

★ Start Planning Your 2020 Advent Calendar ★ TODAY ★

2020

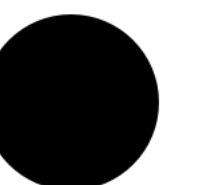


Agenda.

____ **7 Tips We've Learned Along The Way**

____ **How Alka uses Advent Calendars to engage their audience**

____ **Demo**



Meet **Katrine** and **Niklas**



Katrine Quorning Madsen

Customer Success Specialist

Katrine works with customers to ensure that their campaigns are successful. She also onboards our newly joined customers.



Niklas Cutherbert Mehlsen

Senior Customer Support Manager

Niklas works with our customers to solve technical issues. He's the friendly face behind many conversations in the chat 😊

About LeadFamily



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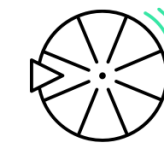


Why an Advent Calendar?

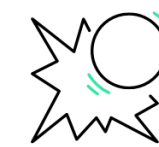
- 'Super' category
- Multiple opportunities to drive content and engagement
- The rule of seven

High Converters

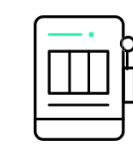
Luck games



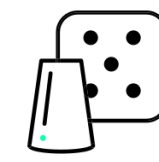
Wheel Of Fortune



Scratchcard



Slot Machine



Roll The Dice



Product Selector



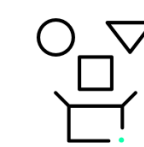
Lucky Number



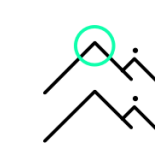
Spin The Bottle

Brand Extenders

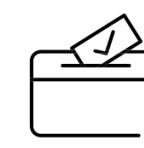
Effort games



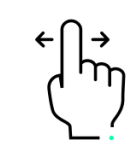
Drop Game



Spot The Difference



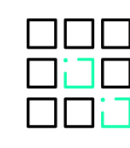
Poll



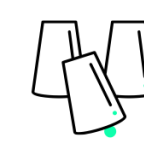
Swipe



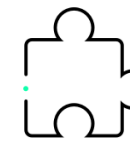
Hit The Target



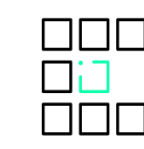
Memory



Shell



Puzzle



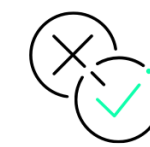
Sliding puzzle



Snake

Content Engagers

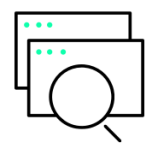
Knowledge games



Quiz



Personality Test



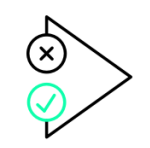
Hide And Seek



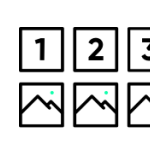
Guess The Picture



Prediction



Video Quiz



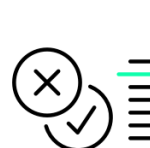
Priority Puzzle



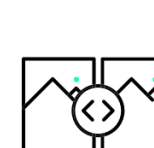
Survey



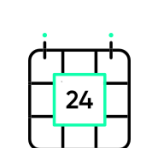
Guess The Word



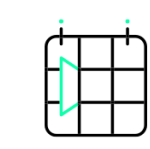
Level Quiz



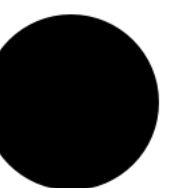
Place The Item



Advent Calendar



Weekly Calendar

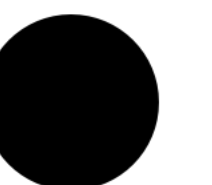


7 Tips



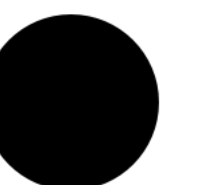
Tips

- ① **Build up excitement with a pre-launch campaign.**



More tips

- 2** **Consider the registration form.** There are options when it comes to the calendar flow, so pick which one will work best for your business. Should it go before or after the game?
- 3** **Who should see the registration form?** The game flow should be set up in a certain way so that only winners see the form. It's often a better experience.



Tips

4 Consider daily reminder emails for your Calendar.

Slip hyggen løs i ZOOs julekalender 2019

Opdag ægte julestemning i årets hyggeligste julekalender.

