



Business Gamification
Running Online Contests, Raffle Draws, and Coupon
Giveaways

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Foreword

As human beings, we always seek to discover things in unique ways.

We want to learn creatively through interesting and interactive learning methods because information stays longer when doing so. In marketing, there is a process called gamification that actually applies this kind of learning method and uses this to entice people to participate, and when there is participation, you are keeping the people engaged and interested in your product or service.

This eBook will guide you through the process of using gamefication.

Chapter 1

Introduction

What is Gamification?

Gamification is a process of implementing game mechanics into non-gaming related areas and industries. This concept is established around the principle that the new generation has more affinity to games compared to the earlier generation.

Game mechanics are integrated into different applications and processes to capture and maintain attention of and acquire positive feedback from any people, whether students, employees, stakeholders, customers, and etc. Generally, it is a new technique to reach out to the market.

Gamification is becoming more popular for various reasons. It can provide the opportunity for people to learn and at the same time, have fun and enjoy. It is also a strategy employed by many companies so their customers will always return to them. It can come in various forms such as contests, raffle draws, and other exciting interactive games.

How Can Gamification Be Beneficial to Your Business?

Taken from the marketing perspective, gamification delivers several benefits. When you incorporate this method with a specific product or

brand, the business can thrive well. Many loyal marketers employ this kind of strategy to ensure that their existing customers will remain supportive of their product or brand.

To explain further, gamification can retain customer engagement in certain areas that have failed to appeal to the target audience, like in the fields of market research and data collection. The Internet is the ideal place for market researchers to gather data on their potential clients quickly and efficiently but if online surveys are designed poorly, it is hard to maintain customer engagement.

In order for gamification to become a success, there are important factors to consider. One of which is content (games, contests, raffle draws, surveys, and the like) which need to be of high quality.

High quality content is a familiar phrase that you may have heard many times but it is a fact that excellent content will always appeal to many people, and when they see that content is good they will always come back to you. This content should be captivating enough so people consistently depend on you for high quality material.

An ordinary brand of service or product can be improved into exciting and engaging fun material through gamification. It is through this same method that marketing strategies become fresh and interactive.

Through this method, business, organizations, and companies can very well control their brand through user engagement, encouraging them to participate in a community, share with friends and even

invite friends to join with them. Through gamification, you can create a fan base who will always patronize your brand.

All in all, gamification builds customer loyalty; entertains, motivates and educates customers; engages customers, stakeholders, and even employees; makes customer referral very possible; and increases revenue of the business.

It could be high time for you to gamify your business.

Chapter 2:

What Is Business Gamification?

Participation Improves Business Value

Having your customers interact with your business can help build relationships that last and can also have a positive impact on the objectives set by the business. If you have people that interact, engage and participate, you have a winning business.

Gamification motivates people to participate through, but not limited to, the following:

- Answering surveys
- Taking quizzes
- Participating in contests and polls
- Rating products
- Articles
- Watching video and listening to audio
- Online purchasing
- Posting comments

The Value of Statistics in Participation

Playing a single game for several consecutive weeks will eventually become boring. However, if you have the statistics – such as number of times you have won the game, points earned for a particular

episode of the game, players you have beaten – the overall game experience becomes much more interesting.

With this statistical information, you will become motivated to continue playing the game because you will have that desire to win the game several times, earn a certain number of points and even be on top of the list of winners. With statistics and acknowledging the accomplishments with rewards, people now become motivated to participate and even interact with other players in that certain game.

Even an ordinary game can become more interesting especially if you twist it a bit, making each episode more exciting than the previous one. Players will always want to return to the game each time to unlock specials, and will even feel anxious about what comes next.

How Can Gamification Improve Business

A common goal in doing business is to invite a group of individuals sharing a common interest and entice these people to make a purchase. To be more specific, online marketers target the social media sites for this very purpose and the results could vary.

There are many companies that depend so much on social networking to improve their business but there are still cases that this method may fail. But with gamification, these companies can promote their brand better by getting users and customers to engage, participate in a community, interact with friends and individuals sharing common interests, and attracting other people to join the community. With

this, you can say that gamification transforms customers into patriots of your brand.

