

The True Value Of **GAMIFICATION**

LeadFamily

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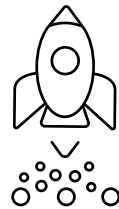
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1. Introduction



Gamification software platforms like LeadFamily provide businesses and marketers with an effective and cost-efficient solution to implement gamification strategies into marketing campaigns.

When it comes to achieving business objectives with marketing strategies, over time there have been tried and true methods proven to be effective. New marketing trends and techniques constantly emerge that can transform the way we attract, connect with, and communicate with target audiences.

The reality is that the marketing landscape is always evolving, and it's essential for businesses to stay up to date with the latest and most effective methods to produce positive results.

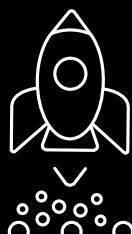
While gamification was once considered a marketing trend and a fad, it is now a time-tested technique proven to be effective for businesses of all sizes and industries. The key is to create a campaign that will engage, entertain, and delight your audience while enticing them to keep coming back.

In fact, gamification can drive engagement up by 100% to 150% when done correctly. What is concerning is what happens with a weak strategy or execution plan. Gartner found that as many as 80% of gamification plans fail to meet business objectives, mostly due to poor planning.

Gamification software platforms like LeadFamly provide businesses and marketers with an effective and cost-efficient solution to implement gamification strategies into marketing campaigns.

In this short e-guide, we will outline the main benefits of gamification in marketing and reveal the true value of gamification for your business and customers.

2. The value of gamification for your audience



2.1 **Compelling**

The main purpose of a game is to bring fun and enjoyment to those who play it. Whether a game is played to pass time, amuse oneself, or used as a form of escapism, at the very core games provide users with entertainment, enjoyment, and a sense of fulfillment. As humans, we are deeply driven to seek adventure, achieve, experience triumph, and be rewarded. Gamification allows you to capitalize on these powerful human emotions, connect with your target audience on a more personal level, and compel them to interact with your business.

2.2 **Engaging**

Gamification is a proven marketing method to increase engagement with your target audience. With the potential to raise engagement 100% to 150%, gamification is a natural pair for a marketing strategy, and it can be more powerful than other types of marketing or even paid advertising. This is because gamification strategies provide people with added incentives to proactively engage with marketing efforts.

When users proactively engage with your marketing gamification efforts, they inadvertently interact and engage with your business too. Throughout the duration in which the user is actively participating in gameplay, this is where the opportunity is to communicate your marketing messages effectively and promote your business and brand in a variety of different ways.

People engage in games to be entertained, and therefore most people don't necessarily associate games as time they're being marketed to. This allows

savvy businesses and marketers to achieve important marketing objectives with target groups — such as brand awareness, market positioning, market share, lead generation, advocacy, and word of mouth as well as customer loyalty.

2.3 **Positive association**

The psychology behind marketing gamification is relatively simple: when customers play or participate in a game, they earn a reward for their accomplishments. This creates positive emotions and interactions with the consumer that can be directly associated with the brand or business.

By incorporating game design elements such as inclusiveness, achievement, competition, rewards, and fun into marketing campaigns, consumers develop a positive association with a business. Positive associations are all of the attributes that come into a consumer's mind whenever they see, hear, or think about a particular brand or business.

2.4 **Educational and informational**

Maybe you want to educate your target audience regarding the benefits of what your business offers. Or perhaps the intention is to introduce a new range of products and services. Gamification allows you to grab the attention of your target audience, and keep that attention long enough to inform or educate them about your business.

Games have the ability to disarm people from their natural aversion to marketing because they are fun and most often associated with the chance to win. This provides opportunities for businesses to inform, educate, and even delight target groups.

3. The value of gamification for your business



3.1 **Affordability and integration**

Traditional marketing collaterals (e.g., brochures, pamphlets, TV ads, billboards, and magazine advertorials) often mean a huge budget. The resources needed from both internal departments and external parties to produce, distribute, and promote traditional forms of marketing materials can become an overwhelming, long, and costly process.

What if there is a better solution?

