HOW TO TURN VISITORS INTO LOYAL CUSTOMERS

A TUTORIAL ON GAMIFICATION

oohLahoop
DIGITAL | CREATIVES

WEBINAR SERIES EPISODE 3

STREAM STARTING SOON

HOW TO TURN VISITORS INTO LOYAL CUSTOMERS

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WHY oohlahoop

DIGITAL | CREATIVES

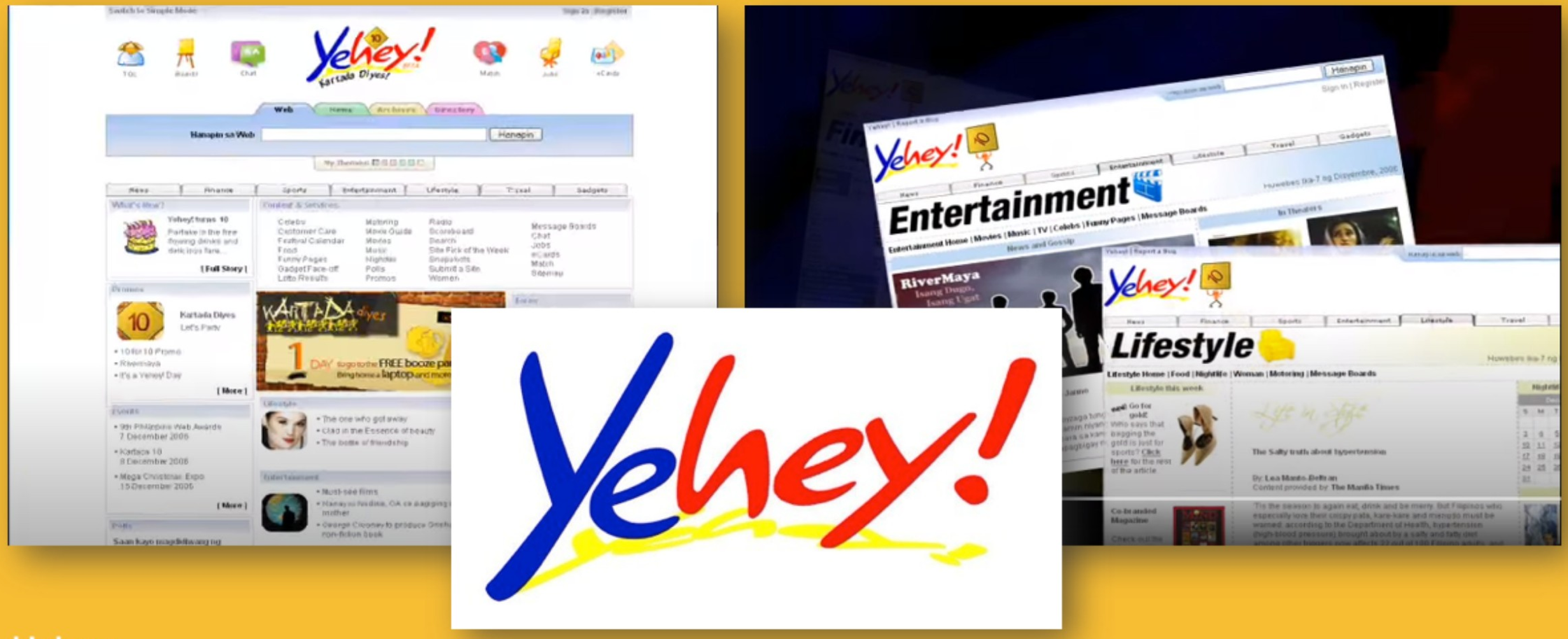
A **play** on words--creative use of traditional tools

Primarily a toy, but also used to get in shape--signifies **fun** while working

"Ooh" derived from OOH (Out of Home Advertising)

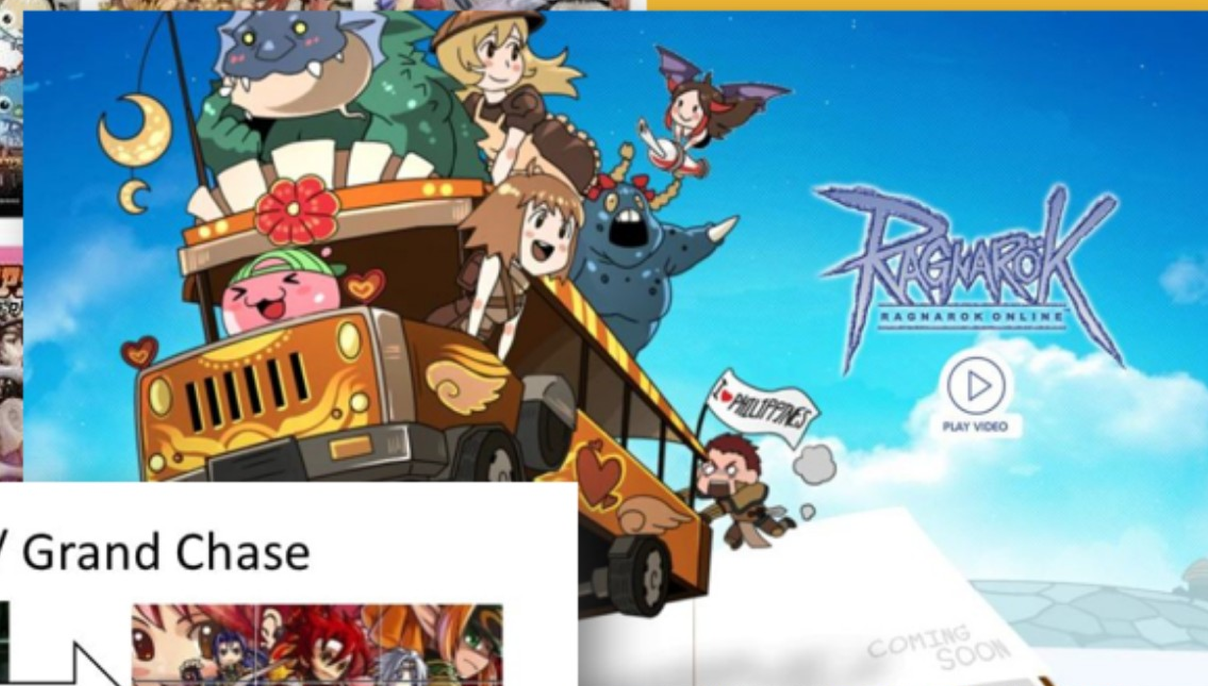
Luh, bakit ako?
[visible confusion]

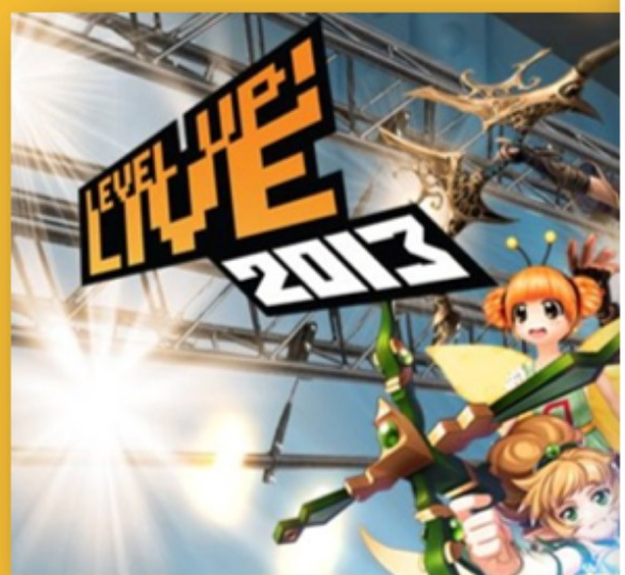
FROM DOTCOM TO DIGITAL TO CONTENT MANAGEMENT

