

Sample Program | Enrolling Subscribers

Description

Engagement Period: 6 months
Avg. Monthly users: 1,000

Program:

Two week-long challenges take place every month for 6 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 12 challenges spread evenly over six months of user engagement, with another three months added for development, setup and reporting. This ongoing engagement program includes over 200 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 **enroll self-selected participants of a project – whether to capture research or build a subscriber base.**

Price Options

DIY:

\$13,570

PREMIUM:

from **\$28,160** to **\$152,125**

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It was wonderful to have a tested technology ready to go. We were able to focus our energy on content development for our research project. We got a considerable amount of data. Our participants had an 85% participation rate – an excellent level of engagement! And nearly 70% of participants stated intentions to implement the information provided.

Ariane Beck PhD, Research Fellow, University of Texas, Austin

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Scope

Two Weekly Challenges per Month, Spread Over Six 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
- **9 months total project period:** 2 months development/setup + 6 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: Enroll Subscribers to Engage in Your Project

- Push engagements to keep new subscribers learning about your project
- Develop responsiveness and persistent interest from users
- Capture ongoing data on users knowledge, skills and attitudes -- in real-time
- Educate subscribers on updated information, requirements and results
- Drive actions until they are habits, using a fun format of repetition

Engagement Value:

132 questions

48 in-app notifications

24 emails

204 engagements with each of **1,000 users** over 6 months

Pricing Options

	<u>DIY</u>	<u>Premium</u> (range)		
User Fees*	\$9,000	\$9,000	\$9,000	*25% discount – 6 months+
Services	\$950	\$14,150	\$60,525	
Incentives/Prizing	\$3,620	\$5,010	\$82,600	
	\$13,570	from \$28,160 to \$152,125		

*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
- Communities
- Researchers
- Non-Profits

Use Ringorang to...

- Cut above the clutter and [Topstack](#) your key messages
- Get into subscribers' mobile devices and engage them in real time!
- Make the experience fun and also relevant to the subscriber
- Drive actions and incentivize referrals with rewards
- Capture data from subscribers on their levels of awareness
- Ensure recall of the most important information

Recommendations

Hot tip! **If you need to enroll subscribers**, why be satisfied with spending marketing money for just the initial enrollment? Reward subscribers with the benefit of constant awareness of the project into which they subscribed; reward them for engaging, learning and taking actions, such as providing referrals to other potential enrollees. Build an educated and responsive subscriber base that truly enjoys the communication.

Set goals that leverage Ringorang's habit-building format:

- Month #1 - #2 drive critical levels of awareness with early adopters. Measure!
- Month #3 - #4 drive prescribed actions and verify they were taken. Measure!
- Month #5 - #6 drive referrals by turning subscribers into educated advocates. Measure!