

GROW YOUR BUSINESS WITH **GAMIFICATION** **MARKETING**

Go beyond static emails, landing pages and traditional digital marketing strategies to create deep bonds with people who matter to your business.



Introduction

All marketers know they need to find better ways to improve engagement with others in order to build their brand. The secret is to find a way of accomplishing this without boring potential customers. Unfortunately, it is a known fact that the attention span of most people is at an incredible all-time low in comparison to only a few years ago.

You are about to discover the latest and probably greatest answer to your marketing plans to increase your brand's awareness, driver great levels of traffic to your site, and engage people regarding your products, services, and/or organization in a fun way! Welcome To Gamification Marketing!

Engaging potential customers will offer many great benefits including influencing customers to take action! You will increase revenue for your brand and allow your products or services to grow. Marketers are still looking for the perfect solution to unlock engagement. You needn't look any further, the secret to engagement is known as Gamification Marketing. In case this term is new to you, Gamification Marketing is not through campaigns, it's finding people who really like a specific brand and like to be entertained along the way.

What's Not Working in the Marketing World Today

Most marketers have realized that click-through rates for ads and emails are just not drawing potential customers anymore.



Studies have shown that only **22%** of emails are being opened



and the click-through rate is a dismal **2 – 3%**



This accounts for **97 to 98%** of people who are actually opening your emails are not clicking on your links.



That said, banner ads are doing even worse at a ratio of only **1%** of people clicking on these ads.

That makes it pretty clear that brands that do not engage with people through their emails or ads are not creating bonds with potential customers.

Enter Gamification Marketing

What Is Gamification Marketing?

It's applying a game element and the principles of a game without being a game. It's like playing a game such as competition with others, or scoring points and other activities. Typically, it's a marketing strategy to draw engagement to a product or service.

Let's talk about Gamification Marketing which has an enormous impact on click rates which leads to more engagement and interest when they discover it. The engagement rate using Gamification Marketing has delivered greater success for marketers and their brands. By adding this strategy to their marketing endeavors, brands have shown an increase in the click to open rates by 40% and actual click-throughs have increased by 200%, if not more.

This strategy leads to much higher engagement from readers which is well over the conventional marketing plans. The average person's attention span is lower than ever before. In 2000 it was a staggering 12 seconds and if you think that was bad, it's now approximately 8 seconds! Your cat has a higher attention span! Let's face it, a successful marketing strategy must grab people's attention very quickly. Gamification Marketing is making that a reality because it has constantly exceeded the average attention span three times fold. Think about it this way, Gamification Marketing has an average interaction and engagement rate of 24 seconds which is 6% higher than the average attention span.

Gamification Marketing Will Help Who?

Email Marketers

Marketers who are looking for better open rates for their emails, a higher number of clicks, and increased traffic will benefit from Gamification Marketing. Brands that are experiencing higher rates of engagement using Gamification Marketing strategies is psychological. Marketers and their brands have seen higher rates over conventional email rates. In turn, this leads to more emails being opened, more clicks, and greater conversions.

Social Media Marketers

Conventional marketing of brands has faded to the wayside. Bringing in Gamification Marketing is far advanced to the boredom and monotony of old marketing campaigns. It literally entices the interest of people who have become disengaged with traditional marketing.

Recruitment Marketers

You need to add a marketing flavor to your recruitment efforts. Job seekers have nowadays changed the way they look for job opportunities. You need to position your organization as a great place to work so that all desirable candidates who have the ability to propel your organization will choose you over your competitors.

About Gamification Marketing

Marketers and brands have a very small window to make a significant impact and get subscribers to take action and make a purchase. Seasoned marketers understand that capturing anything above that window is critical for sending a successful marketing message.

Gamification Marketing will improve traditional marketing by adding the element of interaction. Along with interaction, add a reader's curiosity about a hidden message which will increase the engagement of the reader, their time with a brand, and the number of clicks.

The Different Kinds of Interaction

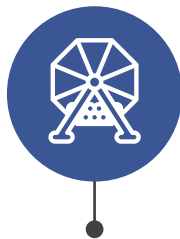
There are a number of ways to increase your brand using Gamification Marketing, but there are 4 specific interactions that you should take into consideration:

As mentioned earlier, Gamification is somewhat like a game because it can be entertaining while holding someone's attention.



