

# Gamification Platform

...an integrated marketing tool



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## What is gamification?

Gamification is the application of marketing or educational content to an interface that introduces game mechanics. In other words, it's a fun, interactive and engaging way for customers or employees to learn more about your brand, products or services.

## Benefits

Gamification has proved itself to be incredibly effective at:

- Improving engagement levels
- Increasing motivation
- Bridging any skills gaps
- Encouraging personal development
- Boosting confidence with achievable tasks
- Helping users retain new knowledge and skills
- Making sense of complex portfolios, products or services

## Our platform

The FWD gamification platform is a multi-region, global learning and enablement tool. This versatile platform can flex and adapt to a wide range of needs and can be easily integrated into your existing marketing and business strategy.

## Raising brand awareness

- Gamification engages people with your brand for longer
- Motivates users to connect more deeply with your brand
- Inspires a deep sense of loyalty
- Adds a higher customer lifetime value and more revenue

## Learn

- Provide exciting, hands-on, interactive learning
- Accreditation and certification platform
- Familiarise teams with your product portfolio
- Help customers understand your offerings

## Enable

- Optimise your sales enablement strategy
- Product or service specific questions
- Selection of bespoke tracks

## Reward

- Leaderboard inspires friendly competition
- Participants gain value from the activity (status, rewards or knowledge)
- Turn existing content into something that's rewarding and motivational

## Increasing social engagement

- Adds variety to your social media channels
- Helps cut through the social noise
- Differentiates your business
- Encourages positive interactions



## Measure

Analytics allow you to quantify the effects of your marketing strategy by monitoring skills levels and identifying potential for improvement.

## System metrics

- Leaderboard scores
- Track and assess user progress
- Number of completed actions

## Bespoke Google Data Studio Report

- Audience overview report
- Acquisition overview report
- Behaviour overview report, including top 5 performing pages

## CRM and Marketing Automation (MA) Integration

- Enables connectivity between your CRM/MA and your gamification platform
- Helps you maximise your technology investments
- Achieves efficiencies
- Ensures seamless interaction between applications



Are you ready to take the challenge?

## What gamification can do for you

Quickly accomplish your business goals by integrating gamification into your marketing for:

- Lead generation
- Incentives
- Marketing campaigns
- Product launches
- Community and team building
- Roadshows and special events
- And much more...





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