



***"That's what games are, in the end. Teachers.
Fun is just another word for learning!"***

- Raph Koster

UNLEASH THE POTENTIAL OF GAMIFICATION IN MARKETING

There are several ways to create awareness and to engage with your clients/ customers.

One Outlier way is to design a game and use it as a tool to market your brand.

So, what does the term "gamification" mean?

In simple, gamification is to tell about your product/ service you offer in a fun way to increase the eyeballs and to engage more frequently with your customers/ clients. It is just going to be another medium for you to market your brand.

CASE EXAMPLE

McDonald's started a 'Monopoly' campaign to engage with their customers. The campaign began in the year 1987. When customers bought certain products from McDonald's, they received monopoly tickets in return.

Each ticket represented a space on the monopoly board game. When a customer received all the cards of the same colour, they were eligible to win a prize.

In 2010, McDonald's got a 5.6% increase in sales in the USA, just through this gamification technique. An offline game to purely engage with customers gave increased sales.

*How do some businesses nail their marketing strategy?
If this is the question that's been running in your mind,
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TIPS TO INFUSE GAMIFICATION TECHNIQUES INTO YOUR BUSINESS

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PART A: THE KNOWS

Know the Preference:

Whether a gamification strategy will suit for your clients/ customers.

Know your Target Group:

What kind of games your TG prefer?

Know the Relation:

Get your marketing goal in place and see if you can relate the gamification strategy with your marketing goal.

Know Why:

Why you need a gamification strategy to brand your products/ services? (Is to get more leads? Brand awareness? etc.,)

Know What:

What are you going to offer to your customers/ clients along with the game?

*Marketing doesn't always have to be expensive. Or murky!
There is hope. Go Bold | Go Frugal | Go Outlier
Talk to Krux108 to get your marketing and business model in place.*

Visit www.krux108.com to learn more.



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PART B: PLANNING

1. What **type of game** is in your mind?
Imagine whether your audience will be interested in that particular game idea.
2. Are you going to go with an **online game or offline game**?
Example for Online Game: Eureka Forbes increased their air-purifier sales to 15 million and also increased brand awareness & social media engagements by launching a fun online game.
3. Work on the **budget** for the whole campaign.
4. Determine the **price** of the product or service you are going to offer along with the game.
5. How to create brand **awareness** for the game?
What kind of marketing activities are you going to use to increase the awareness?
6. Draft a separate plan for **metrics** to measure:
What did you expect from the gamification strategy versus what you got in return?

Do not complicate the game mechanics. Keep it simple and understandable to your target audience. Make it more engaging to an extent – your customers/ clients will become the brand evangelists.

Write to majaaa@krux108.com if you have any thoughts, comments or questions regarding gamification strategies in marketing.