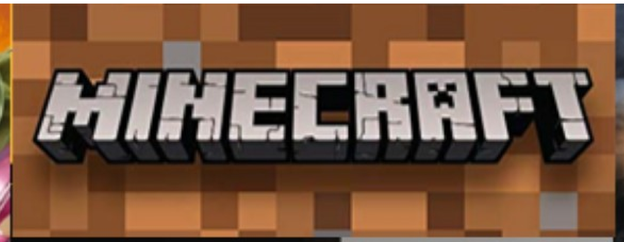


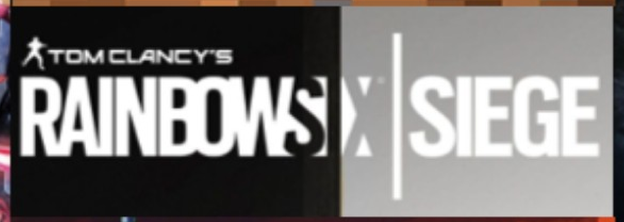
ochlahoop

ADVERGAMING AND BUSINESS DEVELOPMENT





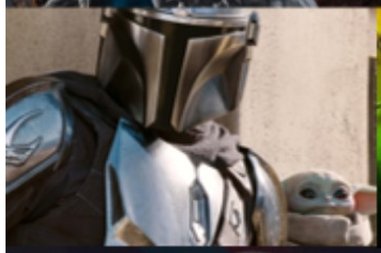

MINECRAFT


TOM CLANCY'S
RAINBOW SIX
SIEGE

ESCAPE FROM
TARKOV

THE LEGEND OF
ZELDA

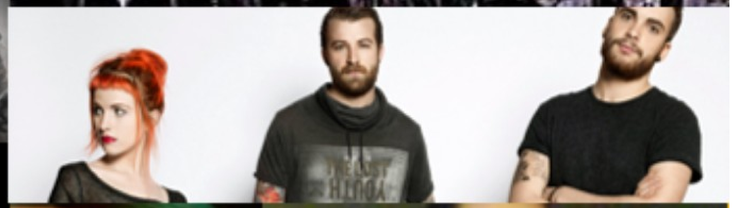
7 DAYS TO DIE



MARVEL STUDIOS
LOKI

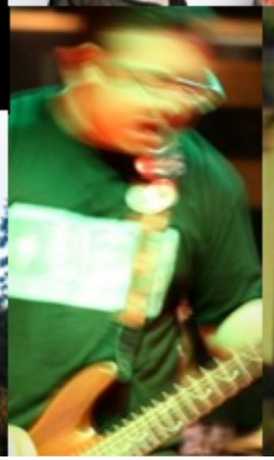
Terraria

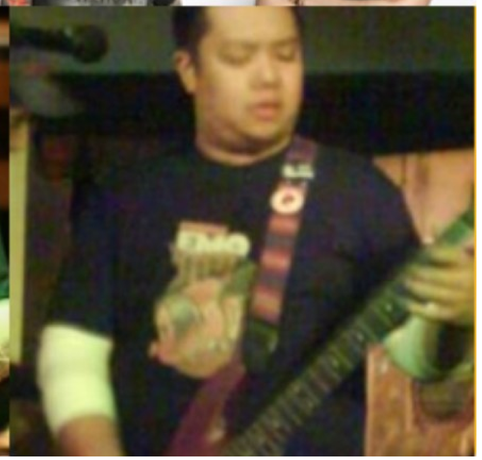
THE BINDING OF
ISAAC



SCUM

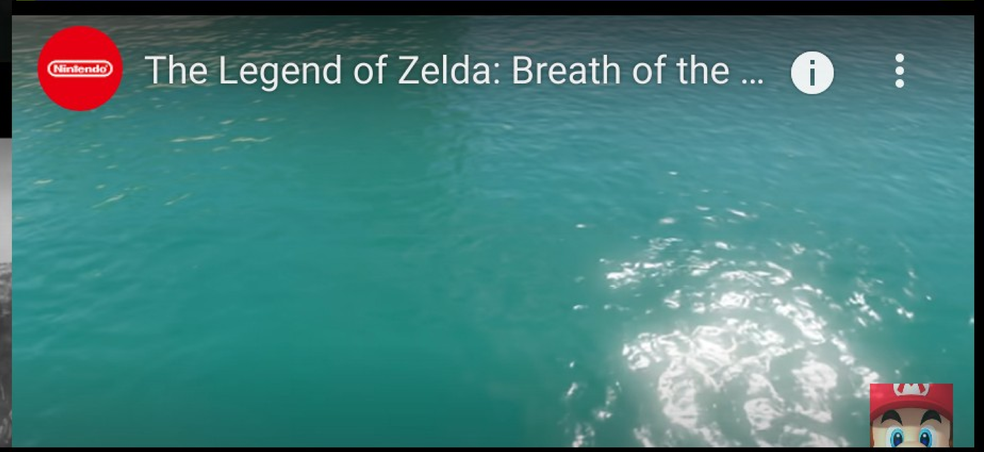
RUST
facepunch



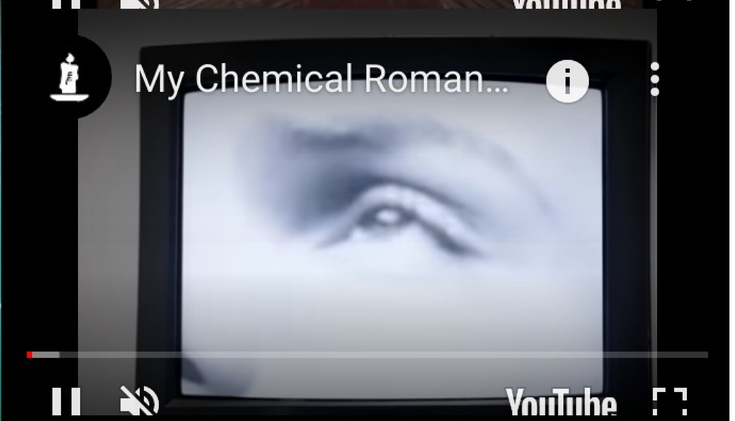


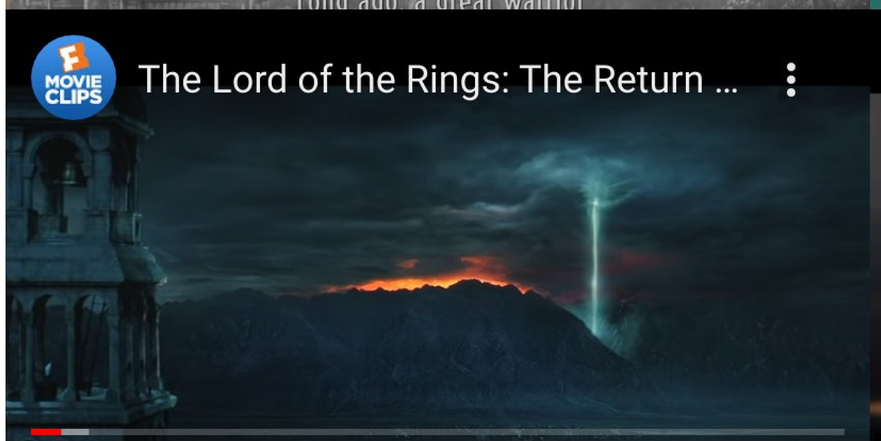
Star Wars: Visions | Original Traile...
Long ago, a great warrior

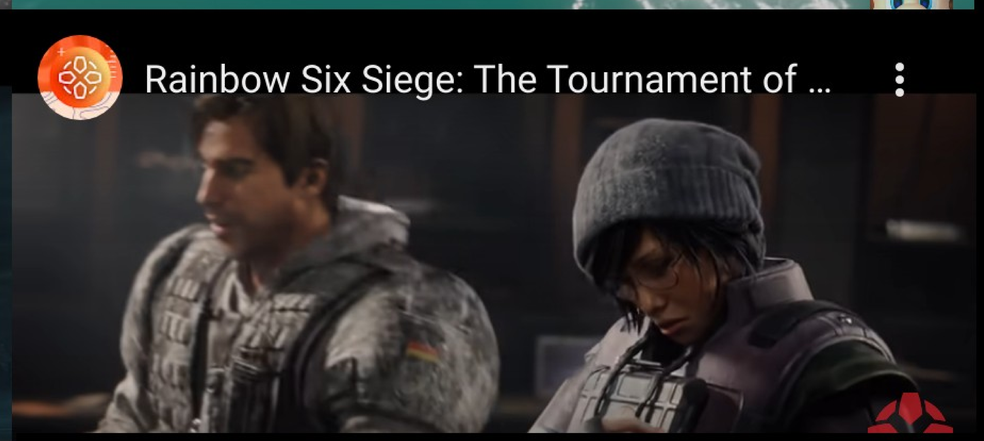
INTRODUCING THE
VILLAGE & PILLAGE
UPDATE


