

The background of the slide is a dark blue color with a complex network of white and light blue dots connected by thin lines, creating a web-like pattern. A large, orange, trapezoidal shape is positioned on the right side of the slide, containing the main text. In the bottom right corner, there is a white, trapezoidal shape containing the Erasmus+ logo.

Gamification for growth

Putting it into practice



Growth and gamification



Growth hacking and gamification

- Data driven
- Based on feedback
- Can complement, yet they don't have to be used together

Based on what you know from the previous sessions what gamification elements would you use for growth?



Gamification mechanics that drive growth

Competitions

Quizzes

Mini-quests

Loyalty based gamification

Crowd sourcing

Social sharing

What examples can you think of that combine gamification and growth hacking?



Notable recent campaigns

Pokemon Go

Virgin Red: <https://www.virgin.com/news/win-trip-necker-island-virgin-red>

To be continued