The Value of Loyalty

Loyalty is of great value in business because this signifies customer engagement. Traditionally, companies show their loyalty to customers by offering them clever programs in the form of coupons, raffle draws, and discounts when they return to make a purchase.

With gamification, loyalty programs become more effective as it will add more motivating factors such as earning big to receive bigger rewards. Earning points is much like playing a game, where there are goals to be met in order to claim exciting rewards. Gamifying the experience can involve putting up leaderboards so customers will aim to work harder to get more rewards.

Business gamification involves incorporation of game-like strategies for different situations where you will need individuals to become motivated to pursue their actions – in this case closing the deal and making a purchase.

Chapter 3:

How Gamification and Special Offers Can Help Your Business

Repetition is Key

As mentioned a few times in the previous chapters, gamification influences people to participate and engage through game mechanics incorporated in a business service, websites, community, and even marketing campaign.

Gamification is a form of marketing discipline that has gained popularity as an excellent influence on the behavior of individuals online. It actually adapts important concepts from different areas such as game design, community management, and customer loyalty programs.

In a particular game, there are rules and rewards that comprise the overall gameplay. These factors make a game challenging, exciting, fun and interesting and as a result, people become motivated to participate.

Special Offers are Always Attractive

People love special offers because it helps them get a certain product or use a service at a more affordable cost. These special offers also entice existing customers to return to a company for their product or

service, and are usually offered in loyalty programs. Gamifying them makes it much more interesting to the customers because it is like achieving smaller goals to achieve a bigger one.

Accumulate Points to Unlock Special Offers

In gameplay, it is always a desire of the player to win big points. They want to earn more in the course of the game and will work hard to achieve the big points. Thus, points are great motivators of customer engagement that can be tied into gamification.

You can use these points as way to attract customers to accumulate them and when they reach a specific number of points, they will be rewarded with special offers. For instance, customers continue to purchase, and each purchase entitles them to a certain number of points and these points can now be used to unlock special offers only offered to customers who have accumulated enough points.

Earning points can have a great influence on customer behavior, even in the absence of monetary value. It is just that people will always like the feeling of being rewarded, after all we, as human beings, are always motivated by rewards, whether tangible or intangible.

Sense of Accomplishment

In a game, a reward will be given to the player with, for instance, the most wins or the best score among many competitors. Of course, these players will create strategies just to be on top. Leaderboards are

created to provide a view of those people who are doing excellently in a game and to be on top of the list is a great accomplishment.

Many games will offer special discounts to players who are consistently doing great. Much like in a business, rewards will come to the most loyal customer. Gamifying the business will mean giving special offers to those who have shown loyalty to the business with repeated purchases.

By giving customers the opportunity to take advantage of special offers, you are doing something to attract them because as mentioned, these special offers will always be attractive especially if the rewards for their repeated visits are generous and enticing. After all, who wouldn't love to get a discounted offer on their favorite type of product or service?

Chapter 4:

Using Online Coupons and How to Offer Them

Age of Coupons

Coupons are a great way to invite customers to support your product. Just like in some games, you need coupons to get discounts on your desired weapon of choice. Coupons are widespread especially because of the fact that there is high rate of unemployment these days and people rely on them to get discounts on certain brands of goodies. Coupons are traditionally found in newspapers and magazines but today, they can also be distributed online via e-mail, social networks, and websites.

Most consumers today can be price-sensitive and they are always looking for deals or discounts and companies realize that the best way to attract customers and retain existing ones is to make coupons. Coupons can be created easily online if you wish for your company to attract potential customers.

While it's easy to do so, the challenge lies in making it visible for everyone to find. In this case, you need a well-planned strategy to effectively distribute your coupon so it can reach your target market.

About Online Coupons

Before discussing on effective distribution of online coupons, let us first understand all about online coupons. An online coupon can be many things; it can be a discounted offer sent via e-mail; it can be found on a homepage offering you a certain discount that you can simply click; it can also be a limited deal only available to those who liked the Facebook page of a particular company.

Coupons should be considered as an online marketing strategy. They can dramatically increase conversion of sales off social media sites, e-mail newsletters, websites and more. They can be used to attract potential customers who may not be aware that your company existed.