The Legend of Zelda: Breath of the ...

vevo
YouTube

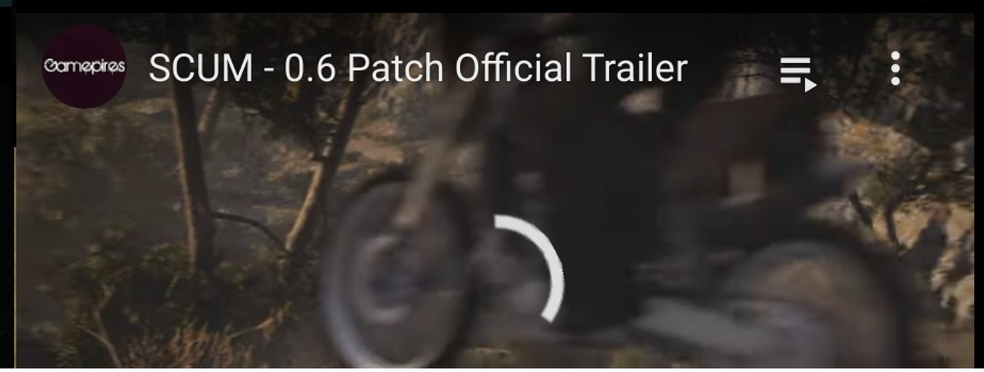

My Chemical Roman...
YouTube

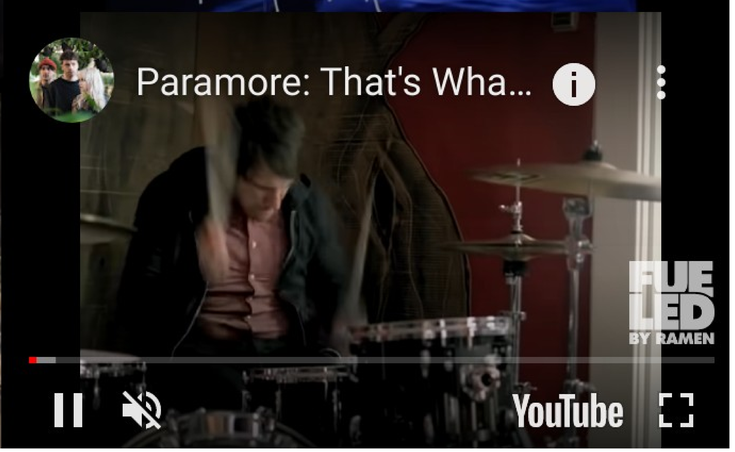

The Lord of the Rings: The Return ...


Rainbow Six Siege: The Tournament of ...

Guns N' Roses - Nove...
"NOVEMBER RAIN"
vevo

Harry Potter Ultimate Magical Sa...


SCUM - 0.6 Patch Official Trailer

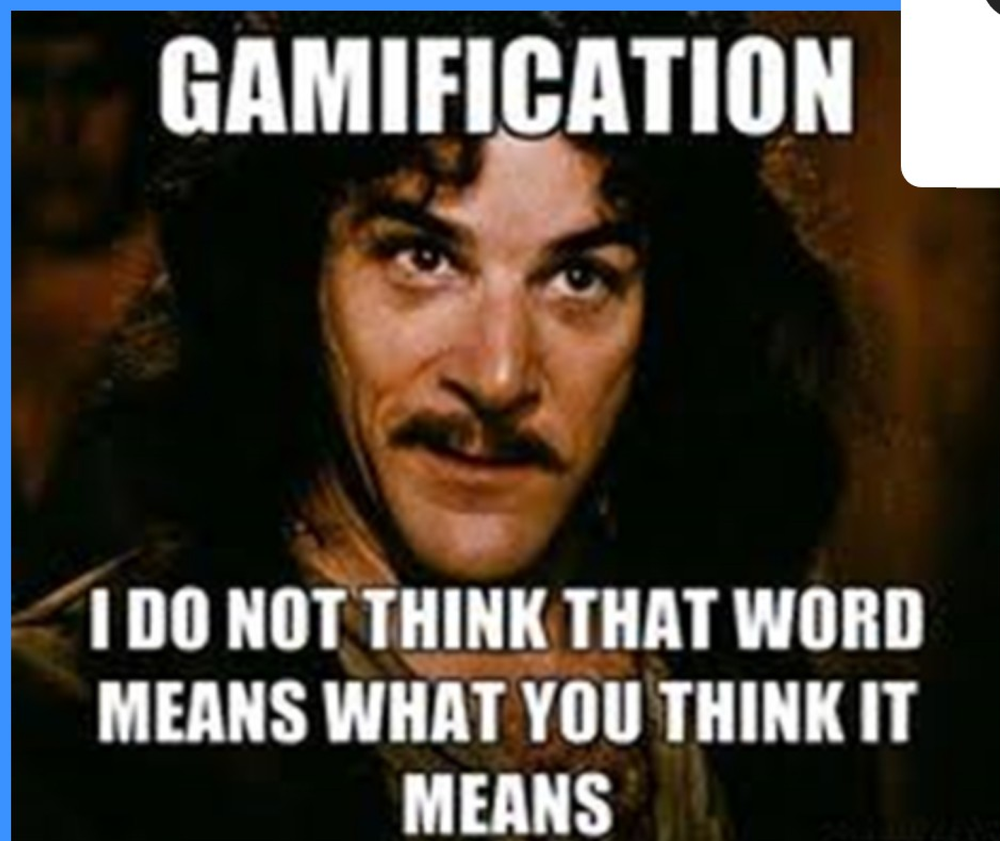

Paramore: That's Wha...
YouTube

LET'S PLAY A LITTLE

GAME

Find / list down **all the pop culture and movie references** in my talk and at the end of the session, the person who messages us the **THE MOST COMPLETE LIST** of references wins a prize!

What is GAMIFICATION?



- Basically putting elements of gaming into other activities
- For example: leveling up, having an avatar, points, etc.

How do we know
Gamification Works?

01 OF THREE KEY GAMIFICATION STATISTICS

Gamification in training

US workers who believe game-based learning is more engaging

increase in employee engagement as a result of gamification training features

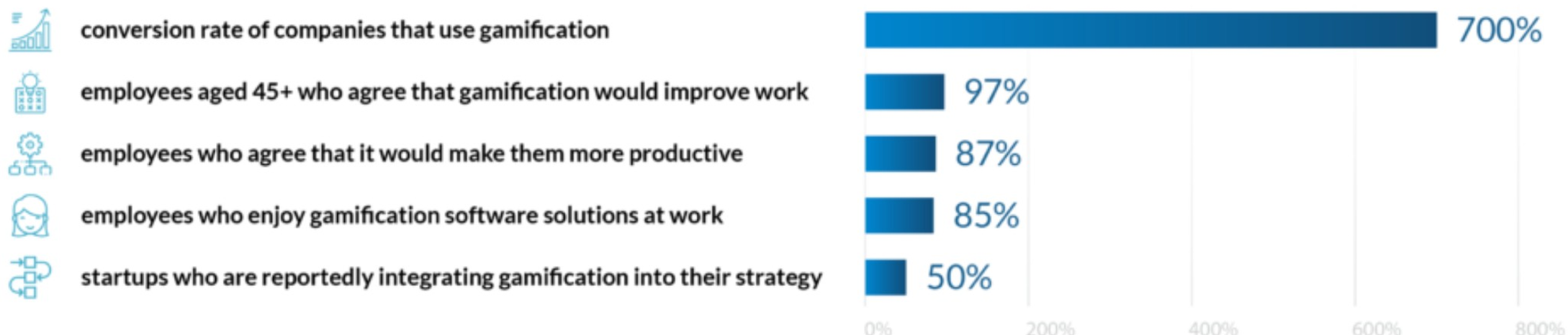
improved productivity because of gamification training features

