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Game-Based Marketing: Inspire Customer Loyalty Through Rewards, Challenges, and Contests

Gabe Zichermann, Joselin Linder

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Gabe Zichermann, Joselin Linder : Game-Based Marketing: Inspire Customer Loyalty Through Rewards, Challenges, and Contests before purchasing it in order to gauge whether or not it would be worth my time, and all praised Game-Based Marketing: Inspire Customer Loyalty Through Rewards, Challenges, and Contests:

36 of 36 people found the following review helpful. Good concept, poorly executed By CustomerI am totally on board with the authors' main concept, which is why it was so frustrating to try and read this book. From start to finish it is

poorly written and edited, overly verbose when it could be much clearer and to the point, and nauseatingly vague on important details. For example, it dives into frequent flyer programs without clearly saying what they are, presents grandiose visions of how Facebook could be improved by a leaderboard, and seems to think Starbucks branches have a VIP lane. Plus it keeps using the awful term "Funware" to describe all this. Throughout, tantalising references are made to interesting concepts or events -- the Microsoft commercial, Flyertalk, Nike+ -- and either assume outright the reader is familiar with these, or provide little followup information for the reader to find out more. Even the section on Richard Bartle, the deity of player characterisation, was poor - lifted straight from Bartle's work with little original material about how this might apply to today's consumers. If you have any familiarity with games or reward mechanics, you will find this book as disappointing as I did. I wanted to like it, and I want books like this to spread the message that games and fun are a key part of customer engagement. But this book failed to deliver, and needs a serious edit before the 2nd edition. Read an article on gamification instead, and you will come away with all its key points without having wasted your time and money trying to read this.

4 of 4 people found the following review helpful. Useless collection of links and some frequent flyer examples

By Andreas West I've bought this book from the self announced "Expert of Gamification" Gabe Zicherman to learn more about Gamification and how other companies applied gaming mechanics successfully. Boy, was I disappointed when I read the book (and I read it until the final pages patiently waiting for something positive). So why was I so disappointed you might ask? - 16% of the books pages are a collection of articles which are used as reference and the rest is an index of words used (nice way of filling up your book with space in case you don't have anything to say!) - a further 7% is filled up by Cover, Table of Content, Foreword and Acknowledgement - that makes it 23% of useless pages that I paid for! - the author is quite well in repeating the same over and over again. He's basically stretching his main messages which can be summarized in a normal 16 page pdf article over the full book - most interesting chapter is about the history of the frequent flyer program, that is for me, a person not born in the US ;-)- a full chapter is spent on Bartle's Player Types, interesting if you're new to the concept but 100% taken from Bartle, so you learn nothing new if you heard that before - he's only referring to a couple of example and then points out mostly ones that failed - would be nice to hear also about positive examples of Gamification - nothing is being said about how to combine game mechanics to engage the customer for a longer period of time, no wonder Gamification is being seen as a buzz word and everybody thinks it's only badges and some frequent flyer program - the few examples he gives aren't going really deep, they aren't coming from working with these companies but rather from research what is available on the internet about it. If he did indeed work there, then he seems to be bound to only talk superficial bla bla about the work he did with them

All in all like I already said one of the few books where I'm really disappointed that I bought them. Especially so as I started to read the first few pages online here at , but I thought he it's going to get deeper and more interesting later on. I should have trusted my own feelings based on those pages that are available online. If you like them, buy the book, if they don't deliver a real interest for you to read further on, stay away from buying it, you won't regret it.

0 of 0 people found the following review helpful. Gabe makes it easy with great examples and a logical flow

By jacobposey Gabe both delivers in person and in this book. I learned about Gabe in a seminar that was put on my the college I teach at and quickly bought his book. Where others make this sound hard, Gabe makes it easy with great examples and a logical flow.

Harness the power of games to create extraordinary customer engagement with Game-Based Marketing. Gamification is revolutionizing the web and mobile apps. Innovative startups like Foursquare and Swoopo, growth companies like Gilt and Groupon and established brands like United Airlines and Nike all agree: the most powerful way to create and engage a vibrant community is with game mechanics. By leveraging points, levels, badges, challenges, rewards and leaderboards; these innovators are dramatically lowering their customer acquisition costs, increasing engagement and building sustainable, viral communities. Game-Based Marketing unlocks the design secrets of mega-successful games like Zynga's Farmville, World of Warcraft, Bejeweled and Project Runway to give you the power to create winning game-like experiences on your site/apps. Avoid obvious pitfalls and learn from the masters with key insights, such as: Why good leaderboards shouldn't feature the Top 10 players. Most games are played as an excuse to socialize, not to achieve. Status is worth 10x more than cash to most consumers. Badges are not enough: but they are important. You don't need to offer real-world prizes to run a blockbuster sweepstakes. And learn even more: How to architect a point system that works

Designing the funware loop: the basics of points, badges, levels, leaderboards and challenges Maximizing the value and impact of badges Future-proofing your design Challenging users without distraction

Based on the groundbreaking work of game expert and successful entrepreneur Gabe Zichermann, Game-Based Marketing brings together the game mechanics expertise of a decader's worth of research. Driven equally by big companies, startups, 40-year-old men and tween girls, the world is becoming increasingly more fun. Are you ready to play?

