes ranging from website credits to exclusive merchandise.

This campaign delivered more than 11,000 registrations, with more than half (54%) of customers still engaged a year later.

"We have a strong social media following, and we always want to make sure we are able to bring them another touchpoint of contacting them, and gamification allows us to do that in a unique way."

- Chloe Sintim,
CRM Manager, Klekt

[Read the full case story](#)



Step 3 - Creating a winning retention strategy

So your brand has acquired new customers and targeted them, and more like them, to grow the share of attention and spend for the business. Now comes the **ultimate challenge - keeping those customers engaged and retained long-term** and coming back for more, time and time again.

This can be one of the biggest challenges since it's about harnessing the initial customer enthusiasm and developing it into a much deeper, more valuable relationship that benefits both company and customer. It's cheaper than acquiring new customers but it isn't easy.

This is not only about providing a worthwhile value exchange but also trying something surprising that will continue to pique customer interest and allow your company to build lasting connections and relationships to ensure you stay in your customer's mind's eye no matter how long since they first engaged with your business.

Using marketing gamification to retain customers

Marketing gamification is powerful and engaging and people remember it, improving brand awareness as a result. It draws customers in, and it also gives them a feeling of control that they are choosing to engage with a brand's marketing rather than being passively marketed or sold to. They become more open to engaging further.

But, like any marketing tactic, it must be kept fresh and interesting if it is to continue to engage. Leadfamily offers a range of game content with suitable for a variety of different aims.

By shaking up your game mix, as well as being imaginative with your campaigns and content, you will be delivering fresh, surprising content which will continue to draw customers in repeatedly.





Skills games can prompt customers to engage for longer with your brand, deepening engagement as a result. Games and experiences that are more suited to customers that know your brand well have the potential to drive even greater engagement and retention by rewarding them for their loyalty and interest in a brand.

In truth though...

any of the game types have a role in creating memorable experiences that create trust and loyalty and helps to drive retention. Importantly building this level of trust also enables your brands to build customer data more effectively since consumers become more willing to share their information.

How Carlsberg used marketing gamification to retain customers

Carlsberg may be ‘probably the best beer in the world’ but a strapline isn’t enough to hold on to customers long-term, instead a company needs to build deeper relationships. Aligning with events can prove a big win here.

Carlsberg used Leadfamily used to support a Euro2020 marketing campaign, held in 2021. As part of the Win with the Team campaign, limited-edition beer cans sold during the tournament featured a hidden prize code that could win them fan merchandise.

The Lucky Number game helped to engage with fans, build the brand association with football and drive sales. And it worked well, with redemption rates twice as high as other code on pack campaigns, as well as a high time-spend at the website.

“I was extremely impressed with the platform as “code on pack” campaigns are difficult to manage.

I have worked with other platforms but never experienced a platform at this level. The Leadfamily platform has given us a clear competitive advantage. Without it, the campaign would have taken too much time, been too difficult, and we would have risked operational problems and breakdowns during the campaign. With the platform it all works – I don’t have to worry at all.”

– Allard de Wijkerslooth,
Media & Digital Manager, Carlsberg



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3. A subconscious process: the privacy calculus

Each time consumers are asked to provide their personal information, they go through an automatic decision about whether the cost is worth the benefit.