business transformation programs that fail due to poor employee engagement

Source: eLearning Learning Expert insights. Personalized for you. EHS Today

02 OF THREE KEY GAMIFICATION STATISTICS

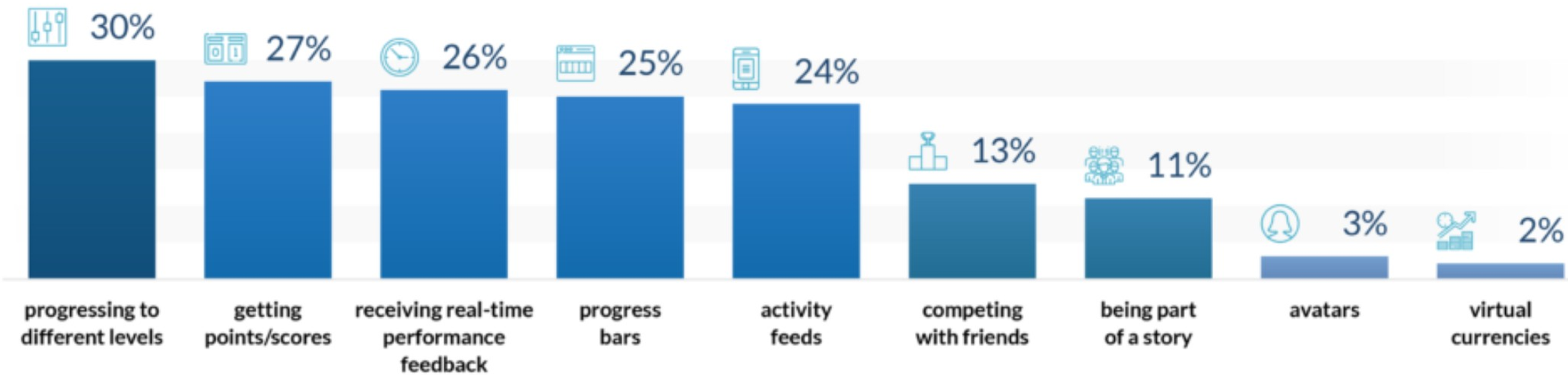
Gamification in operations



Source: Medium talent lms NP digital bitcatcha

03 OF THREE KEY GAMIFICATION STATISTICS

Preferred gamification strategies of adult learners

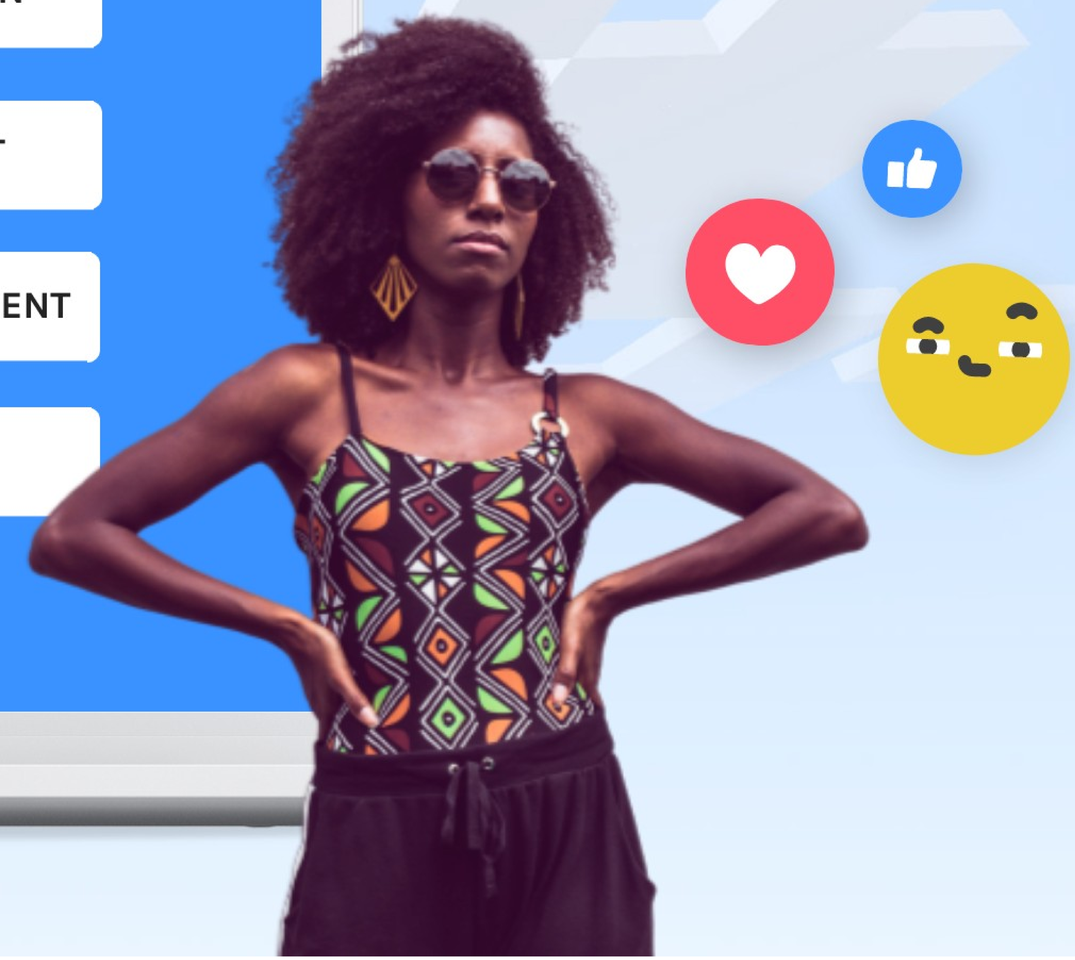


Source: Bravon

INDUSTRIES

THAT THRIVE ON GAMIFICATION

TRAINING	OPERATIONS	EDUCATION
SALES	MARKETING	PRODUCT
LIFESTYLE	HEALTH	ENTERTAINMENT
SOFTWARE	HR	BPO



83%

OF EMPLOYEES

who undergo gamified training are more motivated at work

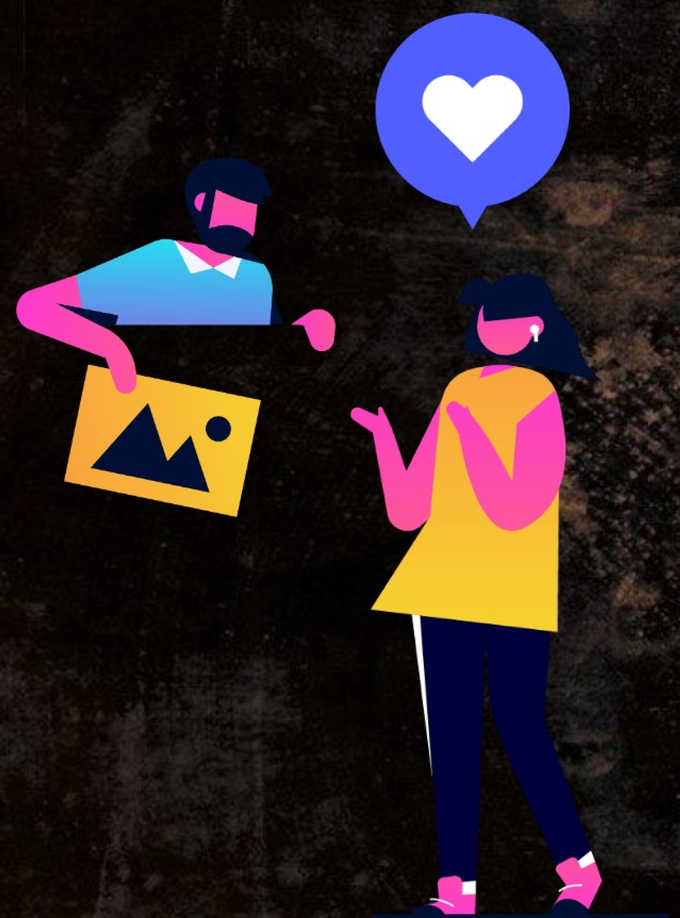
Source: talentlms

89%

OF EMPLOYEES

think they would be more productive at work if it were more game-like

Source: talentlms



72%

OF EMPLOYEES

said that gamification
motivates them to work harder

Source: Review42

35%

INCREASE IN

student performance when utilizing challenge-based gamification in education

Source: ScienceDirect

89%

INCREASE IN

performance from students educated with challenge-based gamification compared to those who only received lectures

Source: ScienceDirect

67%

OF STUDENTS

found gamified learning more motivating and engaging than traditional courses

Source: INTUITION

KFC Japan createed a gamified marketing campaign that not only informed customers of the new **ebi** product line but also incentivised them to try the new line of product through discounted voucher rewards.