How to Offer Coupons

If you wish to make an online coupon, you must first need to decide how much of a discount you are willing to offer on your product or service and the duration of the entire promotion.

Make sure you are clear about your message when you say “Get 20% off on all items this week” or “Enjoy 10% discount on your chosen beverage for today only”.

Next step is to create your coupon through coupon sites. These coupon sites cater to both large and small businesses so make sure you know where your company stands. You can also come up with a coupon to be distributed over e-mail.

The next thing to do is to distribute your online coupon. What's the point of making these coupons when they can't even reach the target market effectively? Here are some tips on coupon distribution:

- Email newsletters
- Blogging
- Posting on business directory site
- Adding as banner to your company website
- Social media sites, i.e. Facebook, Twitter
- Making coupon shareable to friends

Couponing does not stop when customers make the purchase. Each time a customer uses your coupon, take it as an opportunity of conversation, to some extent, to a personal level.

You need to ask for their contact information, ask them to like your Facebook page, and ask them to write a review about your company and products and services.

Make sure you aim to deliver only the best to your customers without appearing as spam in their email.

Chapter 5:

Using Online Raffles and How to Offer Them

Gamification through Raffles

A raffle is a form of contest where participants buy tickets to get a chance to win awesome prizes during the draw. Of course, this is a method of gamification because a raffle draw itself is a game.

The tickets are gathered altogether and one lucky ticket will be picked as the winning ticket. It is a good way to publicize your business since it does not require too much effort. How do you use raffles successfully for the benefit of your business?

First, you need to realize if the amount of money you are spending for the raffle is worth it. Make sure you also convey the right message about your service or products through the raffle you are holding. Once you offer a service or product from your company as a raffle, you need to make sure that it will result as a success, and not flop.

Choose the right event.

When holding a raffle contest, make sure you pick the right prize and the right type of contest. Make sure you are targeting your ideal market, for if not, there is no point in holding a raffle if your

participants are not the least bit interested in your products or services.

Do not be TOO extravagant with prizes.

When you offer your product or service as a raffle, make sure that you won't be suffering a great loss in the end. Some people will just go after the "free" prize and will not commit to your business. Therefore, do not be overgenerous with prizes that you offer.

Make the event personal.

It's better if you get personal during the event and this means that you need to be out there introducing yourself to the lucky prize winner. You want the winner to have a great experience at the raffle because there's a big chance that they will use your product or service again if they had a great time. The best case scenario is that they will even spread the word about your company.

Always make a point to follow-up with the prize winner.

Before your prize winner leaves, do not hesitate to ask for another order or appointment or even a referral. In addition to that, you need to follow-up with the lucky winner a few days or weeks after and check how your service or product is working for them.

Contact the prizewinner.

As mentioned, make the event personal, so this means that you need to keep in touch with the winner and ask him or her to contact the contest coordinator and share their positive feedback on the product or service.

Gamification through raffles is a great way for you to improve on your marketing strategy since people also love to win – not just prizes – but something simply like the feeling of winning something. Raffles involve minimal risks, and not to mention, expenses.

Keep those aforementioned tips in mind to help you make the most out of your marketing budget and minimize the risks that can affect your company.

Chapter 6:

Using Online Contests And How To Offer Them

Create Online Contests That Would Interest The Public

Creating online contests is a great way to build brands due to the exposure that they may get online. Nowadays, people are often too pre-occupied to notice plain advertising. One way to get people's attention online is through mounting contests. There are many online contests but not all are successful due to the following reasons:

- Exposure of the business is not maximized.
- Businesses do not use the information that they have about their market efficiently and effectively.
- Businesses make mistakes that hinder the success of their own contests.

To ensure the success of online contests, all possible means to expose the brand name or logo of the business should be done. The information that the business has about its market should be accurate and used efficiently and effectively. The business should be careful in making their decisions, dealings and transactions in order not to commit costly mistakes.