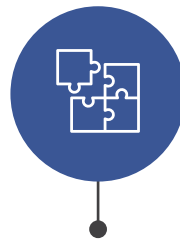
Touch Interaction

The recipient must touch, tap, swipe, or scratch something.



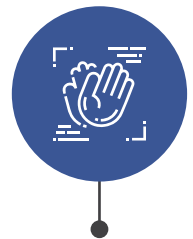
Play A Game Interaction

Like spinning a wheel, drawing cards, or playing bingo.



Solving A Problem

This could include solving riddles, playing trivia, or solving a puzzle.



Motion Interaction

The recipient must shake, move, tilt, or jump something.

These are just some of the kinds of interactions marketers are using through Gamification Marketing to increase engagement from their audience. There also is an element of psychology behind this approach and makes it very successful. Here are 6 psychological factors that should play into your marketing plan.

These factors can be very powerful tools for marketers and their brands.



Curiosity Will Not Kill Your Audience – Just Entice Them

Curiosity is probably one of the most powerful elements to draw people in and get them engaged. When your audience becomes even more curious, it is pretty likely they will take action. Gamification Marketing literally increases one's curiosity by hiding an important message.

The Perception of Value

Believing something is of value is greatly influenced by branding and pricing. When it's required that an action must be taken to complete the task, it will increase the value of something in the mind of the potential buyer.



Ownership Effect

Gamification Marketing allows readers to physically interact with your marketing message and feel a strong connection with the brand. In general, people feel a strong emotional connection and value to something if they feel they have the ownership of it.

The Conditioning Factor

When someone gets a reward for doing something, he or she is more than likely to do it again.



Near Misses

When someone is playing a game and comes close to almost missing, they are motivated to keep playing.

Missing Out on a Deal

When someone believes that if they don't take action right away, they will miss out on a great deal. This will influence them to take action immediately.



Building Active Engagement with Your Audience

When getting their brand's image out to the public and allowing them to associate with the brand in a positive way, marketers will see greater success for their brand. Excellent content will always improve your brand but with a well-planned strategy included in the brand's message, the audience is more likely to become interested in learning more about it. This is a great way to give marketers the chance to really incite readers with something new and incredible.

Active engagement means your audience is sticking around for a longer period of time. Remember, the attention span of most people is approximately 8 seconds and ads only last for 2 to 3 seconds. This is even more prominent with computer and mobile phone users who will only scan something for 3 seconds and then move on to the next email. Engaging people with Gamification Marketing, readers will spend more time and energy interacting with your message. If they are willing to spend time interacting with a message, they are more likely to spend more time on your website and use their shopping cart.

There is a big difference between passive and active engagement. A video can grab the attention of someone for approximately 30 seconds but that is only passive engagement and when the video ends, they will move on to the next one. That's because there is no true interaction with the reader or providing the motivation for them to take action. Active engagement will be so much more effective during the final push to action when it comes down to clicks and making sales.

Gamification Marketing: A Deeper Look

Gamification Marketing is a great deal of fun for your readers but there's a great deal more that must go into it. It must be well thought out, planned carefully, and then implemented in order to be successful. Gamification Marketing can bring about major increases in clicks, engagement, and interaction if done properly. Let's take a closer look to find out what makes Gamification Marketing tick.

The Curiosity Factor

This is one of the greatest aspects of Gamification Marketing, it draws people in. Studies have shown that most people who are curious about something and want to find out the answer to something, will more than likely take the time and effort to find out what the answer is.

Curiosity is an incredibly powerful tool for engagement and that's why it's right up Gamification Marketing's alley. When people become engaged in Gamification Marketing it's usually through something like solving a puzzle. They will stick around until all the pieces are in place to find the answer they are looking for.

The Perception of Value

Harvard University's Business School perform a study known as “The Ikea Effect” which addressed the perception of value people place on things. Basically, people have a habit of associating a higher value, both emotionally and mentally, with things they created themselves. Gamification Marketing requires the user to get involved in something. Solving a puzzle, finding the correct word, spinning a wheel to get the Gamification message, will increase the perceived value the user has placed on the message.