UNIQUE PLAYERS

195,628

COMPLETION RATE

91%

TOTAL PLAYS

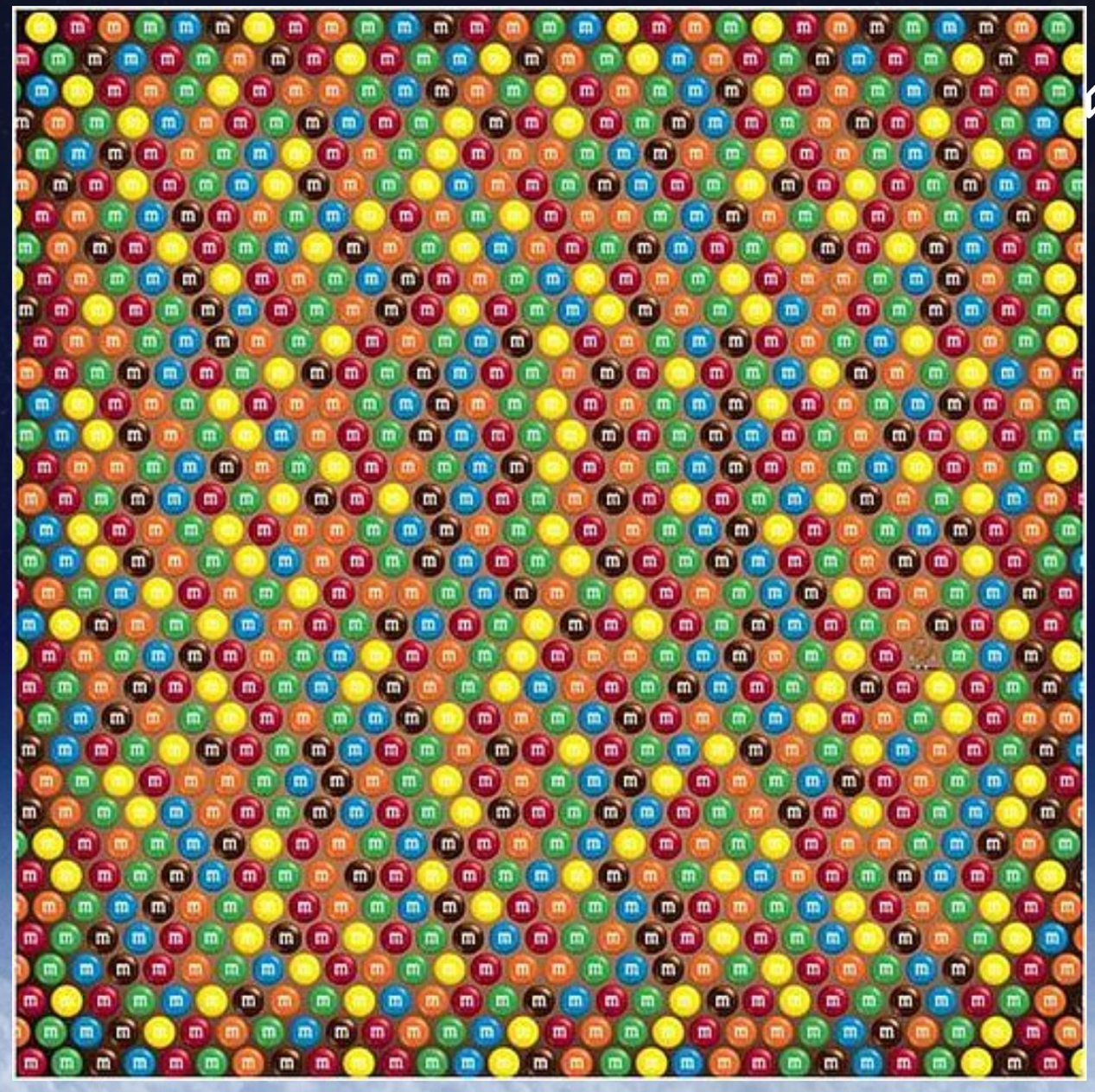
854,454

AVG. PLAYS PER PERSON

4.4

Source: Gamify

Using simple puzzle mechanics, M&M's Eye-Spy Pretzel created a huge impact and generated the following results for the brand



NEW FB PAGE LIKES

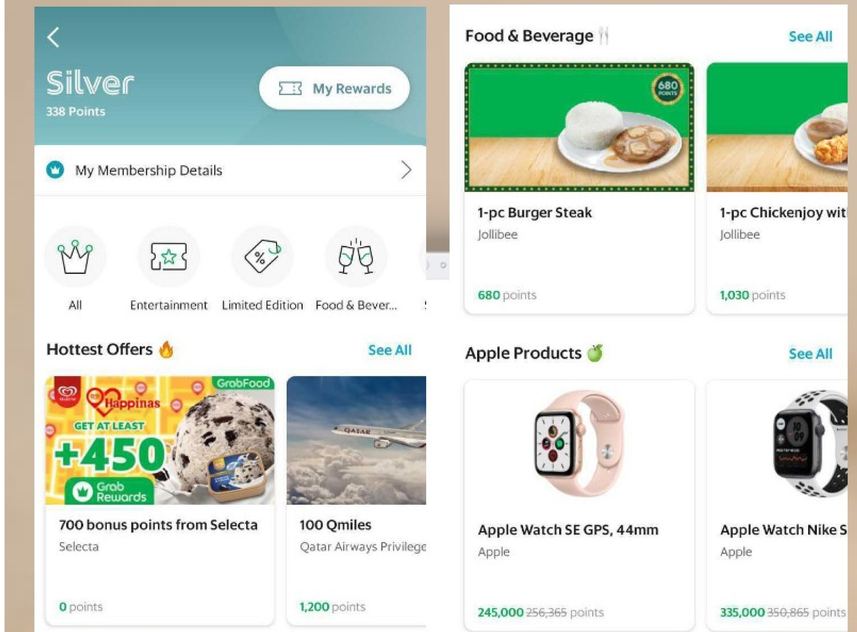
25,000

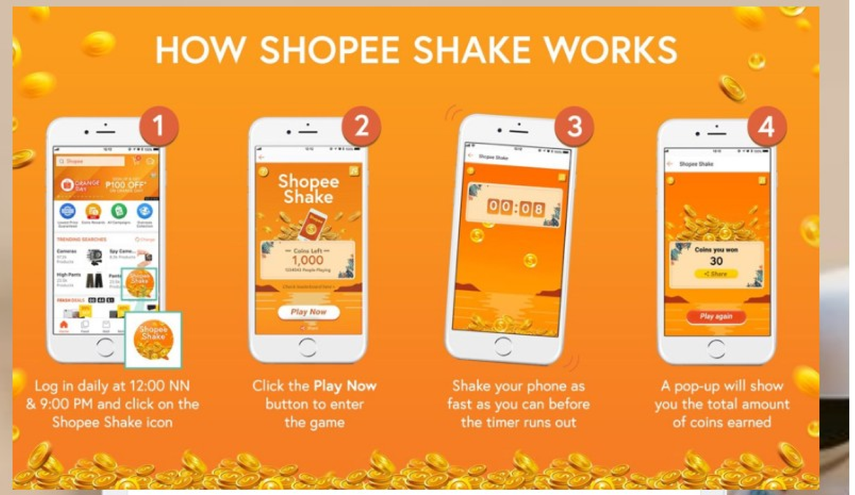
SHARES

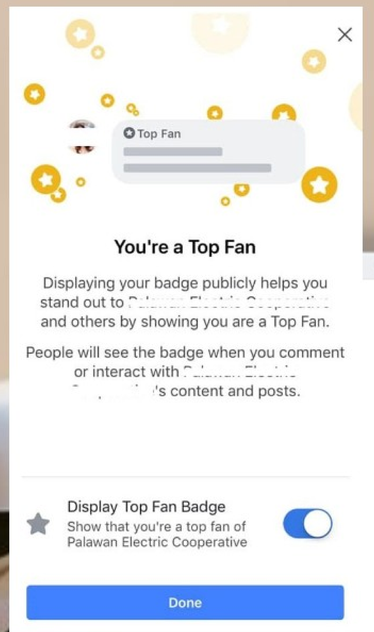
6,000

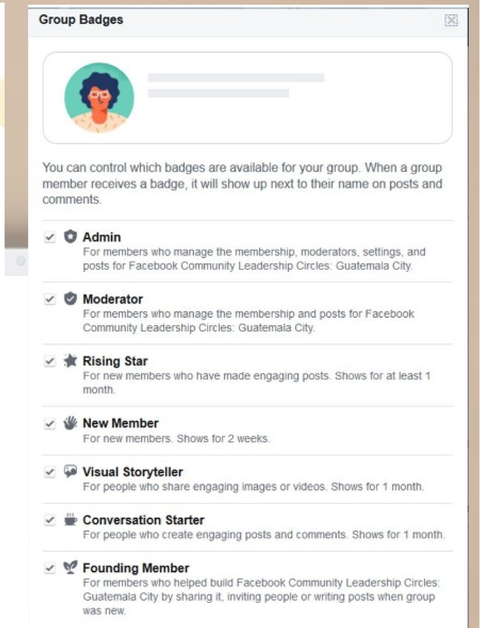
Source: Gamify

EASILY IDENTIFIABLE EXAMPLES OF GAMIFICATION IN THE PHILIPPINES RIGHT NOW









Grab rewards allows uers to gain exclusive privileges that increase proportionally in value with app usage