Choosing How Long to Run Your Contest and What to Give Away

What To Give Away In Online Contests

It is important to give away prizes that the target of the business would be interested in. This may be something they either need or want. The people's interest in the prize is what will draw their attention to the contest and then eventually to the brand or business that put up the contest. The cost of the prize is dependent on the budget of the business though the bigger the prize is, the more attractive it will be to more people.

Some markets may be happy with prizes worth a couple of hundred dollars. Some markets who love getting freebies would be happy with prizes for as low as \$50. Prizes need not be tangible in nature. Sometimes, services can make good prizes too.

Online Contest Length

The minimum time to run an online contest is two weeks. Running the contest just for a week will greatly diminish the number of entries that the contest will get. It will also lessen the exposure of the brand or business. The maximum time to run an online contest is a month.

Participants might lose interest or forget about the contest if its length is anything more than a month.

Promoting Your Contest

A front liner in online promotion is PunchTab. PunchTab is an application for instant loyalty promotions which allow users to create an instant online loyalty tool for free. Through PunchTab and similar applications, a business can generate an email list through sign ups, greater social media presence and better market research all of which will result in higher sales. Aside from this, such applications also have the potential to virally spread ads and posts of users through email, messaging, social media and blogs.

Here's how it works:

- Interested people will sign up to join your contest using their Facebook or email accounts to earn an entry to the contest.
- Participants are prompted that if they want to earn more entries, they should take certain actions and do certain things.
- As they continue to do these actions, they are offered other things to do in order to get even more entries.

In no time at all, online contests become viral because most of the actions would encourage participants to spread the contest information to the people in their contact lists. This is a great way to get to the market, to get feedback and to build a business socially. Businesses will be able to get to know their market through studying the profiles of those who signed up, checking those who share and like posts and checking the type people who respond to emails.

Below are ways how participants can earn entries to contests. They are listed in order of importance.

- **Questions** - Just like making comments, answering questions can also generate data for more accurate and effective market research. Questions like “What other products do you want us to sell?” would generate very valuable data that may increase sales. All suggestions can be organized into columns. PunchTab and similar applications would add the email of the people who answered the questions enabling the business to email them once their suggestion is available in their store.
- **Tweet** - An example would be “I just joined the @(name of contest) of (name of company) to win (prize) and many more! Check it out!” The tweet will be appended to the businesses Twitter handle.

- ***Follow / Become a fan / Like / Google +1 / Share*** - Clicking on the icons automatically will earn extra entries.
- ***Visit*** - Contest participants are given entries by simply visiting a URL of the business.
- ***Comments*** - When people comment, they also earn entries. Businesses can ask their target market to comment about their products. The market can also be asked comment on their frustrations about things that are related to their products. The point here is, the business will be able to learn more about their customers which will eventually enable them to improve their products and better sell to their market.
- ***Download*** - Contest participants are made to download something that would help them know about the business better.
- ***Pinterest*** - A graphic with the businesses logo, the prizes, a CTA and a link would go a long way in Pinterest. As your market pins that image to their boards, more and more people will be informed about the contest and hopefully they will join it.

It is important to offer extra entries by asking questions first because it is the way which will enable businesses to know what actions they may take in order to gain higher sales. Things such as visiting the online store and commenting are down the line so the attention of the

market for earning extra entries will not be taken away. Visiting the online store would take them to an entirely separate place and there is uncertainty if they will go back to do the other simple methods of earning entries.

How To Start

- ***Email Blast to Your Current Market List*** - This is the first thing any business should do. It works well with all types of markets. This will get your market to share and spread things via email and social sites to other people in their contact lists.
- ***Post a Blog*** - The link in your email should lead to a blog embedded with the contest. The business may also do some minor advertising or pre-selling of their products on the post as well.
- ***Post in Social Networks*** - Once the contest has started, spread it on all the social networks that the business has accounts with. It would be good to customize the copy of the ad or post based on the social network where it will be posted.
- ***Add the Widget*** - PunchTab has a widget that can be placed on the sidebar to get some extra entries for visitors who miss

the contest page entirely.

- ***Embed the Online Contest in Future Posts*** - Embedding need not be done all the time but businesses could embed the online contest at the top of the blog. If you want to have your normal scheduled content, the contest link may be placed at the bottom of the posts.

