

How To Use Social Selling & Gamification To Improve Customer Experience & Drive Sales

leadfamly





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Agenda

1. The rise and rise of Social Selling
2. How Klekt uses gamification to Get, Keep & Grow customers
3. Enhancing customer experience through gamification

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**Consumers that
have changed
stores, brands or the
way they shop**

72%

**Growth in e-
commerce in 2020**

34%

**Consumers intend to
continue to shop
online post Covid-19**

92%

**Increase in social media
usage**

43%

**Time spent using
social media each
day**

02:25
hours

Social selling is the practice of using a brand's social media to connect with prospects, develop a connection with them, and engage with potential leads.



Of businesses that use
social selling **outsell**
businesses that don't
use social media

78%

**The challenge still
remains . . .**

**How to cut through the
noise**



How gamification creates stand out

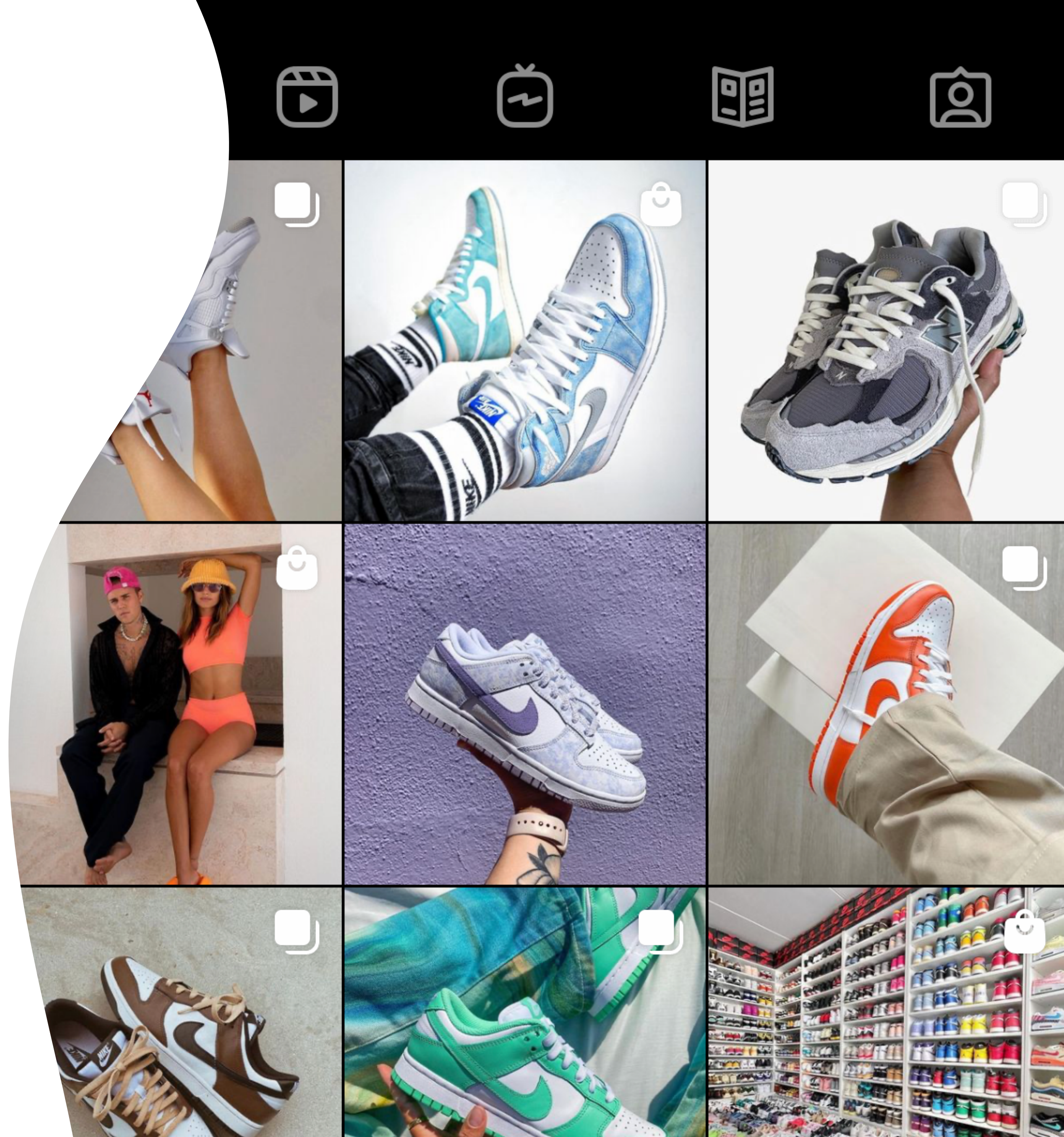
“When gamification is used in a marketing context, the participant remembers the brands form a positive association and a unique experience”