GRAB

Users receive coins for simply shaking their phone. Coins can in turn be used as discounts when shopping

SHOPEE

Depending on a user's activity on a Facebook page, they receive badges which can be used to show off your status within the community

FACEBOOK

- So how does one gamify their business effectively so that it drives loyalty?
- You have to find that element in gaming that drives the player behavior and replicate that into your gamification strategy

1.

GAMERS LOVE TO WIN

Oprah knows what's going on

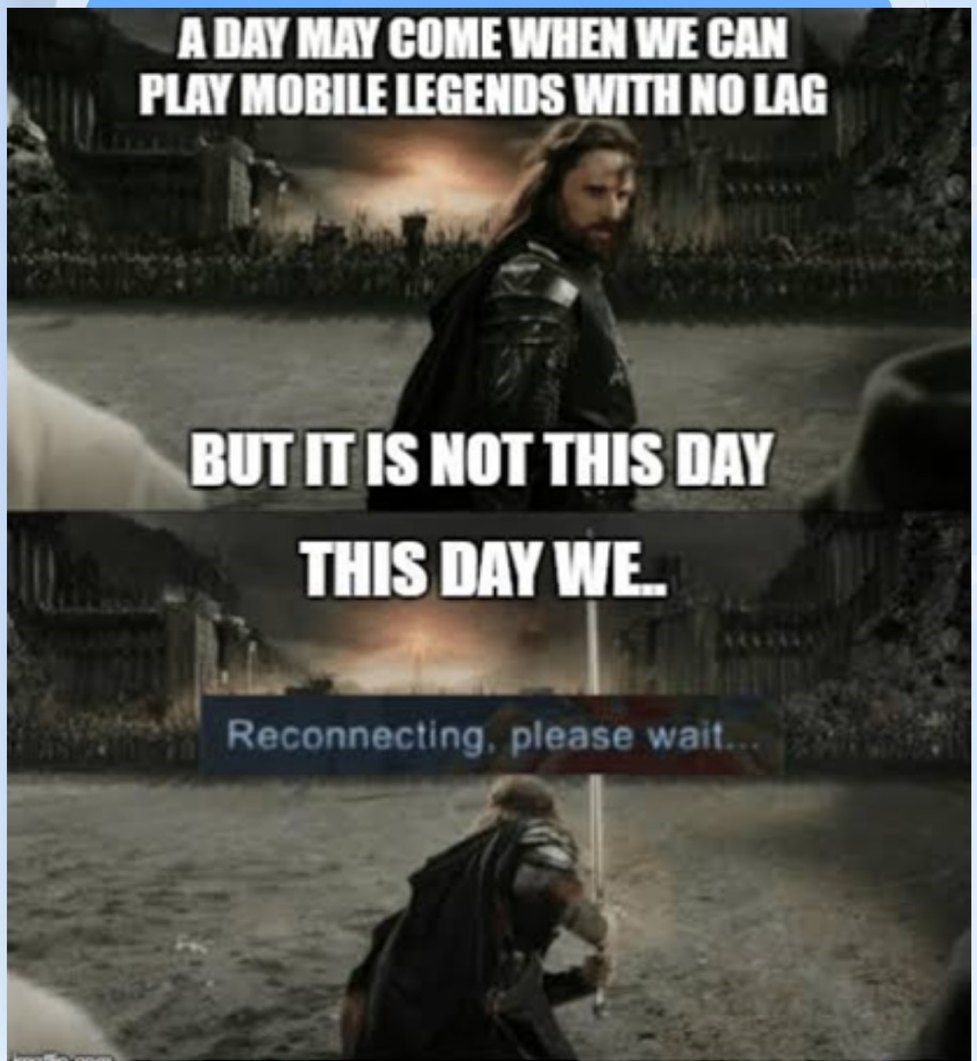
GAMING SHOULD BE FUN AND REWARDING

WHAT DO I MEAN?

FUN *can* be ADDICTIVE

WHAT DO I MEAN?

THE MOMENT YOU TAKE FUN OUT OF YOUR ‘CORE LOOP’ IS THE MOMENT YOU LOSE YOUR ‘PLAYER’



While it's OK to add rewards for purchase, using that as a means to create 'competition' is unfair and unhealthy

INSTANT GRATIFICATION

but TIMED and REGULATED

CASE STUDY

Qantas QUEST

Here's a really cool way an airline gamified their loyalty program website by making it into an actual game

2.

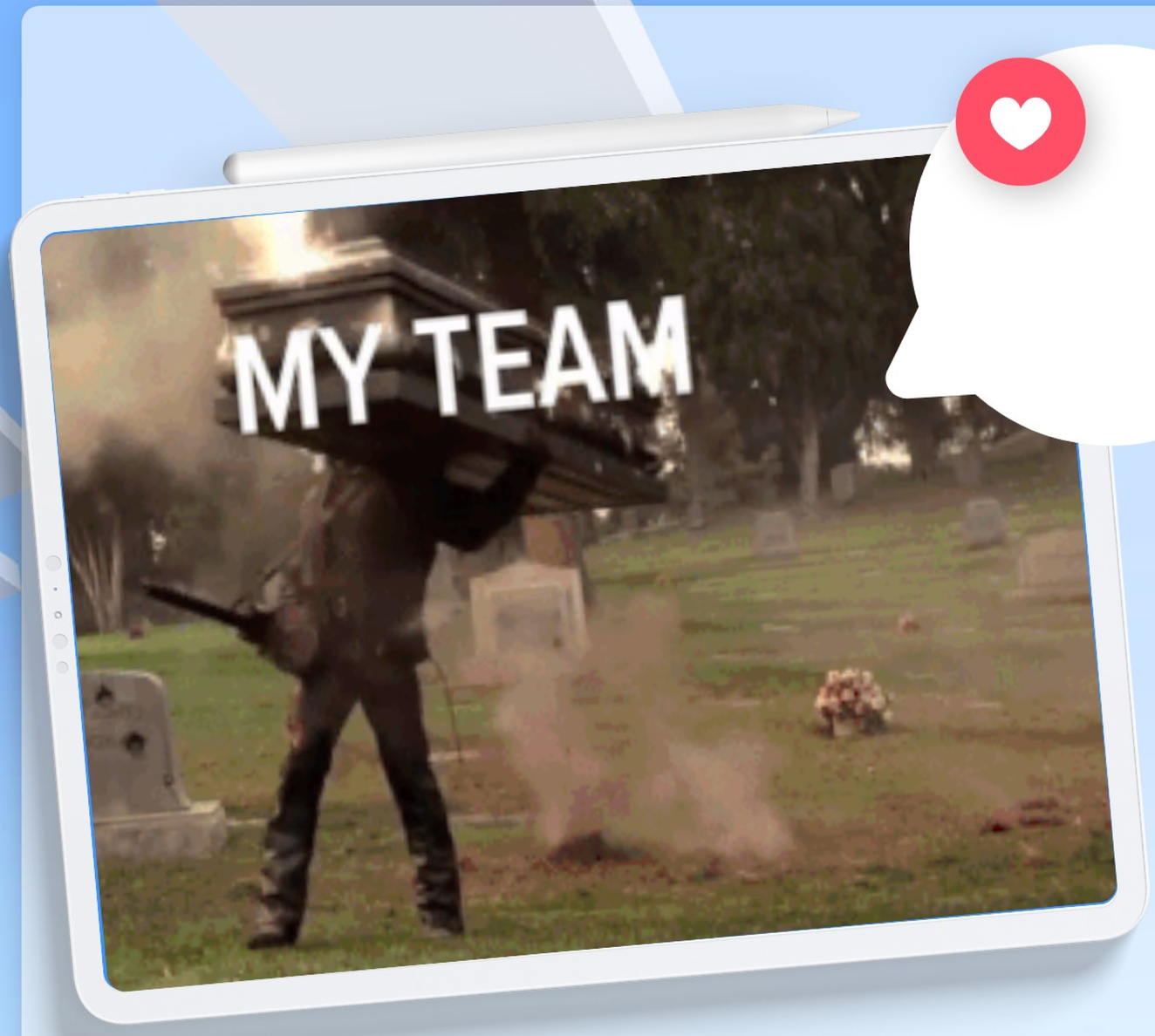
GAMERS LOVE A CHALLENGE

Especially when it comes to love life

Lofty achievements that are tied to rewards allow you to identify who your ‘hardcore players’ are