What To Do Before The Contest Ends

Before the contest ends, make another email blast and do another post in social networks so people will be reminded that if they intend to join or want to have more entries, they should go through the actions as soon as possible.

What To Do After the Contest Ends

The first thing that should be done after a contest ends is to choose a winner randomly. The winner/s should be congratulated and informed via email. Make sure to ask for their addresses so their prizes may be sent to them. It would be good if they were asked to send in a picture with their prizes so that they may be used for future promotions and contests.

After the prizes are sent, there would be no better time than to add the emails of those who signed up to your market list. After which the answers to the questions may be sorted and organized so actions may be taken in producing the suggested items. When their requests have been fulfilled, the people who requested them may be emailed of their availability in the store.

Put Up Great Contests!

Hopefully this chapter was able to help in clarifying the process in offering online contests. It is also hoped that it helped in illustrating how to use online contests as a tool for promoting businesses and increasing sales.

Chapter 7:

Contest Burner and Contest Domination:

How They Can Help You

[Contest Burner](#) and [Contest Domination](#) are software that can help create and manage online contests through visitor loyalty, subscription and viral promotions through email and social networks.

Contest Burner

Contest Burner is a plug-in for WordPress. This software enables the management of contests on the web. It allows e-commerce website owners to set the parameters of contests such as the values of the points, the quantity of prizes, number of winners and the time frame of the contest. It provides a form where participants may join, click links and share the contest in their personal social network accounts. This WordPress plug-in may also aid in choosing the winner/s.

The Contest Burner plug-in is proven to be effective and guaranteed to work. It can create many new subscribers, back links to the business website, videos that promote your product, press releases, articles and social network posts.

Contest Burner Features

- It is an easy to install WordPress plug-in.
- Unlimited contests can be created using it.
- Social network integration (YouTube, Twitter, Facebook). It can configure points for actions such as liking, sharing, commenting, following and subscribing.
- Options for other social network sharing - There is a button that has links to more than 50 websites to share. This includes an email inviter.
- Email Marketing - Contest Burner may be integrated with newsletter and auto responder services.
- Flexible Point System - Different point values may be given to different types of actions.
- Exclusion of Users- It allows exclusion of specific users from joining the contest. This may be useful when dummy users are added while testing the online contest.
- Possibility of Bonus Points- This may be done to award contestants in a mini contest within the major contest. Examples are the funniest tweet, the funniest comment in YouTube or the most number of likes on Facebook. Bonus points may be adjusted as needed.
- Shortcodes- Shortcodes give control on how contest information is displayed.

What Contest Burner Does

- Promotes traffic to websites
- Creates buzz in the online market
- Generates subscribers
- Engages subscribers through more page opens
- Improves branding products
- Increases income from websites

Passive internet surfers become active promoters of business websites. Visitors will help spread links virally on both big and small social networking sites. People will forward emails to other people in their contact lists about the online business site and they will be encouraged to sign up. They will also write an assortment of content such as articles, reviews and press releases that will be linked to the business site as well as create videos about their experiences in using the products. Aside from this, they will also generate your business website content.

Contest Domination

Contest Dominations is another WordPress plug-in that can be used by business owners to have their promotions spread virally making the odds better in their favor. This is done through putting up a contest that will create traffic towards the business website of the one using it. However, the giving of prizes is sometimes not enough and this is where businesses find value in using software such as Contest Domination. It automates the sharing of contests in social networking sites and rewards readers for sharing the contest with their contacts.

Contest Domination may be used for an unlimited number of promotions or contests. It can easily be integrated with Facebook, Linked In and Twitter for potential viral sharing. People who share can earn extra entries to the contest and each participant gets a unique URL with which they can share it. When any of their contacts click the link, they automatically receive more entries to the contest.

Customizing Contest Domination Options

- How many winners? / How many entries for each referral?
Choose from available default settings. These settings may be adjusted for specific contests.
- When the contest is connected to AWeber or MailChimp
business owners can choose a list where prospective

participants will be subscribed.