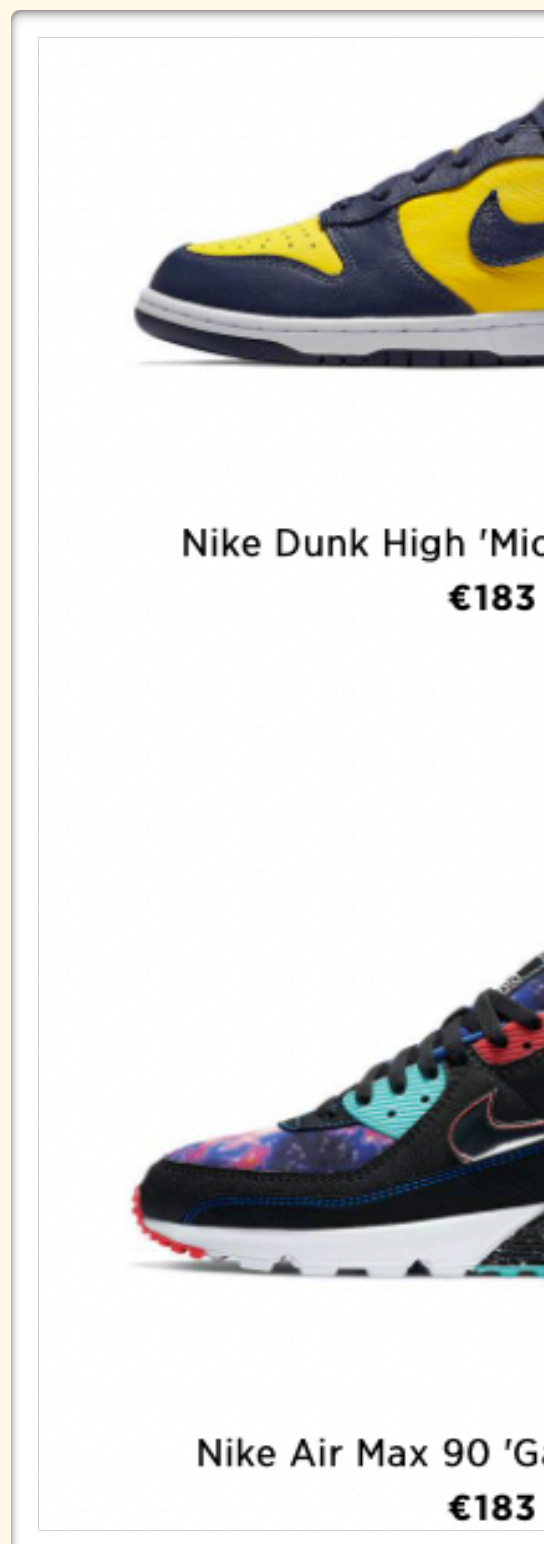
Nicholas Babin, former CEO Sony Europe

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KLEKT





KLEKT
BY VIVA

THINK YOU'VE GOT THIS IN THE BAG?

You've got one chance to win a discount
code of 5% or 10% off your next KLEKT
purchase or some Crep Protect goodies.
Good luck!