.com Advertising is dead. You may not realize it, but you and everyone you know engages, possibly unsuspectingly, in some form of a game multitasking as an ingenious marketing device. Game-Based Marketing illustrates the pervasiveness of games today in business marketing, and how to better use them to create an engaged and loyal

customer base. Game-Based Marketing will: Explain the growing phenomenon of game-based marketing and how it works Show marketers how to develop games to incorporate into their marketing strategy Share fascinating examples of marketing games already in play including Jigsaw.com; Chase Picks Up The Tab; the iconic McDonald's Monopoly Game that reportedly generates nearly one-hundred million dollars in incremental revenue per year; and United Airlines Mileage Plus where team pint competitions and real-world scavenger hunts for miles accrue millions annually. Provocative and instructive, Game-Based Marketing's message is clear: Use the tools in this book to put games in your marketing mix nowhellip; or yoursquoll be out of the game altogether. Top 5 Ways to Gameify Your Business From Foursquare on the iPhone to an online game of Farmville, not to mention the frequent fliers popularized in the Academy Award nominated film, Up in the Air, playing "everyday games" has become nothing short of a pop culture obsession. Driving unprecedented consumer engagement to smart brands like Chase and the US Army, loyalty programs and marketing games are marketing's best bet for the future of advertising. It's easier than you think to bring the power of games to your business. Using the breakthrough lessons in Game-Based Marketing, you can start adding game mechanics to your marketing mix in 5 easy steps: 1. What consumer behavior are you trying to drive? Don't just think about broad or bottom line objectives (ldquo;more engagementrdquo;, ldquo;greater brand exposurerdquo;) when considering ways in which yoursquod like to effect the behavior of your consumer base, but instead, focus in on easy-to-achieve activities that will have an overall impact on your bottom line. For example: incentivize the sending of product endorsements to friends. The more specific you can be, the easier it is to build game mechanics around. Some behaviors are best left un-incentivized, however, a topic we cover closely in Chapters 1 2. 2. Assign points to those behaviors. Think about how much value each of the behaviors has to your business and assign points to each action accordingly. Points should be weighed relatively, so if opening a new account is ten times more valuable than clicking on an advertisersquos link, make sure the point system reflects that reality. Want to learn more about just how point systems function? Check out Chapters 3 4. 3. Create a leaderboard to display points. Just like the Employee of the Month plaques at restaurants, create a socially-networked leaderboard that allows users to feel like they are accomplishing something relative to their friends and peersmdash;A little encouragement goes a long way. Yoursquoll find a plethora of leaderboard dos donrsquots in Chapter 4. 4. Develop challenges and message them. Just like Frequent Flyer promotions, creating simple challenges can have a profound effect on user behavior once they are connected to your community. Keep your challenges fresh and topical by knowing your players ndash; Chapter 7 gives you riveting insight on exactly who is playing. 5. Make ldquo;funrdquo; your goal! Whether your business is finance or funerary, making fun a principal objective will substantially increase consumer engagement and generate remarkable new revenue opportunities. Chapter 8 shows you the future and how Generation G ndash; today'squos tweens ndash; are driving lquo;funnovationrsquo; in every industry. There are plenty more tips in store ndash; from why cash, or even real-world prizes just donrsquot matter as much as you think, to how you can compete against well-funded incumbents without much capital. Buy Game-Based Marketing today and learn the key secrets of leading-edge marketers - and how you can harness the power of games in your mix to create, engage, and excite your customers. From the Inside FlapTV advertising has "jumped the shark." Online advertising and marketing promises to fill the gap, but despite enthusiasm for buzz-generation and the value of social networks, no one has outlined a workable marketing model that actually leads to reliable revenue . . . until now. Written by videogame innovator and entrepreneur Gabe Zichermann and writer Joselin Linder, Game-Based Marketing explores "Funware," a new model for incorporating and leveraging games and game mechanics to reach today's customers. Behaviorally based, Funware will give you strategic insight into the deep-seated impulses and habits that drive our socially networked marketplace. In this groundbreaking guide, you'll discover which game-based marketing programs have already generated millions in revenue and produced the world's most loyal and engaged customers. You'll get a firsthand look at how this powerful approach applies to the new world of social media. Most importantly, you'll see how to create game-based marketing plans that measurably increase both sales and profits. Game-Based Marketing gives you practical guidance on adding games and gaming concepts to your marketing toolbox, including: How to cut through the media noise to use games more effectively Why "free to play" designs are irresistible to customers and lead to long-term revenue How to leverage the passive games people are playing every day without even realizing it How to create virtual economies and link them to your real-world business objectives Who the different types of gamers are, and how to reach themmdash;even when they're not "intentionally playing" How to use games internally to motivate employees and boost sales How to find the best game-based techniques for communicating with youth markets And much more Filled with case studies from leading brands such as NBC, United Airlines, the U.S. Army, and more, Game-Based Marketing examines how Funware delivers results today and will be an integral marketing channel tomorrow. Use the tools in this book to reinvent your marketing strategy, or you might be out of the game altogether.From the Back CoverPraise for Game-Based Marketing "If you haven't applied games to marketing, advertising, or brand management, you'll want to get and study this bookmdash;or it could be game over for you."mdash;Jonathan Epstein, CEO, Double Fusion, and former EVP, IGN/GameSpy "The power of games to affect consumer behavior is almost limitless, and examples are all around us. Game-Based Marketing is the first comprehensive look at combining the power of games with marketing to create an exciting new user paradigm:

Funware. This is clearly the future."mdash;Joel Brodie, CEO and founder, Gamezebo.com "Games are busting out of their traditional borders. No one knows that better than Gabe Zichermann who hit upon the insight early on that everybody, not just game-makers, should use game-like tricks to enthrall fans."mdash;Dean Takahashi, Editor, VentureBeat "If you think games have already taken over the living room, wait until you see what they can do to advertising. Authors Zichermann and Linder have put forth cutting-edge concepts about the power of game design in non-gaming contexts. And you get five achievement points if you read this endorsement."mdash;Bing Gordon, Venture Partner, KPCB, and former CCO, Electronic Arts