Engaging your Audience and Keeping Their Attention with GAMIFICATION

Mitch Canter • @thatmitchcanter
HELLO
Mitch Canter
WordPress Developer • Digital Strategist
Vanderbilt University
STORY TIME
Gaming
A contest or world with set rules and mechanics that people interact with for pleasure.
Gamification

Utilizing set mechanics and rules to encourage / reward interaction with your brand or business.
Why Is Gamification Important?
To encourage interaction and happiness
To show the fun, approachable side of a brand.
To show users we have ‘stake in the game’
Principles of Gamification
Types of Players
Bartle’s Taxonomy
Achiever ♦
Driven by in-game goals
Experience, money, levels, points
Socialite ♥
Driven by social/group interaction
Popularity, relationships, groups/guilds
Explorer ♠
Driven by discovery/exploration
Puzzles, Lore/Trivia, Knowledge
Killer

Driven by competition with other players “PVP”, control, rivalry, conflict
Players vs. World // Acting vs Interacting.

- Action
- Interaction
- Players
- World
- Killers
- Socialites
- Achievers
- Explorers
Types of Interactions
Passive
Showing Up, Visiting Locations
Active
Completing Tasks, Participation in Events
Gaming Mechanics
Showing Progress
Progress Bar

Showing progress motivates people to finish/complete “nearly done” quests.
Signposting
Make sure users have a clear view of where to go next in their quest!
Logarithmic Levels

Level gaining is “scaled” to introduce challenges and prevent boredom.
The Narrative
Story
Tell your story, and let others weave their story in with yours!
Mystery
Not everything has to be fully explained.
The Reward
Investment

More investment = more “value”.
Make sure rewards are worth the grind!
Time-Based

First level, ‘level-up’, milestone events, personal celebrations, or set periods.
Bonuses
Random rewards surprise and delight people. Keep them on their toes!
Practical Examples
Leaderboard/Ladder
Track personal / group progress
Quests
Objectives to complete. Earn rewards for completing them successfully.
Badges
Token rewards for completing quests / “quest chains”.
Achievements
Larger rewards for achieving milestones
Case Studies
DMA Friends

Eliminated Paid Admission
Implemented Badges / Achievements / Points System

Increased Engagement
Increased Donation Amounts
FOLD-IT
Gamification of Scientific Research
15-Year AIDS Virus Problem Crowdsourced via FOLD-IT Solved in *10 Days*
McDonald’s Stars
Internal Employee Campaigns
Quality, Service, Cleanliness, Operational Excellence
Teach, retain, and reward knowledge
Sources:

http://www.socialmediaexaminer.com/26-elements-of-a-gamification-marketing-strategy/
https://www.dma.org/visit/dma-friends
http://fold.it/portal/
https://www.statista.com
https://www.gamified.uk/user-types/gamification-mechanics-elements/
Thanks Again!

@thatmitchcanter

www.mitchcanter.com