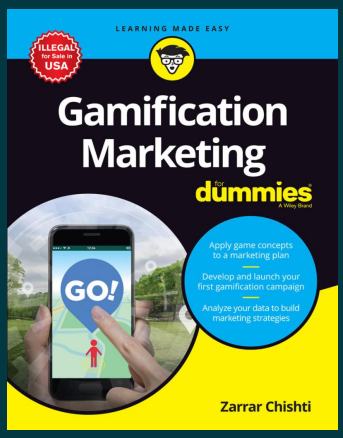
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Gamification Marketing For Dummies

By Zarrar Chishti

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Description

Nothing drives interest from customers more than giving them the chance to win. From old school sweepstakes and stamp collecting games to modern mobile loyalty programs or branded game apps, gamification helps connect you to your customers in a way they invite into their lives. This book helps you add the effective but challenging aspects of gamification to your marketing strategy. No matter what your digital proficiency, Intelligent Marketing with Gamification For Dummies will guide both veteran and inexperienced marketers through the maze of planning and executing a gamification strategy.

About the Author

Zarrar Chishti

Zarrar Chishti is a software and games development consultant with over 500 games developed and marketed for companies around the world. Chishti graduated from Glasgow University in 1996 with a degree in Software Engineering. He is the CEO of his own software company

Table of Contents

Introduction

About This Book

Foolish Assumptions

Icons Used in This Book

Beyond the Book

Where to Go from Here

Part 1: Introducing Gamification Marketing

Chapter 1: Gamifying Your Marketing Strategy

- Seeing What Gamification Can Do in Marketing
- Understanding gamification
- Gamifying your marketing
- Looking at some examples of gamification
- Understanding How Gamification Differs from Other Online Marketing Tactics
- Looking at the advantages of gamification
- Taking your current user experience to the next level
- Stepping Up Your Current Marketing

Chapter 2: Getting to Know Gamification Models

- Exploring Your Options
- Discovering game types
- Creating the Perfect Gamification Campaign Settings
- Choosing the right game for your audience
- Determining duration and frequency
- Avoiding the Big Mistakes
- Depending on desktop
- Going rogue
- Complicating the gameplay
- Creating too many rewards
- Misusing game mechanics
- Banking on virality
- Creating a campaign that can't be played at work
- Assuming your audience will understand games

Part 2: Beginning Your Gamification Marketing Quest

Chapter 3: Identifying Your Target Audience

- Defining Your Audience
- Throwing out everything you think you know about your audience
- Conducting research to find your audience
- Taking a Closer Look at Your Current Customer Base
- Establishing existing data points
- Tailoring for B2B
- Mining Your Social Media Accounts
- Identifying key data points
- Tracking unique metrics from each platform
- Choosing meaningful social media data versus vanity metrics

Chapter 4: Increasing Engagement in Your Campaign

- Establishing User Rewards and Achievements
- Rewarding your players
- Creating loyalty
- Encouraging Sharing among Your Audience
- Using a unique hashtag
- Providing more than just a link to share

Chapter 5: Budgeting Your Development

- Setting Your Budget
- Estimating the costs
- Aligning your budget with your goals
- Anticipating risks
- Gathering Your Team
- Accounting for your gamification model
- Outsourcing talent

Chapter 6: Getting to Know the Technology

- Choosing a Foundation for Your Campaign
- Building in HTML5
- Recognizing the downsides of building an app
- Keeping Up the Communications
- Checking your email deliverability
- Making sure your emails don't end up in the spam folder
- Continuing with your campaign
- Complying with the General Data Protection Regulation
- Considering Testing Issues
- Looking at testing methods
- Checking on browsers

Part 3: Executing Your Gamification Plan

Chapter 7: Making Your Game a Reality

- Choosing the Perfect Gamification Model for You
- Determining Your Target Market
- Conducting your own audience research
- Considering what the research is telling you
- Embedding Goals into the Game
- Creating SMART goals
- Devising your gamification objectives
- Building in Loyalty Rewards
- Deciding on your options
- Using rewards in your game

Chapter 8: Selecting the Right Components

- Making Sense of the Game Development Process
- Understanding the stages of the game development life cycle
- Deciding which life cycle model is right for you
- Assembling Your Team
- Working out who does what
- Balancing everyone's role
- Choosing freelancers, agencies

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