START GAME

Encourage repeat business

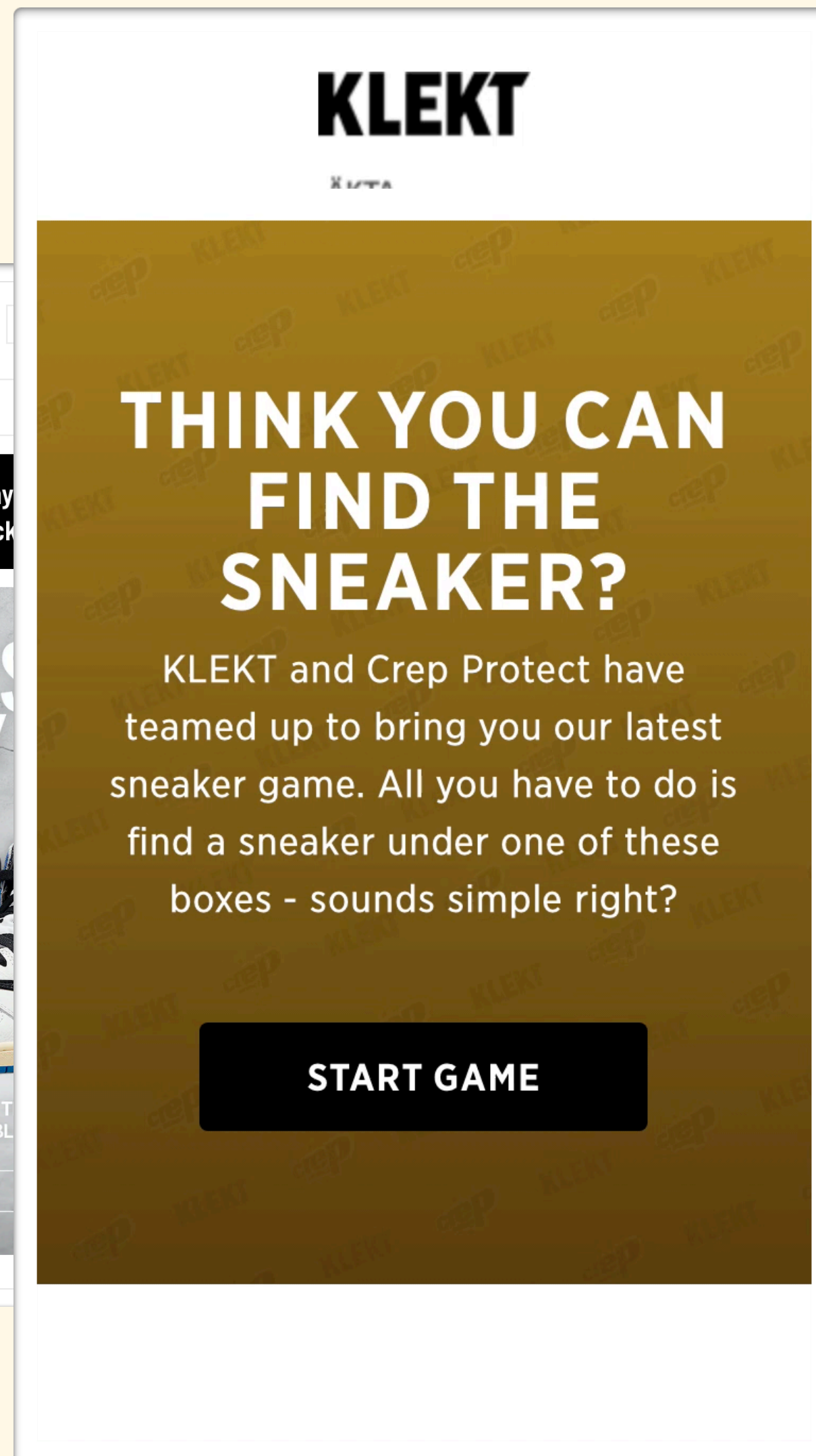