- Sharing will be done by posting the URL on social networking sites.
- Custom branding may be added so the contest page is specific to the business. A header and an image sidebar may be added.
- Contest rules may be added as needed.
- Duration of the contest may be set.

When the contest is published a squeeze page gets created. Squeeze pages are forms that increase opt-ins due to the lack of content and because of the prize offering in exchange for subscribing. Business owners are amazed at the simplicity of Contest Domination in creating viral promotions for their online businesses through contests.

Contest Burner and Contest Domination are great tools that businesses can use to have more online presence and eventually sales.

Chapter 8:

Calculating Ticket Prices and Discounts

How To Price Raffle Tickets

Online, most contests are free to join because they are used as tools for a business's marketing efforts. However, every now and then there will be a contest or raffle that will entail some form of payment and usually this comes in the form of fundraisers. Most often, business owners and organizations will not know how much their earnings are until the contest or raffle is over.

All businesses or organizations have a target amount that they would like to have when it is over. This money will be gained either through ticket prices or profits in product sales. This chapter will focus more on gaining money through ticket sales.

Raffle / Contest Goal

Usually there is a goal that is in mind and while everyone works towards that goal, the objective here is to make sure that the expenses will never exceed that goal. Ideally, the goal should include the desired profits of the business or organization.

Raffle / Contest Ticket Costs

In real life, printing the raffle tickets costs money. Online, creating the graphic posters, newsletters or info graphics of the raffle or poster may entail money. Naturally, people like those who will prepare the material such as graphics artists have to be paid.

Aside from this, the business or organization may spend money on Contest Management software or even people to advertise the event. These things do not go viral by themselves even if everything is automated by software. There is usually a team who handles it. If you are using printed tickets, the tickets alone cost money and it is very important to remember that.

The price of the ticket should include all expenses that putting up the contest or raffle will incur. This should include all taxes and fees applicable to the contest.

Raffle / Contest Prize Costs

Unless the prizes are sponsored by other entities such as the manufacturers of the products themselves, businesses usually have to spend for prizes. In many cases, sponsors give their products at a discount in exchange for exposure during the promotion and during the contest or raffle itself. It is best to tie this up with sponsors who are willing to do this in order to have more gains in the end. If you are supplying the prizes from your own products or services, factor in that cost as well.

Raffle / Contest Ticket Distribution Costs

Online, the distribution itself is often free because it is the consumers who do the spreading through their emails and social network accounts. If there would be any distribution costs at all, it would be the cost of the contest management software (if it is not a free application), the manpower to handle the raffle or contest, and the cost of the market lists if one is purchased.

Many companies have their own market lists but sometimes they opt to purchase lists from other vendors who have the same market as they do. This is common in startup companies.

In real life, distribution costs would cover all marketing and selling efforts. This would include the posters and ads online, on TV or on the radio.

Quantity of Raffle / Contest Tickets

In real life, the quantity of the raffle tickets will depend on the number of people the business or organization wants to target and the number of tickets that will make money for them. The idea here is to make sure that the raffle costs will be paid for by selling only a percentage of the tickets and that there should be more tickets than the number of expected participants.

Raffle / Contest Ticket Prices

The ticket prices of raffles and contests should not only be dependent on the expenses incurred in putting up the contest but also on what the target market can afford. It is also important to consider what its value would mean to its market. A good question to answer here is - What will they have to give up to buy a ticket?

Discounts may be given to bulk sales in order to encourage people to buy more. Ticket prices should be affordable and reasonable.

Online, a sample scenario would be an organization asking for donations from people and in doing so they will be entitled for a raffle ticket. Make sure that people will not be initially asked to donate much. They may be encouraged to donate more through offering more bonus entries.

Chapter 9:

Getting People To Take Part In Special Offers

It is difficult for online business owners to encourage people to spend money online. People are very cautious on the internet because of scams and theft. They become very careful in using their credit cards for online purchases or other related transactions. They also fear that their purchases might not even get to them.

Now, assuming that the trust is present, a second hurdle would be the lack of assurance that the product they will buy will work well for them. Online, all they see is a picture. They will only get to touch and test it once it gets delivered.

Two ways to counteract their feelings of distrust or hesitation is by giving away freebies, through Buy X Take X special offers and by giving away discount coupons after purchases have been made.