Ownership Effect

It is a fact that when people put a higher value on something it's because they feel an ownership for it. Princeton University performed a study and showed researchers that people place a higher value on something they own vs an identical item they don't own. Marketers should use this study to learn how to grab consumers' attention from the very beginning. If a consumer wins a prize they will put a much higher value on the prize than probably is there.

The Conditioning Factor

One of the oldest ways to modify someone's behavior is conditioning. Studies have shown that if people are required to perform some activity, doing it over and over again and each time has a positive outcome, the activity will increase their interest, create anticipation, and train people to continue the same behavior. Marketers have spent years trying to figure out how to condition consumers to make purchases. Using Gamification Marketing will get readers to become conditioned to be more interested and engaged if they have the anticipation of a reward or a promotion.

Near Misses

“The Psychology of the Near Miss” was published by Professor Reid to show how people feel when they are so close to winning something. The brain releases neurochemicals as if they had already won. This, in turn, causes people to continue playing when they believe they are close to winning. Marketers should use Gamification Marketing to give people the sensation they are winning.

Missing Out on a Deal

The addiction many people experience with Social Media is due to the fear of missing out on something. This is a very powerful psychological reaction. People find themselves believing they are missing out on something that others know about so they must get on their Social Media quickly. This is driven by increased anxiety and therefore must be dealt with immediately.

Gamification Marketing takes care of this in an amazing way when properly executed. It will make your content nearly impossible to turn down.

Gamification Marketing is so much more than you can ever imagine. Using this powerful strategy, marketers are able to use all 6 of these psychological effects to drive more interaction and engagement with their messages directly to their potential customers.

Gamification & Marketing Mix

At this point, you might be wondering how Gamification Marketing will fit into your current marketing plan. This highly innovative plan for content marketing works across all marketing avenues, universally. Here are the three most popular channels Gamification Marketing is used with.

Your Emails:

Gamification Marketing is an excellent choice for your email campaigns. People are constantly inundated with emails and newsletters offering information including new products and promotional offers. Gamification Marketing is an innovative way to get your audience and/or potential customers to open your emails, become engaged, and then make the decision to purchase from you.

Your Social Media:

Without a doubt, social media is the best way to get your message out to thousands of people. When you tweet or post a message it will literally go viral. Your tweet or message is usually connected to your campaign. That said, Gamification Marketing is often used to improve a post with greater originality. When attempting to get a post to go viral, marketers will often take advantage of people's curiosity by using Gamification Marketing.

Your Website:

Your business' success hangs in the balance of your website traffic. Gamification Marketing ensures that your messages are not easily ignored like all those other static email captures in the form of obnoxious pop-ups.

Gamification in Practice

There are many games you can use to increase your interaction, engage with people, and increase clicks. People love interactive games and here are a few. (Disclaimer: These are all campaigns created via the Klujo solution)

The Sliding Puzzle

The sliding puzzle game has always been really popular and is a great game to get your audience's interest and get them involved in your content. People put the pieces together to uncover information about your products, services, organization or unveil a promotional offer! Even better, as they continue to try and complete the puzzle, you will be collecting valuable information about them including their name, location, and email address.



EmojiQ

This game is very similar to Hangman and is a great way to get your audience to find out many things about your brand and business without feeling they are under the spotlight. Unlike a blog post, people have to guess the information you are trying to give them.



WordHunt

This game is a search for words and is extremely addictive. As people try and guess the information you are sending them, messages will appear in the grid of letters to form words.

These are just a few games, but you can see how easy it is to get potential customers to become engaged so you can interact with them. The games are fun, creative, and all you do is ask for users' participation. Everyone loves a game!

Now that you have a lot of valuable information about Gamification Marketing, here are a few highlighted features about this incredible marketing campaign. You will be able to create the very best campaign on the market.

KEY TAKE-AWAYS

- Gamification Marketing uses psychology.
- Gamification Marketing is native to mobile devices.
- It has proven time and time again to improve click rates, open rates, and engagement rates.
- Increase your branding creativity and unique thinking.
- It is excellent for building and selling awareness.



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