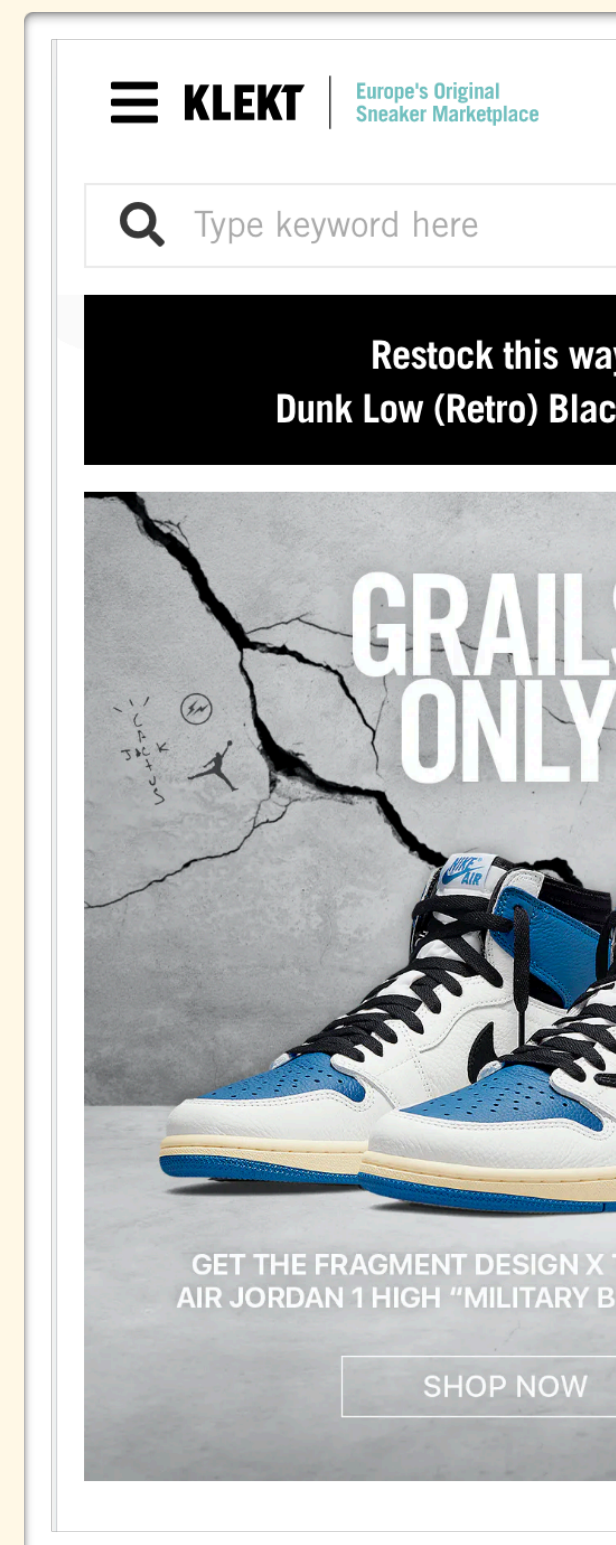
Purpose

