

Sample Program | Educate Customers

Description

Engagement Period: 12 months
Avg. Monthly users: 100,000

Program:

Two week-long challenges takes place every month for 12 months. A “challenge” is a one-week engagement where users compete to win the most points, and the winners are awarded at the end of the week. This Sample Program consists of 26 challenges spread evenly over a year of user engagement, with another four months added for development, setup and reporting. This ongoing engagement program includes over 440 individual deliveries of content: including educational information and marketing messages. These deliveries are micro-interactions, mostly in the form of quiz questions (“Qs”) – incentivized, measured and gamified. The content is aimed to **educate customers on your brand or offerings, and engage them in taking desired actions.**

Price Options

DIY:

\$331,510

PREMIUM:

from **\$412,040** to **\$610,145**



With never-ending emails, websites and jammed up social feeds, it's tough break through. All this noise makes it increasingly difficult to build meaningful relationships with users. Ringorang helps companies stand out. Running two customer-facing Ringorang programs was as fun for me as it was for the users. It's simple, exciting and cutting-edge approach to incentivize engagement with brands over and over is a refreshingly genuine way to build relationships and cut through the clutter.

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Scope

Two Weekly Challenges per Month, Spread Over 12 Months

- 5 days engagement per Challenge: 3 weekdays of Live Qs (Wed – Fri), 2 weekend days of [Solo Mode](#) (where users can catch up on unplayed Qs).
- 11 Live Qs delivered per Challenge (avg 3-4 Live Qs/day for 3 weekdays)
- Basic Incentives Package*:
 - Give away \$10 giftcards each day, awarded at random, to 10% of users
 - \$60 combined value in giftcards to top three on leaderboard in each Challenge
 - \$100 value sweepstakes awarded each Challenge
 - \$300 value grand prize sweepstakes awarded once per month
- **16 months total project period:** 3 months development/setup + 12 months user engagement + 1 month reporting and recommendations.

**Basic Incentives Package is assumed for a DIY program. Premium Incentive Packages increase the volume and value of prizes and are assumed in the range of Premium package prices.*

Value

Target Goal: Educate Customers

- Push engagements instead of waiting for customers to engage
- Develop responsiveness and persistent interest from users
- Capture ongoing data on users knowledge, skills and attitudes -- in real-time
- Build awareness of key information
- Drive customer behaviors based on awareness

Engagement Value:

285 questions

104 in-app notifications

52 emails

441 engagements with each of **100,000 users** over 12 months

Pricing Options

	<u>DIY</u>	<u>Premium (range)</u>	
User Fees*	\$274,500	\$274,500	\$274,500 *25% discount – 6 months+
Services	\$1,250	\$27,210	\$117,945
Incentives/Prizing	\$55,360	\$109,930	\$217,700
	\$331,510	from \$412,040	to \$610,145

*The differences in pricing include variations in hourly rate of service provider, number of hours of services provided in strategy, integration, writing, enrollment marketing, program management and reporting/analytics, as well as the value and volume of prizing/incentives. [Connect with your Ringorang Rep](#) to learn more, or [Generate an Estimate](#).

Who Buys This?

- Marketers
- Outreach
- Researchers

Use Ringorang to...

- Cut above the clutter of other marketing and communications
- Get into customers' mobile devices and engage them in real time!
- Make the experience fun and also informative
- Influence behaviors and build new habits through repetition
- Capture data on knowledge, skills and attitudes of customers

Recommendations

Hot tip! **If you're in marketing, communications or outreach**, you know that engagement is not just a click or an action but a persistent state of mind. Educating your customers is the surest way of keeping their attention. **If you're a researcher**, you know that an educated customer is offers rich data.

Give your customers a chance to learn and also show what they know in a competitive and social format that engages them in weekly sprints -- three days a week during challenge weeks. An email is sent in between challenges, and the user takes a week off between each as well to minimize fatigue.

Never underestimate the value of incentives to motivate attention. *NOTE: the purpose of incentives is not to drive education. Their impact is to motivate the user to stay attentive and stay "in the game."* It's the relevance of the content and the experience that drives adoption of the information over time.