Bag hver julelåge gemmer sig forskellige udfordringer 1.-24. december. Ved at udfylde dine kontaktoplysninger og gennemføre dagens spil, får du muligheden for at få et lod i konkurrencen om følgende præmier:

1 x Tæt På Pandaen-oplevelse til en værdi af 495 kr.
(udtrækkes 27. dec. kl. 15.00)

Sæt i gang!

Tips

- 5** **What about your conversion rates?** How many fields of data do you ask for? Use smart registration forms to limit daily ask and work towards progressively more 'sensitive' data.
- 6** **Think about the flow of the leads after.** How will you use the leads generated after the Calendar ends? What's the flow after the sign up? Have you thought about what will happen afterwards?



Holiday Offers

Last One

7

Design for the experience.



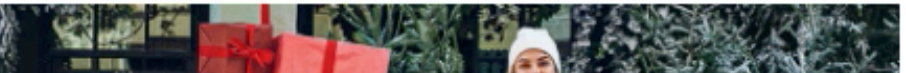
1st
Offer
Expired

2nd
Offer
Expired

3rd
Offer
Expired

4th
Offer
[Get it now](#)

The Joy of Giving



General takeaways

- ① **Average time played.** 50.94 seconds
- ② **Average game repetition/returns.** 6.37
- ③ **Big prizes don't always pay off.** Calendars with high-monetary value prizes surprisingly saw lower registration rates
- ④ **Be deliberate with what you ask.** Registration forms that asked for more pieces of information had lower registration rates
- ⑤ **What if I don't use integrations?** Here's what you can do instead

Data set from Designing Engaging Advergimes, n=33, analysis run in 2020.



Agenda.

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their audience**

____ Demo



GUEST



Awais Khan

Marketing Project Manager



al!ka

Why do we use gamification?

- 1. Customer loyalty**
- 2. Sell insurance policies**
- 3. Get more data**
- 4. Permissions through FB + other channels**

How?

By sending emails to our existing email permission database and encourage them to participate.

