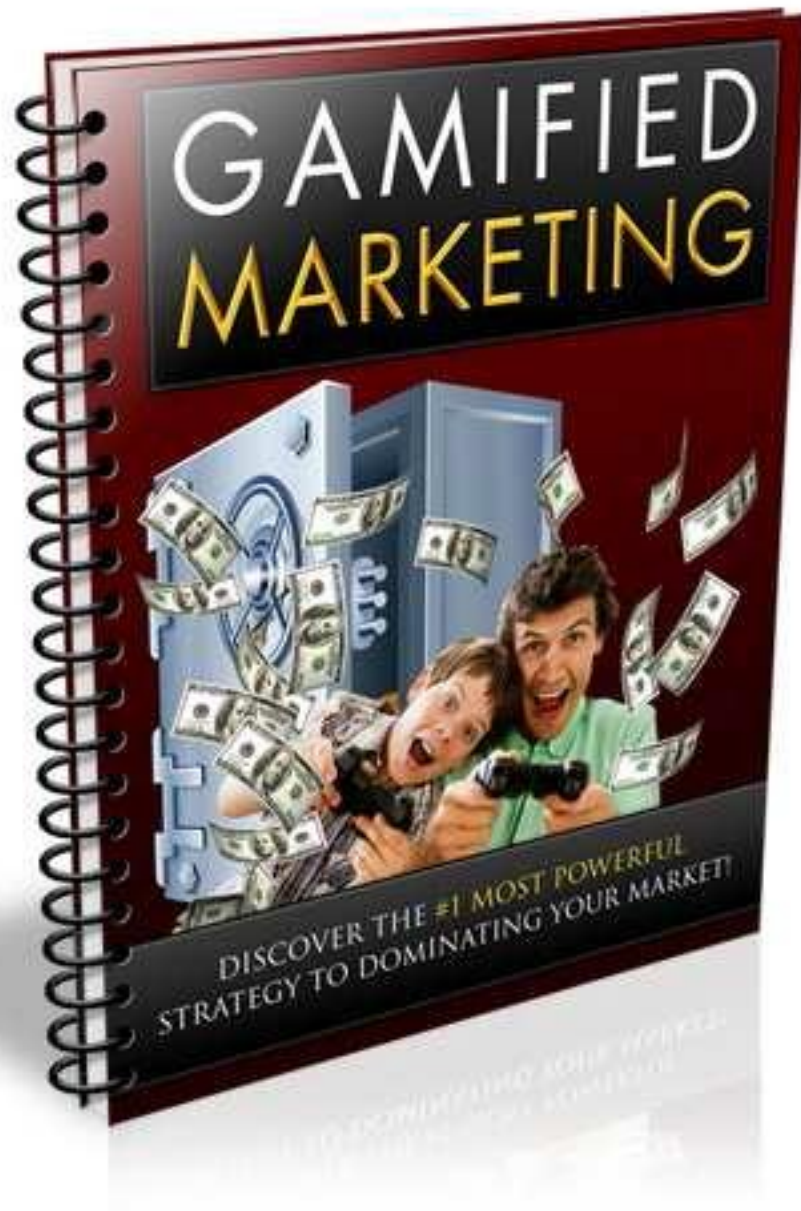




GAMIFIED MARKETING FOR MAXIMUM PROFITS!

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Gamifying Your Marketing

Have you ever spent hours after hours playing some new action or adventure game that you just couldn't seem to get away from?

Have you ever found yourself burning out your mouse in an effort to save the little yellow guy from the hungry ghosts that were relentless in their chase around the maze?

If you're anything like me, you're guilty of a little gamer's addiction, even if it's only every once in awhile. In fact, most everyone has found themselves lost in the midst of a game that we just couldn't peel ourselves away from.

We never meant to spend three hours blasting asteroids back into space but hey, the time just got away from us.

And we all deserve our little guilty pleasures...

But what if we could **exploit the addictive nature of the gaming platform** to transform our marketing campaigns into ***mind-blowing traffic magnets*** that drive in new customers and ultimately, influence user behavior?

What if we could use the *mechanics of gaming* to keep customers glued to our offers, while maximizing our brand power all at the same time?

There's been a major shift in the realm of marketing over the last couple of years and as the Internet evolves, so must our advertising campaigns.

We now (more than ever), need to master the art of 'gamifying' if we stand a chance at succeeding in our markets, because it's not just the NEW way to advertise, it's the most EFFECTIVE method of generating responses.

So what exactly is 'gamified marketing'?

Gamification involves the use of gaming dynamics to generate repeat exposure, influence user activity and response levels and deliver brand messaging through the use of 'consumer engagement'.

In other words, gamification is the use of game design techniques, game thinking and game mechanics to influence, enhance and execute non-game contexts.

Gamification can:

- Help increase brand awareness
- Nurture the consumer-product relationship
- Encourage positive responses
- Maximize sales (instantly)
- Build customer loyalty and stimulate repeat business

Gamified Marketing

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