

Gamification in Digital Marketing

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<https://www.7boats.com/academy/>

What is Gamification & How / Why it's relevant here

Gamification is all about incentive and competitiveness – apps or other platforms can tap into consumer's natural desires for achievement, status, self-expression, and closure, all while marketing their product and helping the consumer along the way

M3 Model - Motivation Momentum Meaning Model

The correct balance between extrinsic and intrinsic rewards.

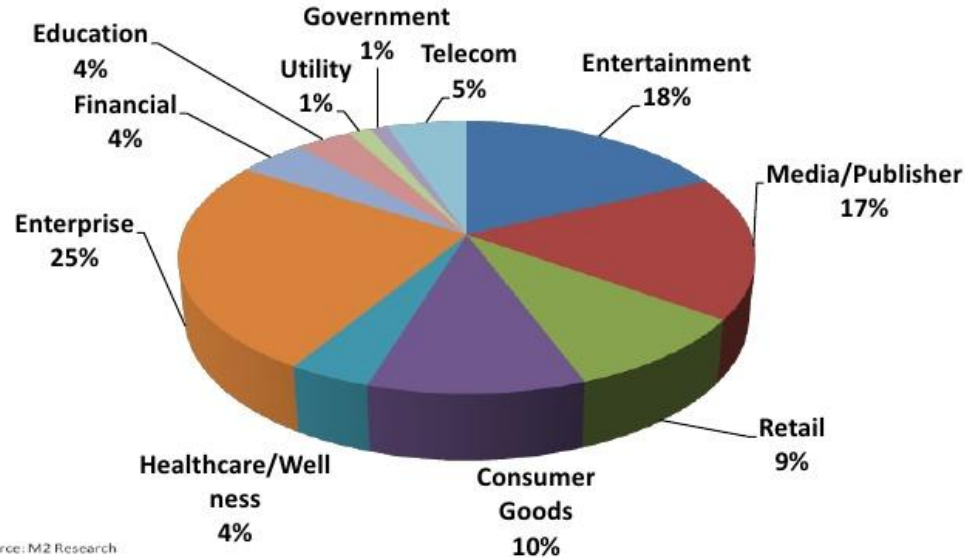
Too easy or Too hard won't work.

Rewards & games must be meaningful to the user's intention.

Gamification latest industry statistics



Industry Segmentation



Source: M2 Research

Gamification Strategies

1. Prize/Rewards,
2. Open Engagement,
3. Timing Urgency,
4. Competitive Leaderboard

Leaderboard

Search Leaderboard

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Rank	Profile	Level	All Reviews	First Reviews	Long Reviews	Answers	Helpful Votes	Points
1	Corky from Milwaukee, WI	level 4	15	0	0	0	1	151
2	JCD from Toronto, ON	level 4	12	1				

SMITE

PLAY FOR FREE

REFER A FRIEND

HOW IT WORKS

- 1 Visit the Refer a Friend page to get your personalized referral link and send it to email, Facebook, or Twitter.
- 2 Have your friend sign up with that referral link and play SMITE to Level 10. Thank them properly in the SMITE chat.

REFERRING PLAYER REWARDS

MILESTONE REWARDS	LEVEL BONDS	PLAY TOGETHER BONUS
1 FRIEND REACHES LEVEL 15	YOU GET 1000 FAVOR	
2 FRIENDS REACH LEVEL 15	YOU GET 2000 FAVOR	
3 FRIENDS REACH LEVEL 15	YOU GET 3500 FAVOR	EXCLUSIVE SKIN Sock PuppeTyr
4 FRIENDS REACH LEVEL 15	YOU GET 4000 FAVOR	
5 FRIENDS REACH LEVEL 15	YOU GET 200 GEMS	
10 FRIENDS REACH LEVEL 15	YOU GET 400 GEMS	

LAST CHANCE TO PRE-ORDER

OUR APPLE WATCH ACCESSORIES

Price Increases: **05 Hrs.**, **35 Min.**, **18 Sec.**

Pre-Order At The Lowest Price

Live chat Mon-Fri 9-5 PST or email thenest@dodocase.com | Search | [o items](#)

DODOcase

Sleek black & brown leather, moleskin, and linen cases that are protective and classically stylish.

Types of gamification

By Medium - Web, Social, Mobile App based,

By Purpose - Social engagement, Referral, Retention/Re-Engagement, Lead Gen, Brand Recognition

Few Gamification Examples

Dominos has incorporated gamification in to their mobile pizza ordering app. Users can shake their Droid or iPhone if they don't know what they want to order and the app will pick the toppings.

Popchips teamed up with app company Kiip to offer bags of Popchips as prizes when players get to a certain level in mobile games.

M&M's Eye-Spy Pretzel - When M&M launched a pretzel-flavored version of their candy, they used gamification and social media. They tried running a gamified social content where users were tasked with finding the pretzel amongst a sea of M&Ms in the image they posted.

More gamification examples

Starbucks loyalty app

Canadian grocery chain No Frills recently started a series of campaigns to reach a younger demographic that included a mobile and browser game 'Aisles of Glory'

Chipotle Love Story Game - Chipotle launched a memory game based on their short film "A Love Story," in which customers are supposed to match real ingredients together while avoiding the use of added colors and flavors. Players are rewarded with a buy-one-get-one-free coupon

The personalized fitness tracking Nike+ and Fuelband accessories

Audi A4 Driving Challenge

Gamification Tools

Free Quiz builders (Simple & Easy)

Scripted rebrandable / white label games (Medium difficulty)

Develop games via Unity framework (Technical knowledge needed)

Create social quizz or simple mathematical quizz from fan page

Create mobile app (Andromo)

How to develop games quickly

1. <http://flowlab.io/>
2. <http://www.sploder.com/free-game-creator.php>
3. <https://gdevelop-app.com/>
4. <http://www.gamemaker3d.com/>

AI in digital Marketing

Role of AI in digital marketing

NLP engine - example diib

ChatBot - example - getgobot

Programmatic marketing & audience targeting

Beacon Marketing / IoT

Connect With Me

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Founder & CEO at Seven Boats. 15+ years of domain expertise. Felicitated & invited by 12+ top B Schools & Management Institutes of India including IIM. Associated as digital marketing visiting faculty in 4+ premier B schools in Kolkata. 15+ awards, invitations & featured in premier magazines. Instructor at Udemy.

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