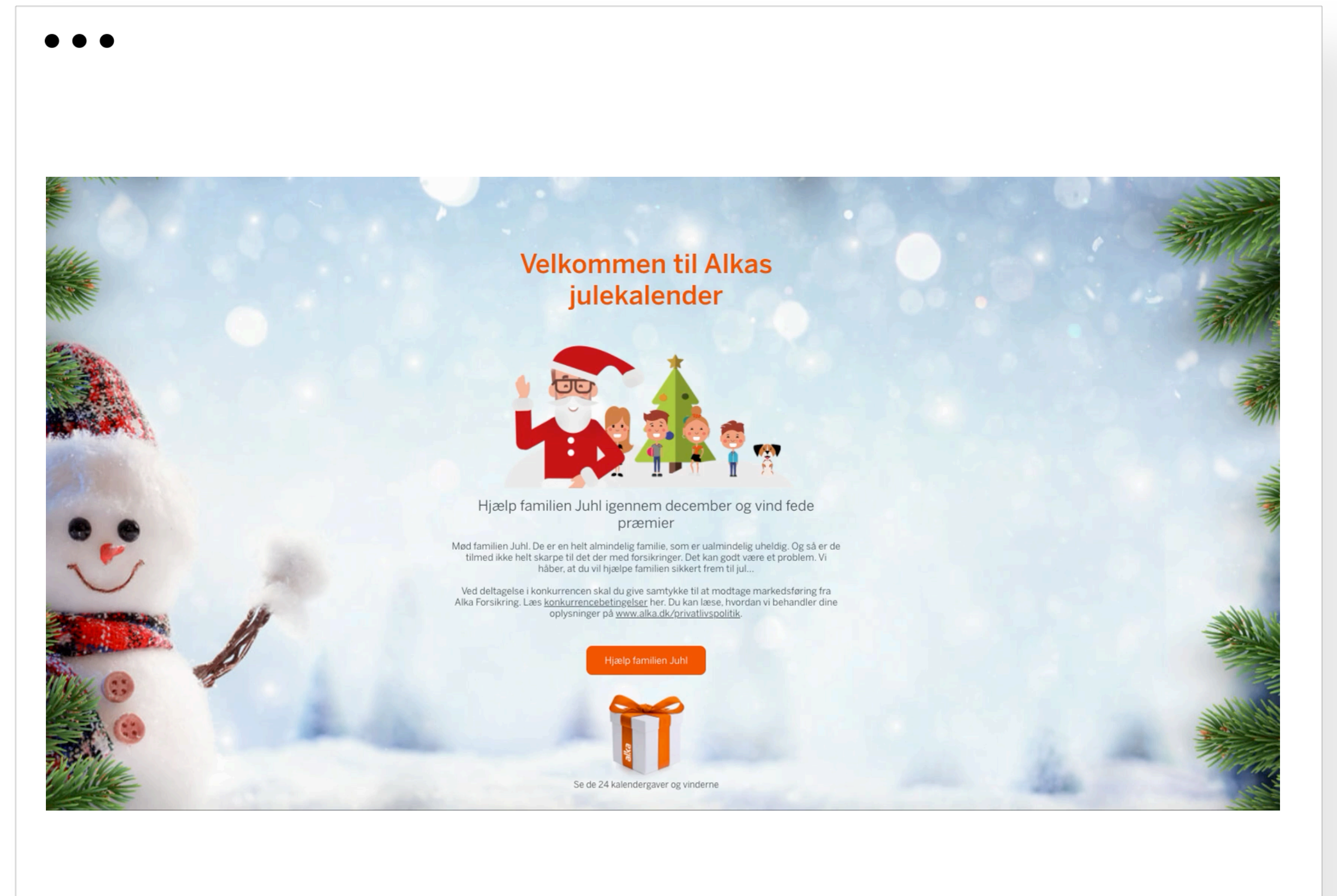


Alka's 2019 Christmas Calendar

Daily calendar + daily question
Pre-hyped with email

289,000 = participants over 24 days

19,500 = unique registrations



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Sneak peek into 2020

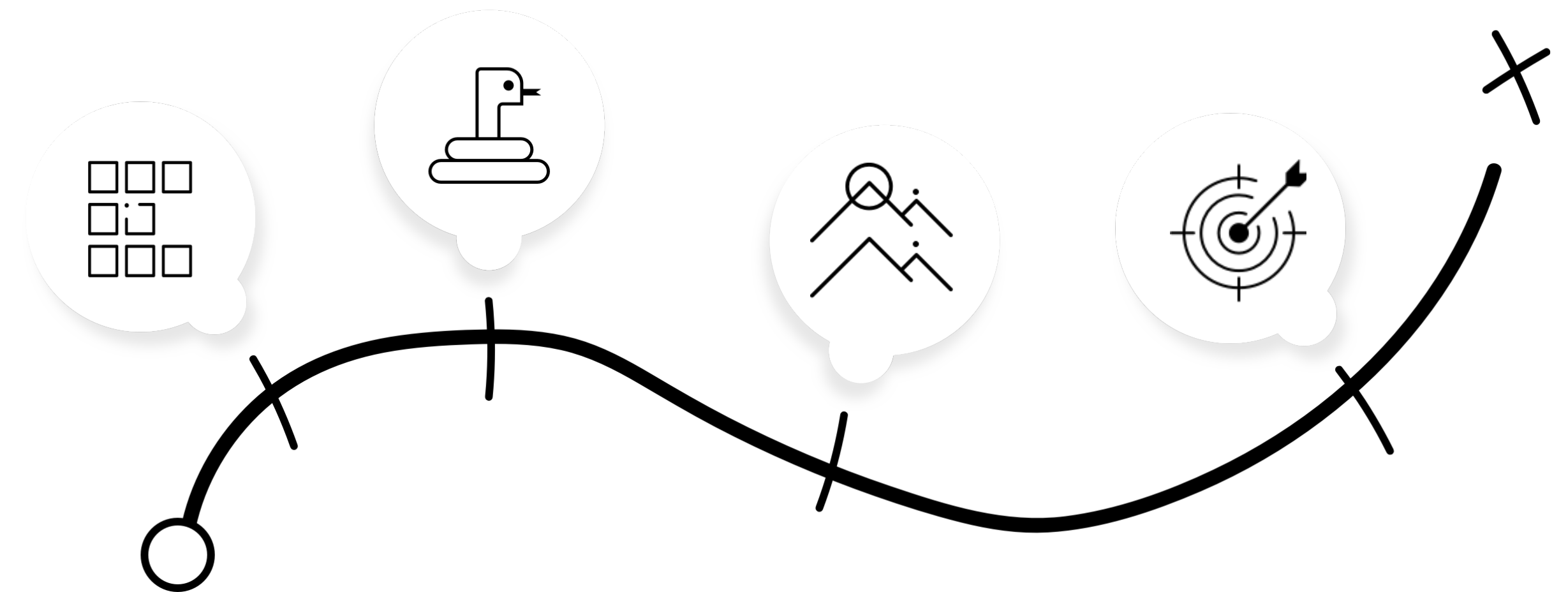
Advent Calendar =

Bonus Thursday game

4 different game types

Keep the focus on content

Use storytelling



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Learnings

Duplicate and test beforehand, if you can

Don't hesitate to reach out to check!