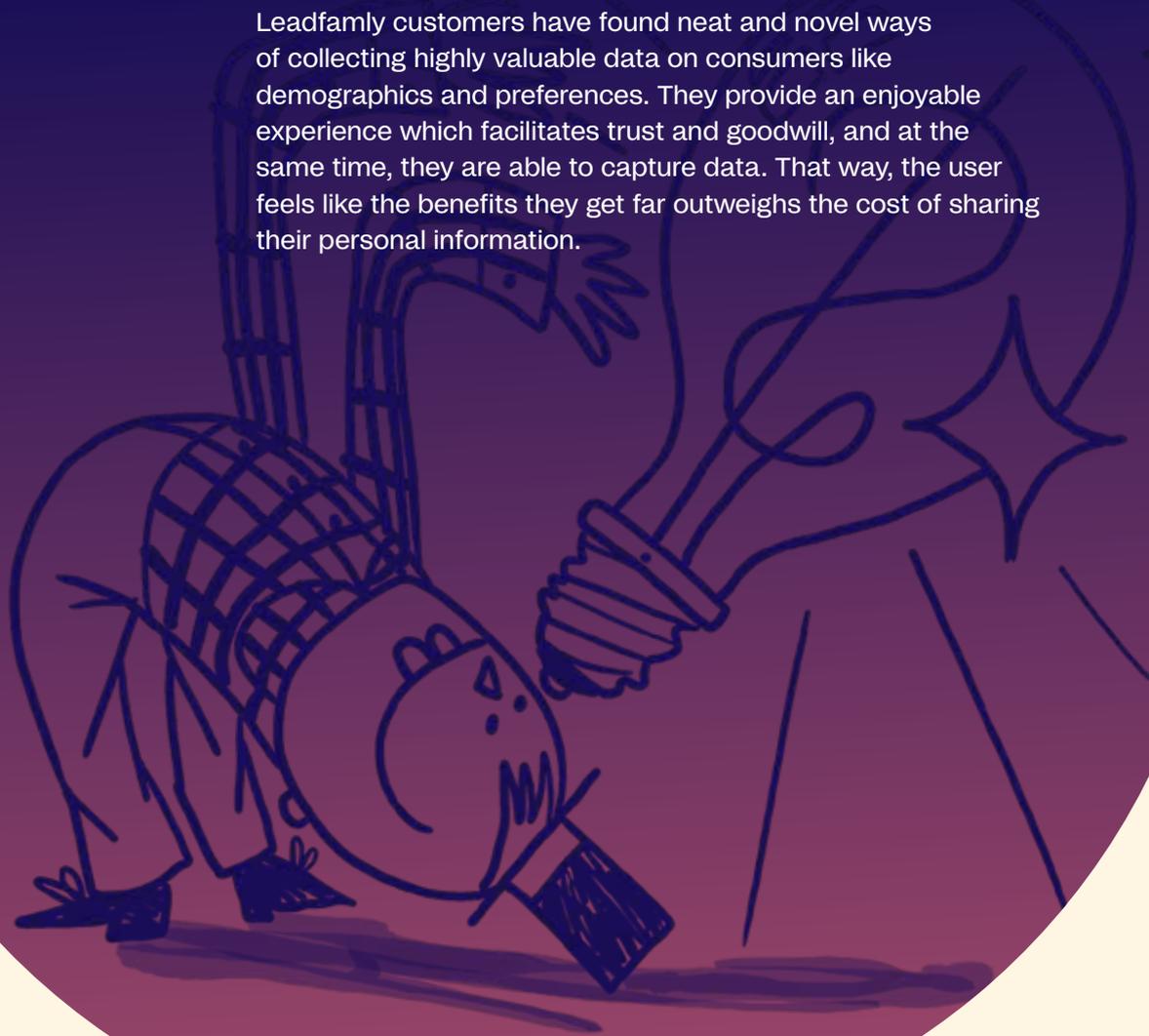
On one hand, they have the benefits of entertainment, personal relevance, or possibly some kind of financial incentive, but there's also the 'cost' of perceived intrusiveness, privacy loss, and data entry. Marketers must maximise the net benefit for the customer, by increasing said benefits and bringing down the costs.



What's the magic formula?

Studies have shown that highly engaged and emotionally connected customers are more likely to interact with brands, have more trust in them, and are more likely to share their data with them. An alternative to traditional push marketing is gamification, which uses game mechanics to create a fun and engaging experience. By harnessing gamification's power, brands can make their marketing more appealing, effective, and is a way to cut through the traditional marketing noise.

Leadfamily customers have found neat and novel ways of collecting highly valuable data on consumers like demographics and preferences. They provide an enjoyable experience which facilitates trust and goodwill, and at the same time, they are able to capture data. That way, the user feels like the benefits they get far outweighs the cost of sharing their personal information.



But here's the interesting thing

In a cross-campaign study Leadfamily conducted on a selection of customers, players actually had a significantly higher likelihood of entering brands permission programs when they had played a game prior to being faced with a registration form. What this means is that, presumably, these individuals felt a connection to the brand, and hence were more likely to respond to the brand's ask.

While gamified experiences may be just one tool marketers use in their marketing, it is a key way to gather first-party data in the cookieless future we are approaching. It is a tried and tested way to get and grow customer data, and it creates a consumer-brand relationship based on trust and positive value exchanges. Extra credit will go to the brands that put their consumer first, which means using innovative data collection where there's always a give before an ask.

4. How to implement marketing gamification throughout your customer journey

Marketing gamification works at every step of the customer journey - from persuasion to first buy, to reengagement and increasing lifetime value. It does so by offering a marketing tactic that is fun, engaging and just a little different that appeals to customers because of this.

Marketing gamification is a flexible, engaging and exciting tool that allows you to get, keep and retain your customers. The Leadfamily platform is a SaaS platform comprising more than 30 pre-coded game experiences for you to choose from, which are easily set up and implemented. No coding or length training is required, and the real-time dashboard allows you visibility to manage your campaigns closely, allowing you to get closer to your customers on every step of their customer journey with you.

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