Bad design leads to undesirable behavior

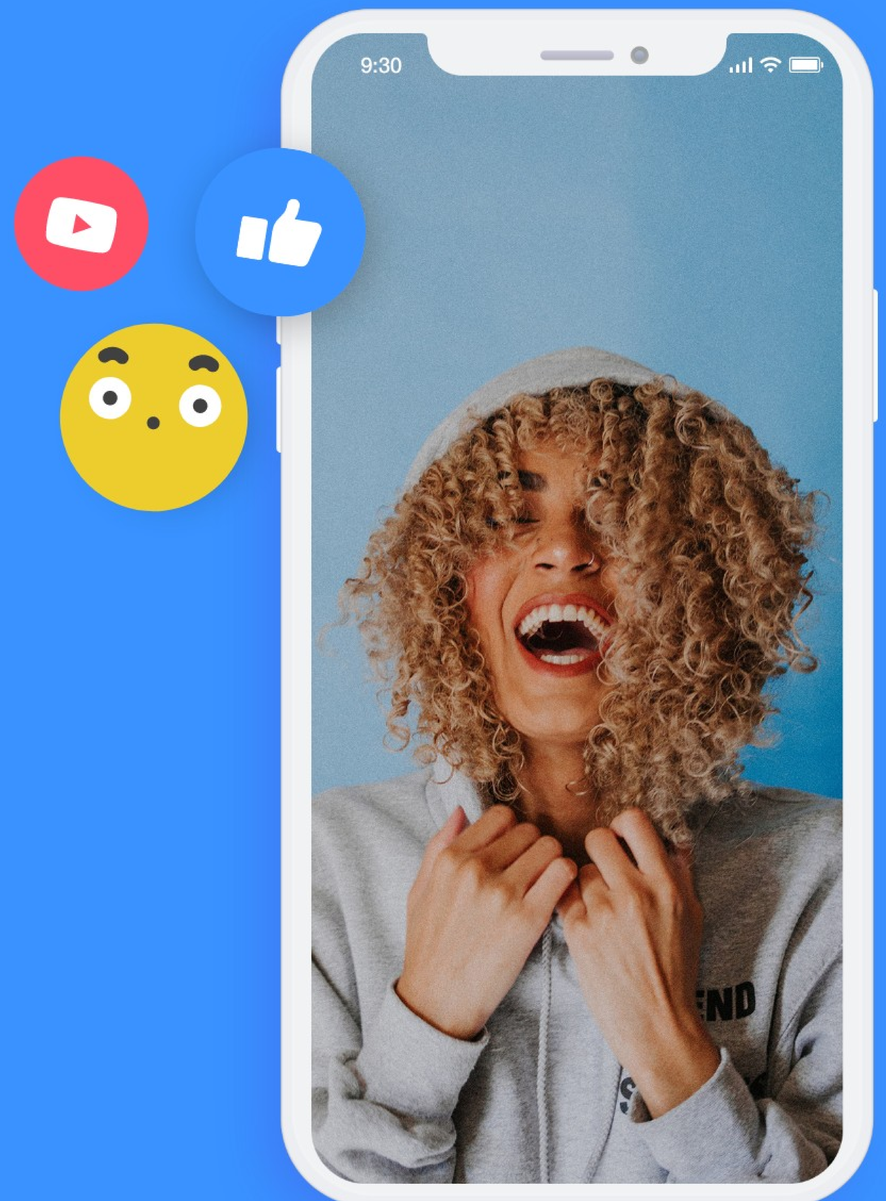
Be careful when creating a promo that requires users to spend as much money as possible



3.

GAMES ARE MULTIPLAYER

Do I need to carry you guys again?