Drive repeat purchases within a month

Results

- 1,600 codes claimed with 16% being a second order
- 17% = amount average order value increased

KLEKT



Klekt x Crep Protect collaboration

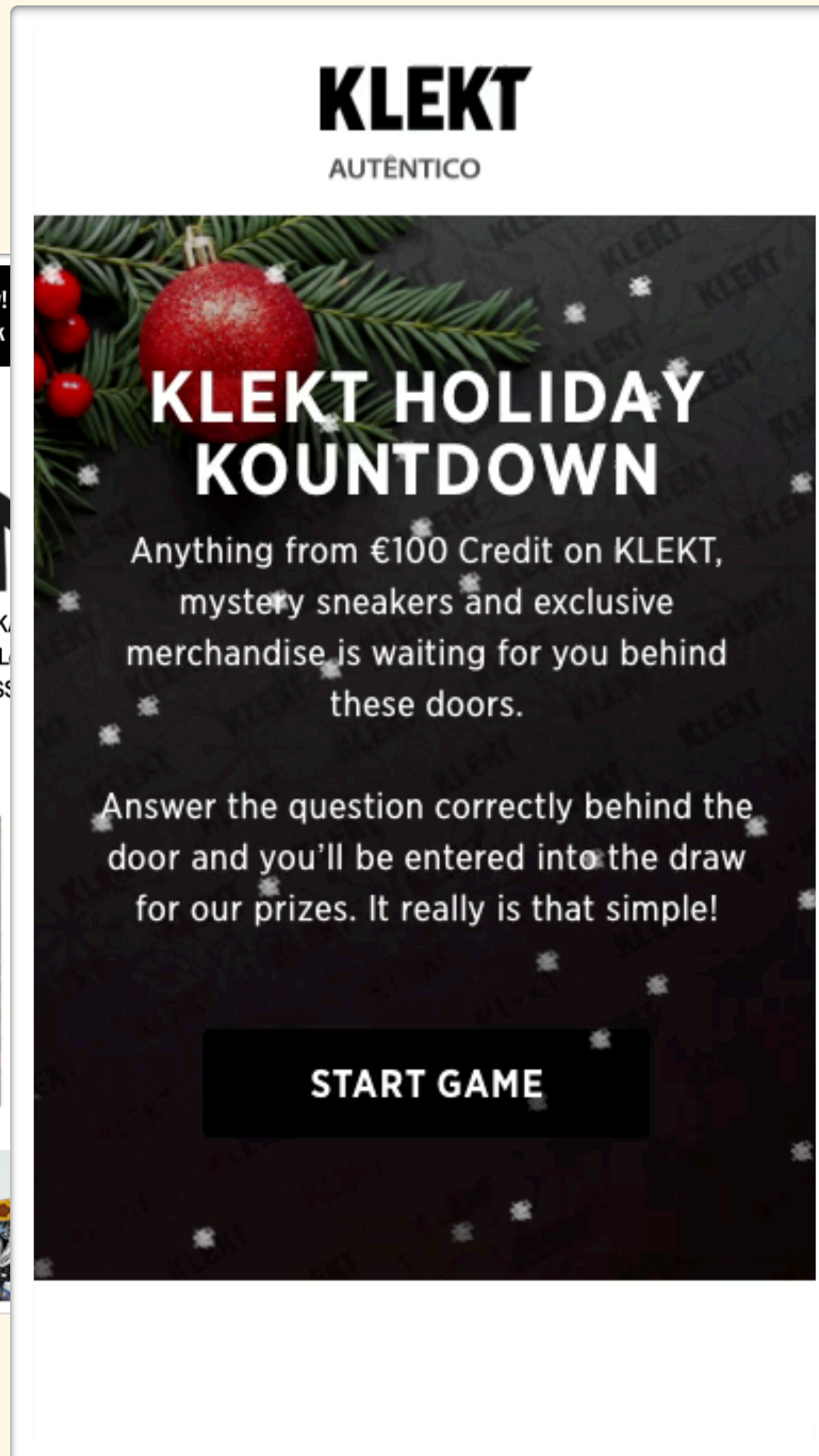
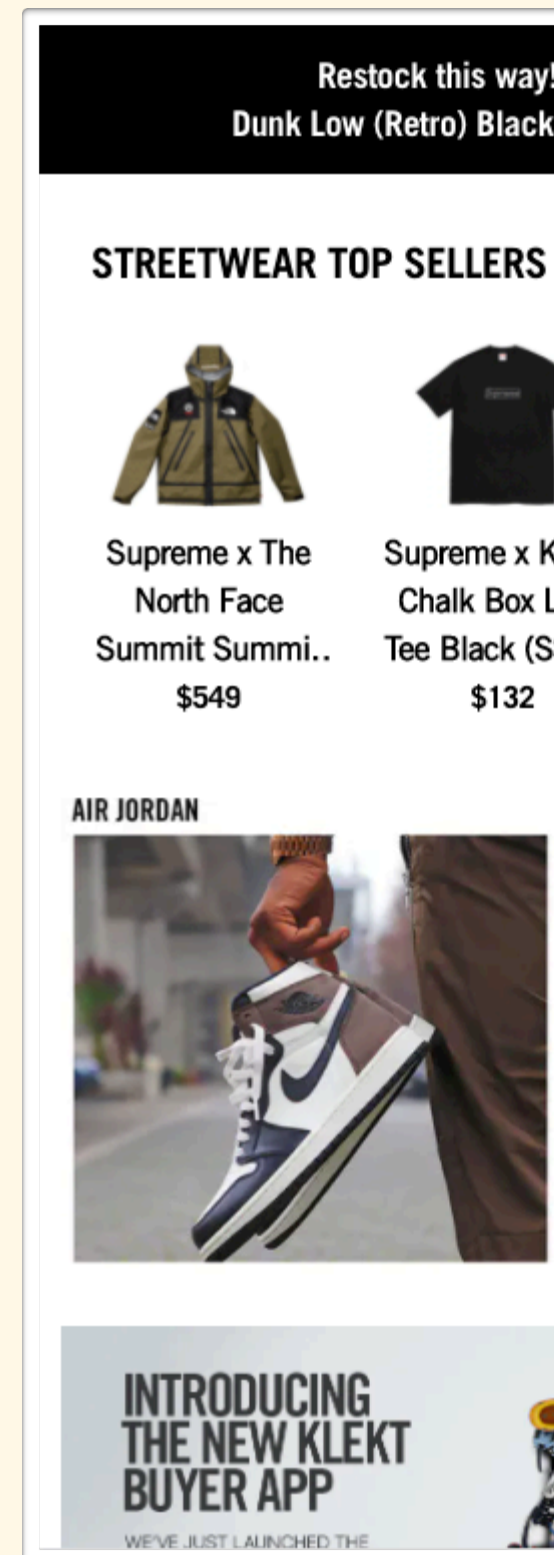
Purpose

