



THE MIRACLE OF MOTIVATED MINDS

DRIVEN BY SMART INSIGHTS TECHNOLOGY



Want to Supercharge Engagement?

THERE IS NO GREATER ROI TOOL THAN TRUE MOTIVATION

As the premier engagement marketing company, with a decade of experience, we have worked with companies of all sizes and in multiple verticals.

One of the recurring challenges for all of them that we discuss is boosting engagement, creating a positive ROI and building a successful program for the long term..

We all have a difficult job; sales professionals fight daily uphill battles to close deals, customer service reps engage in wars of trust and then fight for problem resolution, developers push for new innovation and management fights to keep it all from spinning out of control. It can wear on people and make them disengage, but when any of these people become engaged and truly motivated, **it can result in benefits that were unexpected but are simply amazing.**

Here are 10 ways to motivate users, improve engagement efforts performance, and create users who are engaged and happy to become brand ambassadors.

It's not the size of the dog in the fight, it's the size of the fight in the dog.

- Mark Twain

BOOST ENGAGEMENT THIS QUARTER!



Toll-Free:
800-547-1618



"Engaged and motivated users can foster a thriving community that not only performs better, but one that will happily evangelize your brand to the point where a dollar spent can result in a thousand dollars earned!"

STEP 1: THANK THEM

A strong sense of being part of something motivates users and one of the quickest ways to build this feeling of belonging or family is to thank them. This can be accomplished by email, public posts which openly convey your appreciation or through leaderboards & badges. The simple effort of saying, "We're glad you're here and part of our family" can yield major results.

STEP 2: MAKE IT FUN!

Speaking of leaderboards and badges you can also use them to track and reward a limitless amount of activities ranging from kudos to the amount of participation they've had (such as closed sales, completed training modules, social shares, etc.). These simple gamification efforts again easily promote the feeling of "family" and healthy competition.

STEP 3: KNOWLEDGE IS POWER

When you have top motivated users, put them in the spotlight. Involve them to create training videos, photo galleries of events they've attended, blog posts where they share tips and other forms of content for your entire user base to access. Some examples of using this technique to create engaging content/topics are compliance awareness, how-to information for meeting KPI's, product training, and many others items.

STEP 4: SURPRISE THEM

We mentioned thanking those who are involved and motivated (ideally via a system which automatically handles the process), but also consider the joy and motivation that comes from a spontaneous surprise. Nearly everyone loves a surprise. So, surprise them by giving them small, meaningful gifts here and there (added program points, a gift card, movie tickets, etc.)

STEP 5: USE ANALYTICS & INVOLVE THEM EVEN MORE

Evaluating your efforts can help you better connect with user, especially your top users. Periodically surveying those motivated users not only ensures you continue to meet their wants and needs, but it helps you connect and let them know you value their input. Then combine their insight with the data from your system and you'll know what activity triggers, rewards and activities to tweak. This step builds stronger engagement, brand loyalty and boosts overall activity because they feel valued and others see their value and want the same for themselves.

Our Success Stories



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

STEP 6: COMFORT THEM

A top motivated user is usually giving their all to a program. They tend to put in extra hours and push to reach the next level. Don't they deserve the best environment possible? As mentioned above with surprising them, consider sending them something that specifically offers them additional comforts. Also, provide spontaneous rewards that have been shown to boost productivity such as offering music accounts (Spotify, iTunes, etc.) and the like. Yes, it's an expense but again, a dollar spent here wisely can generate thousands in return.

STEP 7: DON'T JUST PUSH FOR THEIR PRODUCTION

If you only connect with your motivated users when you want them to work harder on your program, you'll have trouble keeping them around for the long haul. Consider hosting an appreciation event to show your gratitude, send them links to helpful training articles to show you're invested in their growth and goals. Doing so creates happy users, ones who are invested in the brand overall.

STEP 8: MAKE IT EASY TO COMMUNICATE

Make it easy for top motivated users to communicate with users and brand leadership. Chances are they have great ideas that the brand could implement. Learn from them. If the platform you're using has been integrated with a mobile app or has had one created then perhaps you can use it to send out ideas or best practices to your users via in-app messages, nudges, and text messages outlining new activities, kudos, and rewards that have been suggested by your top motivated users.

STEP 9: TIMING IS EVERYTHING

It should come as no surprise that people love immediate gratification. When you have a motivated user, keep them motivated by reducing the time it takes to get rewarded for activities they've completed (i.e., a sale, generating a referral, sharing kudos, etc.). This is where automatic fulfillment is not only easier on your company but creates immediate positive reinforcement for a job well done and boosts more loyalty.

STEP 10: MAKE IT FLEXIBLE

Finally, when it comes to the program and the rewards, you have to remain flexible. For rewards, as mentioned above, get feedback and adapt so you're offering rewards that motivate. For the program itself, build in regular assessment periods and adjust your program based on the data and feedback you get. Plus, look for ways to tie everything into users' lives to let them know you're invested in them (holidays, graduations, birthdays, back to school or the changing seasons) and not just their participation in the program.

CONCLUSION

Creating a program where top motivated users are continually and meaningfully engaged and made to feel appreciated is a great way to drive long term loyal relationships and having a well-executed engagement program is vital whether you're a small business or an enterprise level company. Multi-faceted engagement is a proven strategy that works and will help your company grow. As mentioned above, happy engaged and motivated users are much more likely to become your greatest ambassadors and stay with your brand longer, which can be a huge ROI for an engagement program in and of itself.

NextBee has 10 years of experience helping companies create full engagement programs that create loyalty, generate referrals and grow your brand's ambassadors. Would you like to see real-world examples of companies using what we've discussed to increase their bottom line? **Connect with us today!**

Get A Free Personalized Engagement Strategy Session

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