Gamification software and platforms like LeadFamily provide marketers with a cost-efficient solution to integrate customized high-engagement marketing gamification strategies into campaigns without the need for technical abilities or having to outsource to a game designer to create a game.

3.2 **Accurately measure results**

With marketing, it can be hard to accurately measure the performance and effectiveness of each piece of material you produce and distribute.

Therefore, it can be difficult to both determine and show the true ROI (return on investment) of all marketing actions.

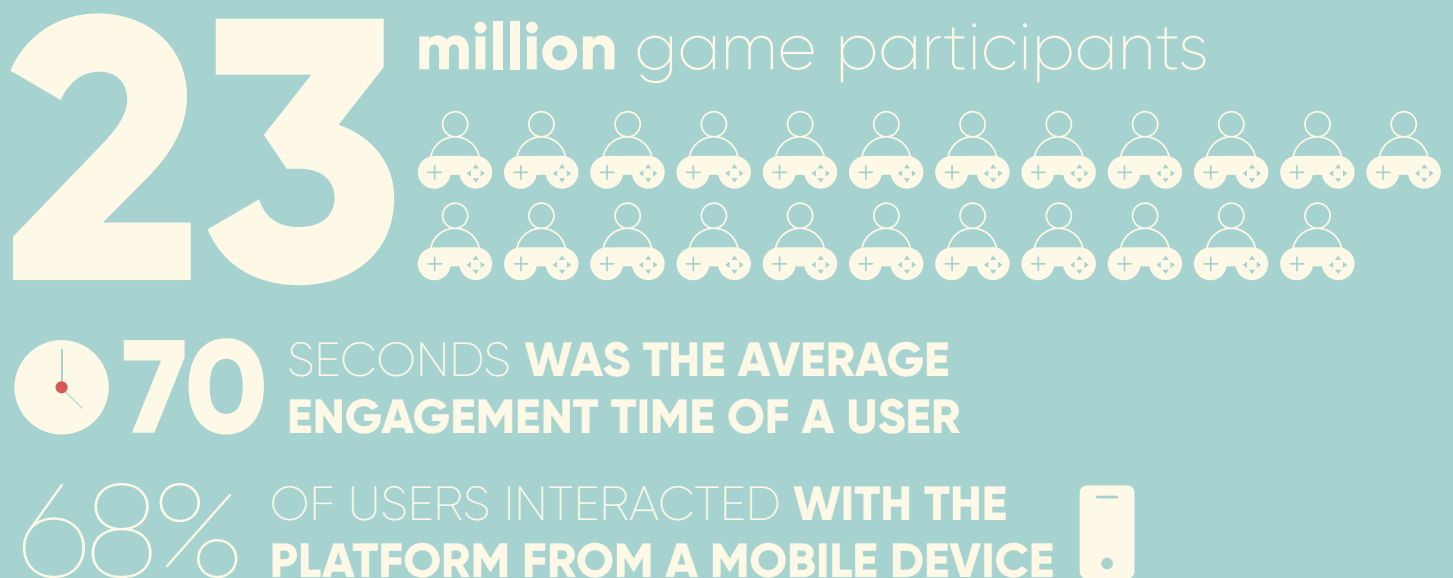
LeadFamily's gamification software has a in-built system that allow businesses to accurately keep track of (and document) important marketing metrics and analytics. This data can help businesses measure the true ROI of marketing gamification campaigns and easily share this data with other key decision makers.

3.3 Achieve specific marketing goals with different game concepts

LeadFamly's software allows more than 20 different game concepts to be designed and promoted, allowing you to find the most effective game to engage with your target audience — and ultimately achieve your marketing goals.

Whether you are looking to create brand awareness or strengthen your customers' loyalty to increase their lifetime value, gamification can help achieve a wide range of marketing goals.

For example, LeadFamly's popular online Advent Calendar game can be utilized to engage with target audiences every day for an entire month. Each day the user has a chance to win a 'prize' by scratching a field on the calendar. This is a great marketing gamification strategy to compel a target audience to interact with a business or brand on a daily basis so that that brand or business essentially remains top-of-mind with the consumer.



