

ENGAGE MORE WITH A STRONGER:

UNDERSTANDING REWARD OPTIONS

Create The Foundation for Amplified Engagement**ENGAGE USERS WITH
FUN & EXCITING
REWARDS**

NextBee:
**10 Years of Creating
Rewarding
Engagement**

FUN & EXCITING REWARDS

Show Users You Value Them with Rewards They Love!

For any engagement program to work you have to get your audience's attention. You have to cut through the noise of distractions and other competing offers. You must understand what motivates users to act or not act.

Over the past 10 years, we at NextBee have learned that understanding your reward options and introducing at least some level of gamification into an engagement platform amplifies the engagement experience by applying the motivational techniques that make games so engaging.

Our clients (Netflix, Wyndham Resorts, and the McClatchy Company to name a few) have seen the proven results from using our complete community engine. You will likely find the same as you increase valuable interactions with customers, employees, and partners, drive more sales, create stronger collaborations, quickly see a better ROI, build deeper loyalty, create higher customer satisfaction levels and so much more.

However, for any of this to work you must understand who the target audience is, what the different available types of incentives are, and which ones will truly drive engagement for you.





CNH Industrial streamlines new employee onboarding and training through Community Platform



Wageworks increases tenure and employee performance through recognition and gamification



Hargray harnesses the power of employee feedback and suggestions to improve business practices

DEFINE YOUR USERS

First you need to define and document your user base, current and potential, this is done by using data from current sales, social media interaction, discussing interactions the Marketing and Sales Dept. have had, etc.

A SIMPLE ENGAGEMENT FRAMEWORK TO FOLLOW IS:

Why?

Quite possibly the most important question is, "Why are users participating?" Is it for personal monetary gain? Is it for helping someone else such as a charity? Is it because they want to be recognized for their efforts? This core question needs to be answered because it will dictate rewards selection.

Who?

Who is being engaged? Employees, current customers, influencers, all the above? What are the typical roles or titles of those who are being engaged?

Where?

Where are the users located? Local only? International? If a wide geographic area, are there be any geographic limitations for your rewards? (Some merchants aren't available in every country or region.)

What?

What types of rewards are you going to offer? Will the rewards be Value Based Rewards or Status Based Rewards? Will the rewards be internal or external? Or will the rewards be a blend of all these things?

How?

How are the rewards going to be fulfilled? Will they be completely digital rewards or will there be physical rewards too? If there are physical, how are they being fulfilled? Manually? A fulfillment center?

Now that you have a clearer picture of who the users are for your engagement efforts and understand the basic framework you can choose the right messaging, actions and rewards that will get them to engage with the platform. But, having said that, let's dive deeper on what your reward options are and how they are typically used for driving engagement.

REWARDS

Rewards usually fall into 2 categories; Cash-In/Value Rewards & Appreciation/Status Rewards. Then those rewards can be sub-categorized even further. Starting with Cash-In/Value Rewards they can either be Internal System or Monetary or both.

REWARDS (CONT...)

Internal System Rewards are coupons, discounts, free shipping, free item, extra paid time off, etc. and Monetary Rewards are usually cash, 3rd party gift cards, and charity donations.

Next would be Appreciation/Status rewards with the most common types being badges, leaderboard rankings, early accesses, VIP passes, personal connections with executives, and featured stories or spotlights/shout outs.

As can be seen, a successful engagement program — from motivating customers to engaging employees — requires some sort of rewards from badges to points to cash and beyond. Let's quickly break these down a little more to help with planning what will drive your audience to act in ways that benefit your business and sustains that engagement over time.

Cash or Discount Rewards

These are the most common rewards and the most at risk to competitive offers. They tend to generate loyalty to the best deal rather than to the business.

Status Rewards

Status rewards give users recognition within their community. Tends to inspire more, higher quality contributions by recognizing those who provide valued content with reputation badges.

Recognition and Appreciation Rewards

Recognition and appreciation comes from others within your community. Recognition raises activity levels and improves self-moderation when members can give each other points for helpful content.

Early and Exclusive Rewards

Early and exclusive access opens rewards to a select group. One example of how to use this would be to run a competition encouraging users to earn points and then the highest person(s) on the leaderboard gains access to exclusive content.

Power Users and Level Up Rewards

Power Users/Level Ups unlock new abilities that allow users to participate in new ways. Tapping any potential in an online customer community can be done by transforming passive members into mission specialists or brand ambassadors that as they reach milestones they level up to new exclusive rewards and benefits

Pro-Social or Charity Rewards

Prosocial/Charity incentives enable participants to give to others. An example would be a program which motivate users to exercise and earn points that they can trade for goods or give to charitable causes.

Conclusion

An engagement platform which closes the loop between design, interaction, and results gives you the ability to customize your engagement strategies to sustain engagement and optimize results on the fly. The result is more sales, stronger collaboration, better ROI, deeper loyalty, higher customer satisfaction and more.

This is where NextBee excels.

We use our nearly decade of experience to help make sure you're asking the right questions and are on the right track for using the information and creating a program that's virtually guaranteed to succeed.

Our engagement programs come with a dedicated Account Manager who can help you organize, develop and implement a complete community engagement strategy. We work hand-in-hand with you to get you up and running quickly while making sure you're using best practices which bring your program to life allowing you to maximize your marketing efforts and drive sales results.

Get A Free Personalized Loyalty Program Strategy Session

Email: Sales@NextBeemedia.com

Schedule A Meeting: <http://bit.ly/NextBee-Meeting>



Toll-Free:
800-547-1618