

Sample Program | Engage Fans

Description

Engagement Period: 8 months
Avg. Monthly users: 300,000

Program:

Two week-long challenges take place each month for eight months, totaling 15 challenges. 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. Another four months added for development, setup and reporting makes total project time 11 months. This ongoing engagement program includes 270 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 **engage fans in competitive fun around their subject of passion, and drive them to transactions.**

Price Options

DIY:

\$322,700

PREMIUM:

from **\$387,325 to \$556,800**

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*Having spent decades in the business of engaging consumers for some of the world's biggest brands, I've seen countless promotional concepts come and go. **Many fail to meet the customer on his/her terms.** In short, marketers fail to deeply and sustainably engage their intended targets. I'm impressed with **the substance beneath the fun** that a Ringorang engagement delivers. I've watched users, first hand, thrilled at how they are doing on the leaderboard. Ringorang is an innovative and flexible tool that demands that the marketer rethink how to engage their market segments, so that the consumer experience is as rich and persistent for that user as it is measurable and impactful for the marketer.*

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C. Patrick Garner, former senior executive, Coca-Cola, Sprint Nextel

Scope

Two Weekly Challenges a Month, Across Eight Months

- 6 days engagement per Challenge: 4 weekdays of Live Qs (Tues – Fri), 2 weekend days of [Solo Mode](#) (where users can catch up on unplayed Qs).
- 12 Live Qs delivered per Challenge (avg 3 Live Qs/day for 4 weekdays)
- Basic Incentives Package*:
 - Give away \$10 giftcards each day, awarded at random, to 5% 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 4 times per year
- **12 months total project period:** 3 months development/setup + 8 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: Provide Sponsors Daily Mobile Engagement with Fans

- Push engagements instead of waiting for supporters to engage
- Develop responsiveness and persistent interest from users
- Capture ongoing data on users, in real-time
- Build sponsor relationships with fans on mobile devices
- Drive transactions in-store, online and in venue

Engagement Value:

180 questions

60 in-app notifications

30 emails

270 engagements with each of **300,000 users** over 8 months

Pricing Options

	<u>DIY</u>	<u>Premium (range)</u>	
User Fees*	\$243,000	\$243,000	\$243,000 <i>*25% discount – 6 months+</i>
Services	\$1,100	\$17,750	\$76,050
Incentives/Prizing	\$78,600	\$126,575	\$237,750
	\$322,700	<i>from</i> \$387,325 <i>to</i> \$556,800	

*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
- Promoters
- Sponsors
- Advertisers

Use Ringorang to...

- Cut above the clutter of other marketing and communications
- Get into fans' mobile devices and engage them in real time!
- Make the experience fun and also relevant to the fan's passion
- Drive actions and incentivize with sponsored merchandise
- Capture data from fans on sponsorship preferences
- Engage fans at home / at venue / at store for maximum relevance

Recommendations

Hot tip! If you're a marketer or promoter, why wait for fans to find you? Engage them in the content of their passion and connect it directly with sponsor brands and offerings in a relevant way.

Using Ringorang you establish the ultimate win-win with fans: give them a channel of interesting information where they can immerse themselves in their subject of passion, socially and competitively, and give your brand a new channel to feed information, advertising and promotions without getting lost in the crowd.

Integrate with promotions from vendors in venue, with wireless network promotions, with television ads, and with online marketing, to drive more ROI to those campaigns, with considerably better volume, frequency and measurability than any other solution.

Use events in venue to drive concentrated fun, and then continue out in the world, like a virtual gameshow that takes very little time, but remains ever-present in the fans' daily routine. Keep the engagements continuous and habitual, just enough to make it the most reliable and data rich engagement channel with fans that you've ever know