These LeadFamly data points are from Jan-Dec 2018

3.4 **Multiplatform and omnichannel marketing**

Most people own multiple internet capable devices with unlimited access to a range of different social media platforms and apps. LeadFamly games can be played by users on every device, and implemented in omnichannel marketing campaigns with ease.

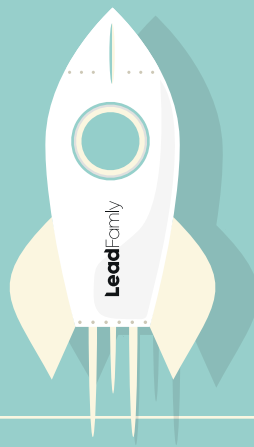
Whether you plan to integrate the use of gamification applications on websites or social media platforms like Facebook, Twitter, Instagram, or LinkedIn, LeadFamly games can be fully customized, formatted, and converted to fit each platform and device.

This allows you to implement gamification strategies on the platforms where target audiences are most active, and ‘meet’ them where they like to spend time.

3.5 **GDPR-aligned data collection**

Effective marketing and lead generation is structured around collecting valuable data on your customers and qualifying the permissions. With the recent introduction of GDPR (General Data Protection Regulation) in the EU in May of 2018, you are responsible for collecting data in a GDPR-compliant manner or risk heavy fines and penalties.

LeadFamly’s gamification software is designed to be GDPR-compliant and ensures you meet all of the stringent requirements for collecting, processing, storing, and sharing personal data.



3.6 Ad blocker avoidance

The ever growing use of ad blocker software continues to be a major hurdle for marketers trying to reach their target audience online. Ad blocking in the United States has increased 15-30% since 2014 with research showing that this will only increase and that almost 30% of all internet users will install ad blockers by 2020.

Banner ads, pop ups, and pre-roll YouTube video promotions are no longer as effective in delivering marketing messages because they are automatically blocked from a user's browser if they have ad-blocking software or an app installed on their device.

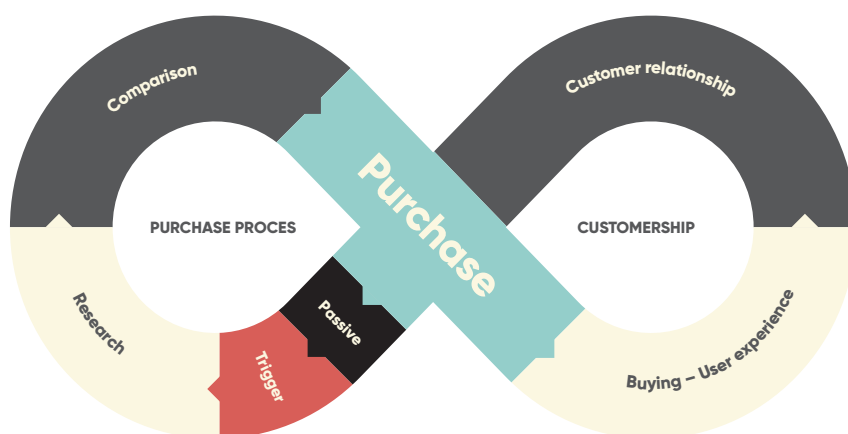
Games provide a solution to get consumers to engage with a brand and not automatically be suspicious of an ad. LeadFamily's software does not fall victim to ad-blocking software because an HTML game is not considered an advertisement, and therefore is not blocked by ad-blocking software.

3.7 Influence buyer's intent

Gamification has proven to be one of the most effective methods for influencing a buyer's intent or decision-making process. It's also effective in entering leads into the customer journey loop. By offering the right type of rewards at different touch points, businesses can impact buyer behavior, and then delight them as customers.

When businesses create powerful connections with ideal customers, they gain the opportunity to influence, which can help marketers achieve their goals.

THE CUSTOMER LOOP



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



4. Conclusion

With a campaign crafted to engage, entertain, and/or delight the audience, gamification is a method that consistently proves to be extremely effective in achieving a variety of marketing goals.

LeadFamly is an advanced SaaS (Software as a Service) framework that allows users to build effective and targeted campaigns for their brand, business, or product. The gamification software exists to enhance a customer's buying experience and – once trust is established – allows a brand or business to influence buying behaviors.

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.