Giving Away Freebies

If online business owners want to boost their sales they should invest in giveaways. Giveaways make people forget about the risks involved because they tend to concentrate more on the added value of the free item. If for example an online store selling a camera would throw in a free tripod and bag, customers would be more willing to purchase the camera.

Just remember that the giveaways should:

- Add value to the product
- Be useful to your market
- Promote the business

The giveaways or freebies should be useful to your market. They should be of good quality so the customers will be impressed. Make sure that they can do whatever they were made to do. If possible, the freebies should be items that people can use with the product that they are buying. If the freebies work above expectation, this will greatly improve the reputation of the brand and will encourage repeat business.

It would be a good idea to include your brand and website with the freebie. Make sure that it is presentable and nice to look at because people will not use the free item if they think the branding looks cheap.

Buy X Take X

The Buy X Take X special offer usually works for people who want bargains. For example, when a customer buys 2 bottles of supplements, he gets one free. When he buys 5 bottles, he gets 2 bottles free. When he buys 9 bottles, he gets 3 bottles free, enough for

a whole year! The Buy X Take X special offer is a great way to move products.

Discount Coupons

Discount coupons are usually given as a perk. People are not only encouraged to buy the product that they want but they are led into looking at the products that they have discount coupons for.

Let's say they would like to buy a new tennis racket. If they bought the tennis racket, they would have a 50% discount coupon on tennis balls. The customers would then be encouraged to buy tennis balls even they were not originally planning to do so. Discount coupons not only encourage customers but they boost sales as well.

Chapter 10:

Conclusion

Business Gamification pertains to the use of game like tools to expose online businesses and brands to the public, market products and services and increase sales. This is done through contests, raffles and special offers.

People cannot buy from online businesses if they do not even know that they exist. If they did, they still may not buy anything from them until trust is established.

By exposure through gamification, online businesses get a chance to showcase themselves and their products or services to the public. More exposure of the brands via viral posts about the contest then leads people to see that they are legitimate entities and not scammers.

Upon being exposed to the brand over time, people will eventually check them out to see what they have to offer and perhaps make purchases.

Contests, raffles and special offers help market products and services sold in online businesses. Through the use of software applications or plug-ins specially created to manage contests, online business owners are able to put up contests and spread the word to people who may be interested in joining them.

This is done through email blasts, blogging, and user generated actions such as sharing, liking, following, subscribing, downloading

and visiting. People tend to go through these actions to earn entries to the contest or raffle because of the chance to win prizes with very little effort involved on their part.

Some actions ask people to sign up, answer questions or comment about their experiences with certain products or services in exchange for more entries or additional bonus points for the contest or raffle.

The information gathered is valuable to online businesses because they will be able to gather more emails to add to their marketing list. Aside from this, they will also know what products or services their clients want and know how they can improve themselves and their products.

The gathered information will help online businesses in their future promotions and marketing efforts. They will also be able to act on the requests and suggestions of their market. If their market wants a new product, they can produce that product and offer it via email to people who requested or suggested it. This will eventually increase sales and create a following for their online business.

Special offers may be used by online businesses to increase their sales and profits. When people see what a good deal they are getting, they are more inclined to trust vendors and shop online. Three ways to do this are by giving away freebies with purchases, buy x get x promos and by giving out discount coupons. Aside from having more sales, online businesses are also able to market themselves through their giveaways by placing their brands and URLs on the freebies.

Business Gamification is something that online businesses should consider in order to get ahead of their competition, build a name and generate good revenues. The internet is full of people and there is a tremendous amount of opportunity waiting to be tapped through sound technology, good decision making and careful planning.

I hope that this book has given you a head start on getting started with using these tools in your business and to have great success with using them in your endeavors.

Best wishes on your ventures.

OTHER RESOURCES:

[Coupons From Amazon] Display Them on Your Site With One Click!

<http://scgoldmine.com/go/?w0ve>

Fan Page Coupon and Video List Builder

<http://scgoldmine.com/go/?aw0o>

WP Coupon

<http://scgoldmine.com/go/?mg6i>