A cross-promotion to leverage social audiences to build email database

Results

- 1,300 sessions
- 69% CVR
- 905 total sign-ups
- 67% of sign ups came from social

KLEKT



It's Christmas time again

Purpose

A 12-day holiday campaign with a new daily offering. Promoted on the website, social media, and email

Results

- 11,000 registrations
- 103% CVR
- 54% still engaged almost 12 months later

KLEKT

Klekt's Key Takeaways

1. **Find a style that works for your brand.** We use a similar visual style for the games that works for us.
2. **Be creative with how to accomplish KPIs.** For us, we use gamification to drive repeat purchases.
3. **Use tools that complement your strengths.** For us, we already have a strong social media following, and gamification gives us a unique way to engage & re-engage.

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Costcutter[®]

Supermarkets Group





Campaign Success

- 400k registrations across the games (Initial KPI was 100k)
- Over 90% conversion rate
- Over 8,000 Hours on engagement on “Bringing Summer Home” landing page
- 5,000 inks to store locator
- Over 2,000 links to blogs and recipes

Costcutter[®]
Supermarkets Group

Carbon Theory.™



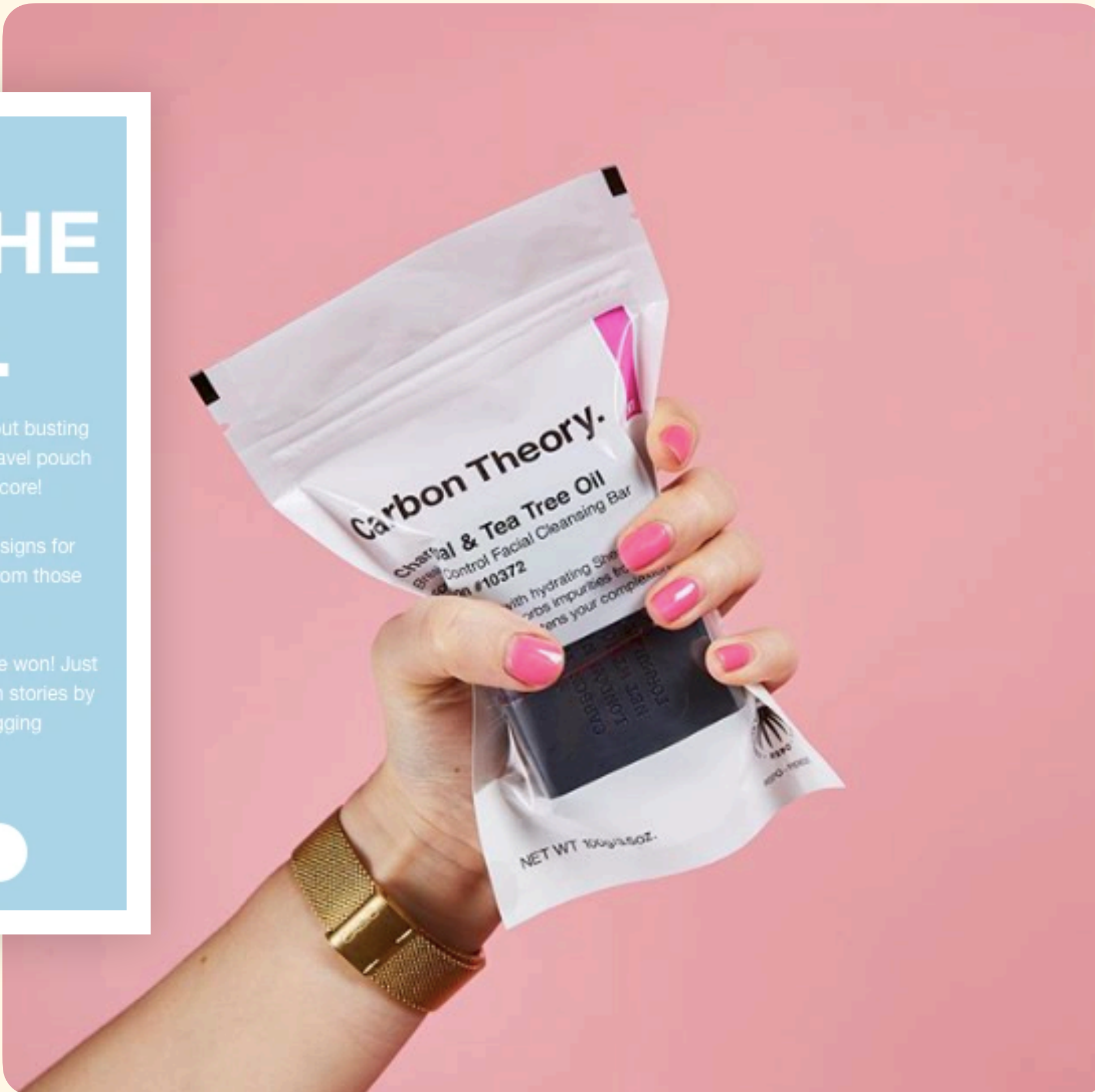
BAG THE BAR.

Catch Carbon Theory's breakout busting super soap in the resealable travel pouch to achieve your highest score!

Slide the pouch and catch + signs for bonus points but stay away from those nasty – signs.

Prizes and discount codes to be won! Just share your results on Instagram stories by adding #CleanAF and tagging @carbontheory

Start game.



Carbon Theory.™

- 1,850 voucher redemptions
- £10,000 in direct sales in 14 days
- 23,121 total visitors
- 01:15 minutes average engagement

[Read the full customer case here](#)

Final Thoughts

1. Meet your audience where they are spending time
2. Put customer experience at the heart of your engagement strategy
3. Game mechanics can be your secret weapon to cut through the noise

Q&A