

Customer and Partner Engagement

Practical insights on loyalty, incentive, referral, rewards, and engagement programs that help organizations create stronger customer and partner relationships.



Notable and Noteworthy Articles on B2B Gamification Program



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Gamification is one of those emerging marketing ideas, along with social media platforms and mobile. It is not just useful in consumer marketing areas, but also for the B2B counterparts.

Gamification is currently taking over the entire consumer market, but the B2B [gamification](#) program's significant effect on different industries and business sectors cannot be ignored.

The hype is known for its innovative campaigns and software that led every client of theirs to success. Their creative blog is rich in knowledge, and you can get first-hand information on different business insights from around the world.

Today we will look into how the [B2B gamification program](#) is changing customer and employee engagement worldwide. The first article that stood out is about using gamification to create viral content and attract visitors and eventually turn them into lifelong members.

It is a short read on what to implement and innovate to increase traffic. This article has chosen Buzzfeed to illustrate the various requirements required to create viral content and increase traffic.

We will now learn about the three gamification types to step up your workplace management and attract users.

This article perfectly describes how to change dull, mundane everyday objects into attractive ones. Gamifying a simple button will change the whole outlook of your website.

Moreover, it encourages motivation and engagement, which is always a bonus for increasing your ROI. Product, marketing, and workplace gamification are equally important, and each of these brings along its positive result.

This highly researched and illustrated article will inform you how to build a successful gamification framework to enhance the results of the program.

Participating in different activities, buying products, and everything else can be improved by implementing gamification in your business model.

Gamification can positively influence people's overall behavior, which can help to improve your present business scenario. [Integrating gamification into your business program](#) can allow giving a boost to innovation.

Gamification is useful in every domain today, be it online or offline. Therefore the question arises now if integrating such a program will be advantageous or not. This article answers all such doubts and clears them once and for all. Graphic description allows you to study the results vividly and help you get a real-world idea.

It will also help you get an insight into such programs' future and whether it brings any real value to your business.

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Rohit Singh

VP of Customer Engagement

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