



# Creating Loyalty Playfully Through Customer Engagement and Gamification

in B2C and B2B



# + What will you find in this white paper?

## Loyalty. What is that?

According to the Cambridge Dictionary, the definition is "the fact of a customer buying products or services from the same company over a long period of time". The customer stays with us over a long period of time. They don't just buy from us once, but several times.

And they do so over a long period of time.

These are great customers. We all want them! But keeping customers is more difficult than ever before.

With our whitepaper, we provide a common thread and the 3 x 5 action plan for brand loyalty using gamification as an example. You can increase loyalty quickly and effectively and increase the length of time customers stay in your brand content.

## OUR SECRET TO SUCCESS

Our marketing specialists advise leading global brands that use ProCampaign® Marketing Cloud to manage over 150 million customer profiles from campaigns in more than 50 countries.

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## QUICK AND DIRTY:

According to a survey by Nielsen from 2020, 36% also try out a new brand. 73% of these customers then tend to integrate this new brand into their regular purchases. 41% switch to another brand if their favorite brand is not available. So if products are currently out of stock in the online store, they buy an equivalent product from another brand - just not yours.

## We Need to Increase Customer Loyalty Even More.

First, we have to ensure that the customer has a certain affinity with our brand.

To do this, our customer program must fit our brand and target group, so the customer journey must be adapted accordingly.

Second, we must always be friendly to our customers. Good customer service is a must today. But it must not be isolated, it must be fully integrated into a customer loyalty program.

If a customer has a complaint, for example, they get 100 points for telling us about their concern. With promotions like this, we strengthen the customer's bond with our brand.

We have to create values that our customers can trust.

And so we come to storytelling: This always goes well with nostalgia.

We want to awaken a longing for positive experiences and the extraordinary.

Communication is always best received when it reflects real-life situations. And these messages are best conveyed with a pinch of humor.

While the younger generation is more action-oriented, older ones like topics with animals, for example, to work.

As a fifth point, we can give our customers benefits through a subscription and premium model. This gives our customers a real value to stay with us.

But only subscription is not enough if the content does not permanently captivate and inspire.



# 5 Steps to a Successful Customer Loyalty Program

We need to take five steps to get to a successful customer loyalty program. This is the first 1x5 of the Master Plan.

First, we need to define our goal. What exactly do we want to achieve with our program:

- Is the goal to keep the customer on your website for as long as possible to build the strongest possible bond between the customer and our brand?
- Is the goal to increase the number of newsletter subscribers?
- Or is the focus on direct sales promotion?

Only when the goal is known can we tackle the next step:

We define the customer journey. Through which phases does our customer wander and what must he do at which point and what communication happens at what time and why?

Next, we have to take care of integrating all the data. Maybe a POS system has to be connected or a product information system. Maybe there is an order management system or a web store that needs to be integrated.

Let's break down data silos and use a customer data hub.

Then we can start. We analyze our KPIs, start communicating with the customers and the defined target groups.

But we must not stop here now - the last step is still missing.

We need to measure the return on investment and optimize our program. There are always places that don't work as we thought at the beginning.

Once the program is built, we try to engage the customer. Customer engagement solidifies the bond with the customer. Ideally, it becomes a lasting relationship.

We can communicate better with customers who stay in my program longer. This increases the chance that we can encourage them to buy higher-value products and complementary product groups.

1

Define your goal!

2

Create a customer journey

3

Integrate data and processes

4

Analyze KPIs, communicate with target groups

5

Measure ROI and optimize your program

# 5 Steps to Sustainably Increase Customer Engagement

We define an ideal customer journey for our target groups. A good journey makes the brand philosophy tangible at every touchpoint and actively involves the customer in the brand story.

We definitely measure customer behavior. We can learn so much from customer behavior! Maybe customers don't behave the way we thought they would in advance. Then we have to adjust our customer journey accordingly.

With clear goals, we ensure that our communication expenditures are used optimally and do not go to waste.

To do this, we can segment our customer base. Brand communication is obligatory - but not every person is addressed in the same way. We need to personalize communications and prioritize the segments that are most likely to succeed.

And we absolutely must create an omnichannel roadmap! For a long time now, sales have not only been made at the POS.

A customer doesn't understand why a coupon should only be redeemable in the online store and not also in the downtown stores.

Discount coupons, often distributed via inserts in daily newspapers, are ideally also targeted in newsletter marketing and social media. Brand loyalty and communication takes place on all channels.

And if customers engage with my brand for longer, they're bound to subscribe to my newsletter. This then leads to an increase in subscribers and I have the chance to get to know the person behind the profile even better.