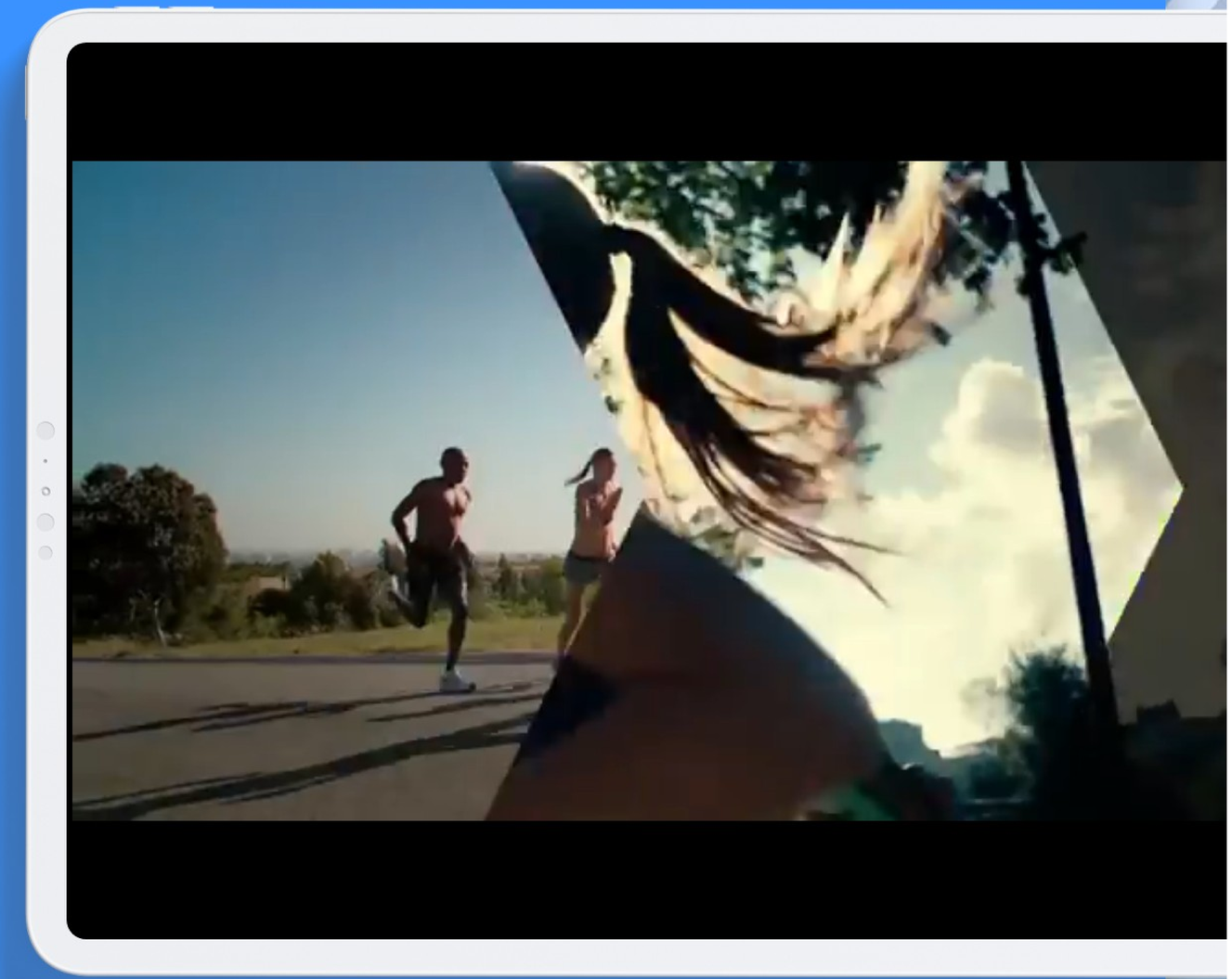
GAMIFICATION
IS MORE FUN WITH A GROUP

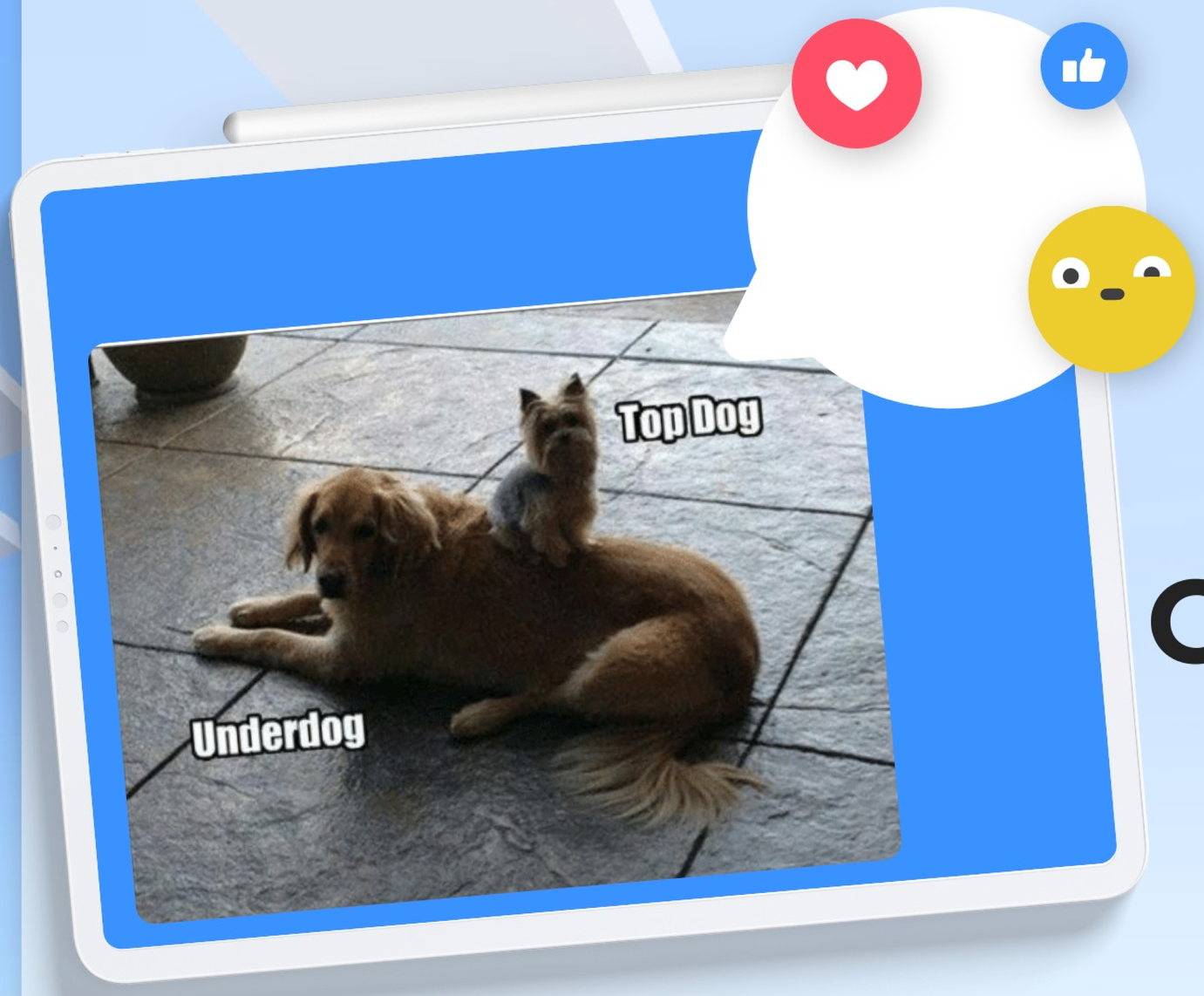
- How can you utilize community to achieve a goal?
- Combine the efforts of the community, make it a lofty goal
- Make the reward ultra sweet and extremely fulfilling
- When the target is met, reward EVERYONE... yes everyone!
- Extra rewards for those that went the extra mile

CASE STUDY

Nike Running Club App

Nike+ was able to create a very cool way to promote the gamified behavior of their runners, and managed to get the entire community involved as well





4.

ALWAYS CONSIDER THE LITTLE GUYS

Especially if they are a large segment of your user base

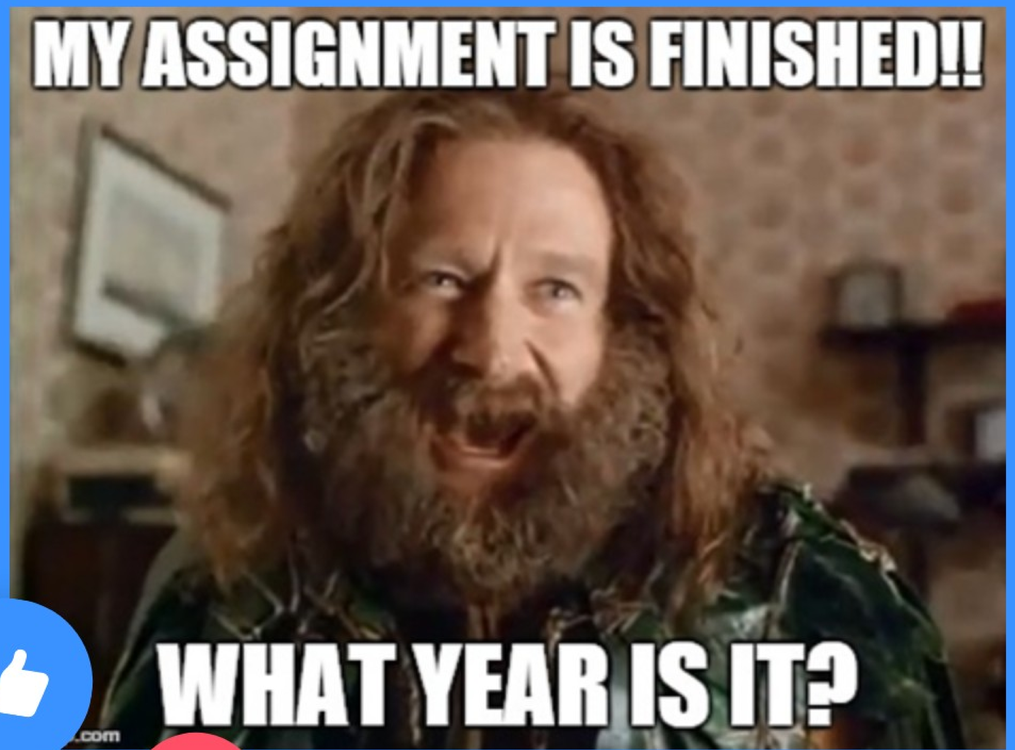
Your gamification systems should take into account ALL of your customers

HOW SO?

When these players see how well you treat “free users”, imagine how well-treated they will be when they become paying users

THINK ABOUT IT

QUICK RECAP



- GAMERS LOVE TO WIN
- GAMERS LOVE A CHALLENGE
- GAMES ARE MULTIPLAYER
- ALWAYS CONSIDER THE "LITTLE GUYS"

QUICK RECAP

EASY TO MOUNT GAMIFICATION STRATEGIES

Just a few Gamification strategies that you can immediately or easily implement for your brand and ongoing campaigns

VOUCHERS

Simple discount vouchers for users who do something

QUIZZES

Giving away prizes or gifts to users who answer correctly

REFERRALS

Get users to bring in valid customers in exchange for rewards

GROUP TARGET

Set a community goal and let everyone know they can contribute

FREE ASSESSMENT WORTH $200.00

First **FIVE (5)** attendees to email ahoy@oohlahoop.com will receive an ASSESSMENT and RECOMMENDATION of their DIGITAL MARKETING efforts (worth $200.00)--***FOR FREE!***

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THANKS!
ahoy@oohlahoop.com

STREAM HAS ENDED

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