



# 5 tips

## for developing your own GAMIFICATION STRATEGY

More and more businesses are using gamification to create brand awareness, drive user engagement and ultimately influence behaviour to drive purchase or advocacy – follow these tips to implement your own strategy and see a radical difference in consumer engagement.

### 1

#### CONSIDER THE BUSINESS GOALS

driving your gamification strategy

In order for your gamification strategy to succeed, you need to be clear about what you want to achieve e.g. if your goal is to encourage the sharing of product information, your strategy should encourage and reward customers for writing product reviews or sharing product pictures.



### 2

#### HOW WILL YOU MEASURE

your success?



The most obvious goal for any gamification strategy is increased engagement. Metrics for measuring increased engagement include:

- ★ Increase in web visitors
- ★ Time spent on site
- ★ Social media followers
- ★ Content sharing
- ★ App sign-ups
- ★ Time spent in app
- ★ Content download
- ★ Conversion rates

### 3

#### CONSIDER WHAT MOTIVATES

your customers

Different customers are motivated by different desires and you will need to analyse customer behaviour to know which of the following are the strongest motivators for your target audience:

- ★ Achievement
- ★ Reward
- ★ Status
- ★ Competition
- ★ Self-expression



### 4

#### CONSIDER WHAT GAME MECHANICS AND REWARDS

will work for you



The game mechanics and rewards you use will depend on what motivates your target audience. Some of the most used game mechanics include:

- ★ Points
- ★ Levels
- ★ Badges
- ★ Challenges
- ★ Virtual goods
- ★ Leaderboards
- ★ Discounts
- ★ Lucky Dip entries



#### Reward behaviour with Badges

Badges give your customers the recognition of having reached certain levels or completed new challenges. Feeding their need for self expression will spur customers on to obtain the next badge or the next goal you set for them.

#### Drive competition with Leaderboards

Consider the use of leaderboards to give your customers real time feedback on their progress and success. This will drive competition amongst your target audience as well as meet their need for status and achievement.



#### Motivate with Levels

Levels indicate that a customer has reached a particular milestone. Levels work well in gamification as they drive and encourage competition and reward customers who are motivated by status and achievement.

#### Encourage Social Sharing

The perfect game mechanic if your customers are motivated by self expression and being able to share their success through social media sites. Social sharing is also great for promoting your products to a wider target audience.



#### Create fun interactions with Challenges

Setting challenges will encourage your customers to meet your specific goals and gamification objectives.

Customers welcome challenges since they meet their desire for reward, status, achievement, self expression and competition!

### 5

#### CHECK OUT THE FOLLOWING

successful gamification strategies for inspiration:



#### ABOUT 3RADICAL



3radical has developed the first comprehensive mobile gamification platform that enables Brands to use a wide range of different gamification techniques to engage with individual consumers quickly, easily and at low cost.

Brands get a high level of engagement with consumers and ultimately impact their behaviour whilst consumers get a fun and rewarding experience via highly relevant communications and offers.

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