1

Define an ideal customer-Journey

2

Measure and analyze the customer behavior

3

Define clear objectives

4

Segment your customer base

5

Create a omnichannel roadmap

# 5 Basic Components of a Good Customer Loyalty Program

So now we come to the 3rd 5x: Let's look at the five basic components of a customer loyalty system:

First comes matching the design for our gamified program with the brand's charisma. If the goal is "referral," then we should reward every referral to the brand with a bonus.

Second is simplicity. The program must be easy to understand and work at all times. So there must always be a challenge to continue.

Third, measurability. But unlike the 5 point plans before, not KPIs for brand success, but for the customer.

Each customer needs to be able to check how far they are and what they still need to do to reach the next goal. That kind of like a progress bar.

Fourth, the program must be fun. And it must be possible to share the fun of the program. Every customer should be able to invite their acquaintances with posts and tweets.

And eminently important today, fifth, is that the program is "mobile first." Our customers should be able to engage with the program at any time, even on the go.

At OMR 22 in Hamburg, it became clear: "The KPI of the future is dwell time!".

The longer we can keep our customers on our brand page and in our content, the closer the bond.

And we can increase dwell time by animating customers and challenging them in a "playful" way.

Everyone has the instinct to compete with others and improve their skills. Gamification picks up on this instinct and play instinct.

Rewards for solved puzzles or awards for completed tasks are a welcome challenge and motivate people to stay on the ball and increase the time spent in the content. Levels and success levels increase this effect even more.

But gamification should not be misunderstood - it is not just a game on the website.

Market research says: "Gamification in customer engagement programs leads to a 20% increase in brand loyalty".

1

Design and architecture

2

Simplicity

3

Measurability

4

Fun

5

Mobile First

# The Core Components of a Gamification Campaign



## Points

The customer earns points. Either directly through sales or through interaction with the brand. This can also be a competition or quiz.

The more points they have, the higher their chances of winning.

In a loyalty program with the goal of increasing sales, the customer receives points per purchase and then, in communication, coupons for even more points with the next purchase.

## Rankings

With a corresponding permission from the customer, rankings of the other players can be displayed.

This allows players to measure themselves against each other and spurs them on even more.

Everyone always wants to be the first.

## Awards

Everyone loves to be praised and awarded.

With awards and levels, we give bonuses that don't even cost us anything.

But a customer is spurred on to reach the next level. We should signal to them how many points they still need to reach the next level.

And the next level must also bring something. For example, there could be more points per purchase or an extra service.



# Examples For Gamification Campaigns



## How Can Gamification Campaigns Be Structured?

One option is to have the customer compete against themselves. We define a goal: Achieve 500 points by the end of the month.

Or, "Last month you scored 432 points, score 500 this month!"

There is no interaction with other customers.

This is then the next characteristic: "Measure yourself against others".

This is where the ranking comes into play. I see where I stand and what I still have to do to move up in the rankings.

If pure play is not enough, I can also include cash or points rewards.

For every 250 points earned, you'll get a €10 voucher off your next purchase.

Or you can be Facebook and invent the Metaverse.

You create a virtual world with a virtual money.

So these are the four manifestations of a gamification campaign. Every real campaign will implement one or more of them. And also our example immediately serves the first two.

Loyalty with gamification is personalization in its purest form: each customer is addressed personally and their interest is promoted individually.

Through the challenging elements in my campaign, I create a higher customer identification with my brand.

Goal achieved!

## Marketing Automation Is the Key to Success

Step by step, you can use marketing automation to build compelling and interactive omnichannel campaigns and manage them centrally.

Lead routes, user journeys or communication during a sweepstake become child's play thanks to automation. Communication automatically adapts to the information collected. Individual engagement is taken into account in the approach.

This requires central 360° profiles that enable a complete view of each individual customer and lead and provide the insights for all actions.

Marketing automation, also known as marketing automation, is a software-based method of automating marketing and sales processes. It involves enriching user profiles with information based on their user behavior in order to set up automated campaign processes for individual communications. One goal of marketing automation is to increase the number of potential, qualified new customers.

Source: wikipedia.org

# The Most Secure and Flexible Platform for Customer Data Management and Retention

- 360°Profile CRM/DMP
- Permission- / Logon Management
- Marketing Process Automation
- Newsletter/SMS Marketing
- Loyalty Campaigns
- Community Management
- Reporting & Analytics
- Preference Center
- Service Desk
- REST API



**05** 360 Profiles Source of Truth Insights

**03** Campaign Controlling Selections Insights

**04** Campaigns Content Marketing

**01** Data Handling Infrastructure System

**02** Planing Concept Workflows





# ProCampaign®

## Okay and now what?

Convince yourself of the many benefits and ease of use of ProCampaign®. Arrange a demo appointment with us today and we will show you how you can achieve higher customer retention.

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Sales tax identification number: DE 165029550