'Don't bite off more than you can chew' 😊

Technical issues happen

Make it fun for your audience

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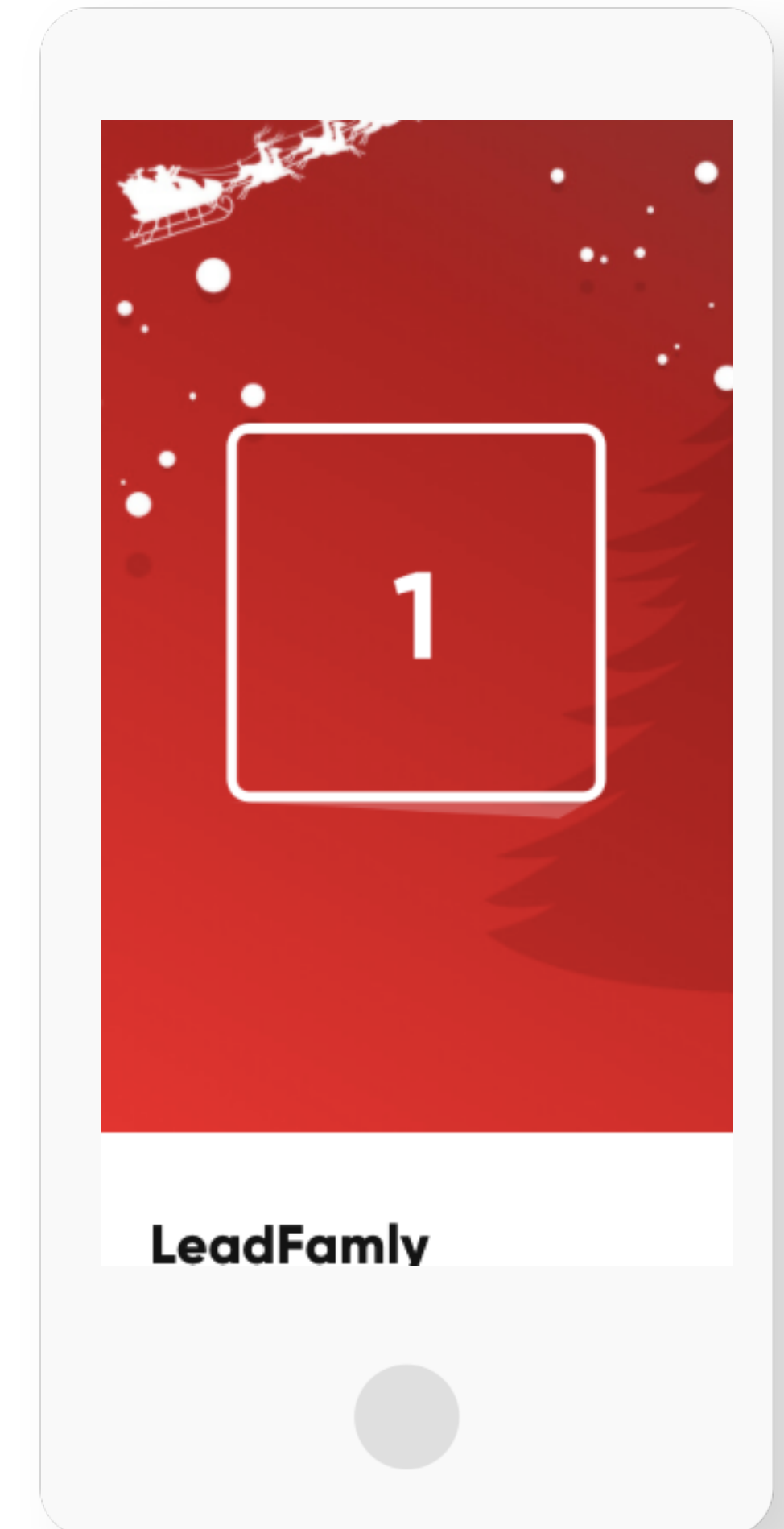
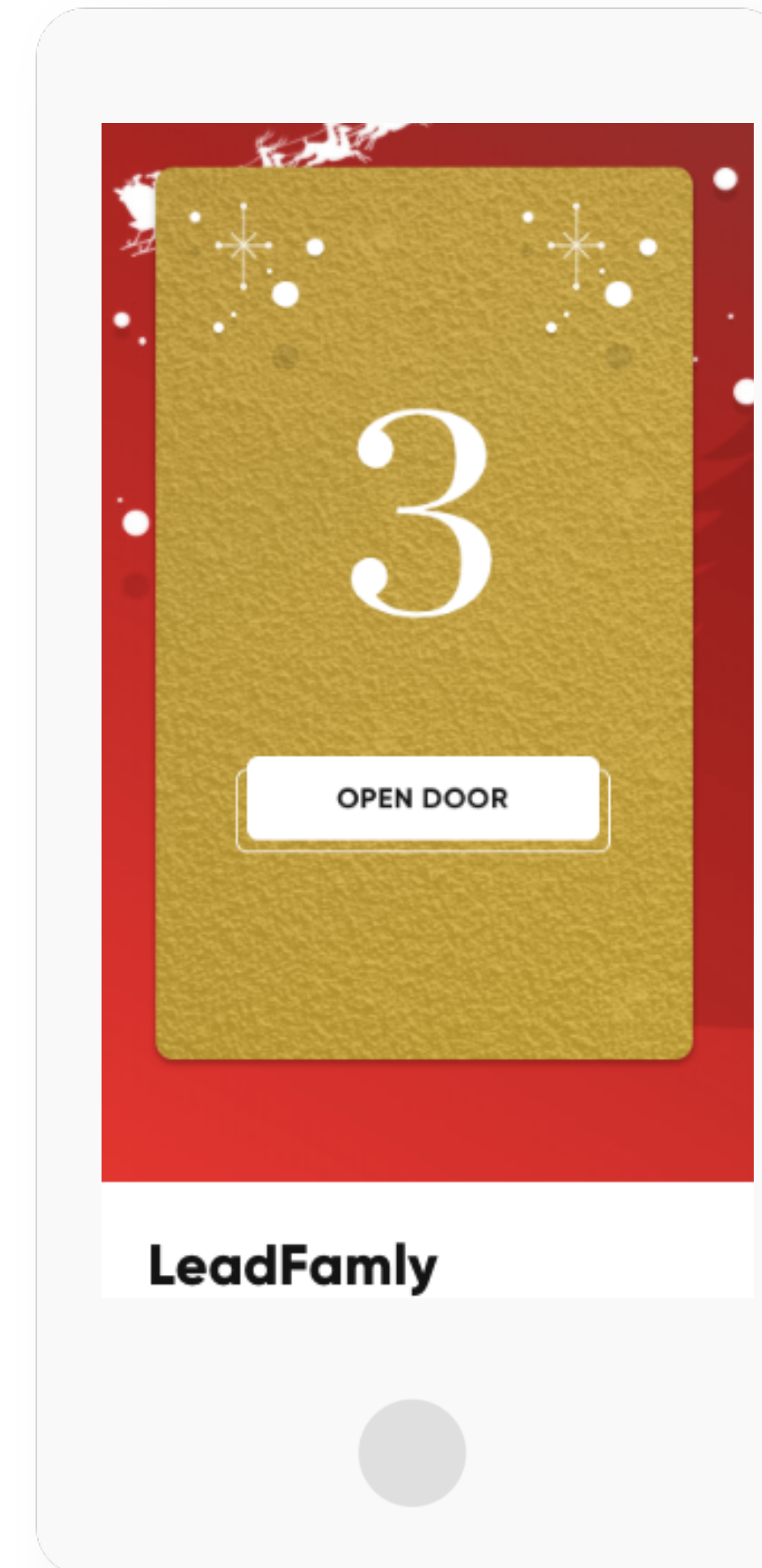
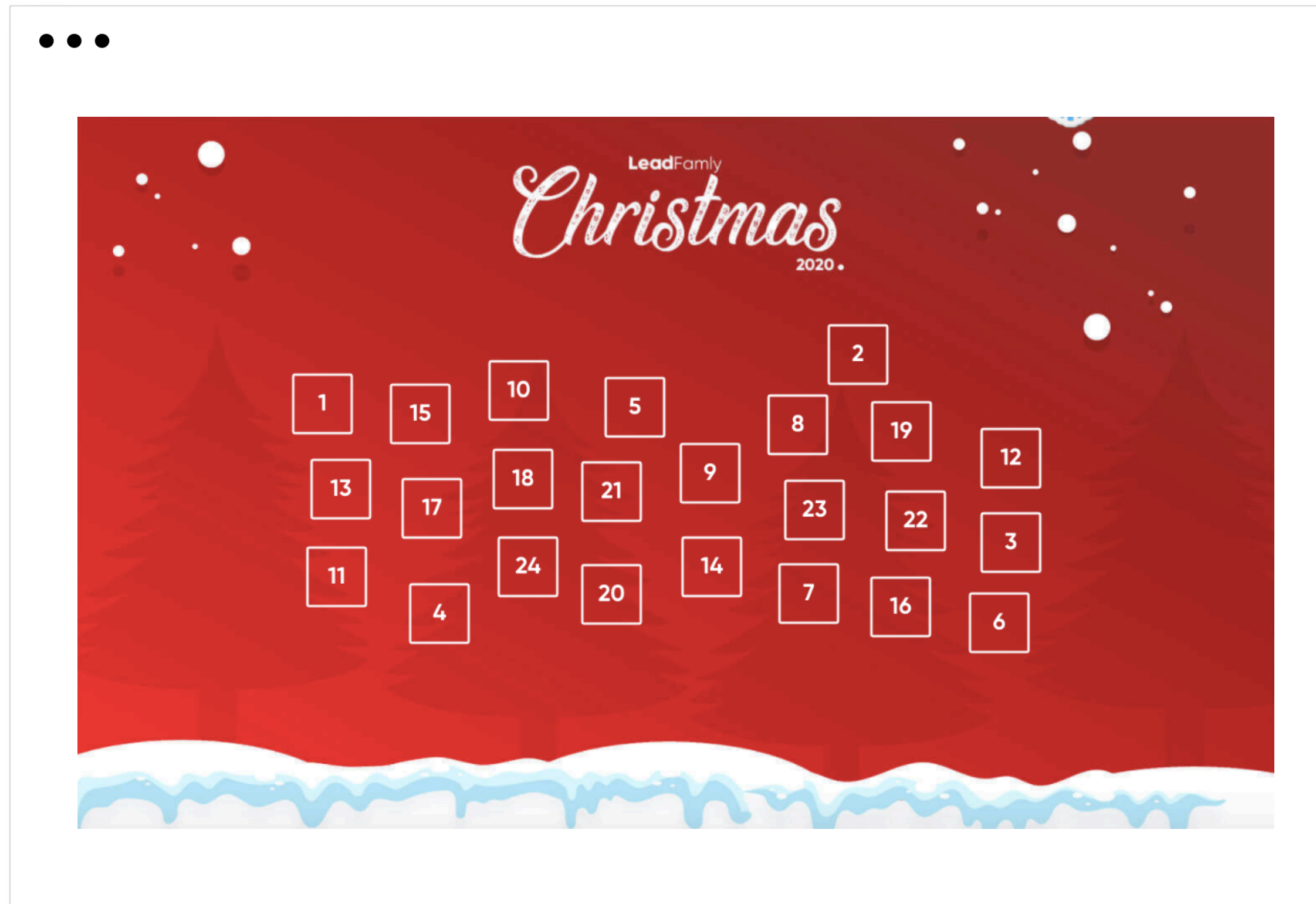
___ Demo



DEEMMO



Game templates.



Q

Q

A

WHAT TO KNOW FOR
BLACK FRIDAY
2020

**SEPTEMBER
WEBINAR**