

Gamification Planning Template

company name _____
product/service _____



		1:	2:
WHO	BUYER PERSONA		
	Brief Description (single woman in 30s) Who is this person? What kind of fun do they seek? What problems does this buyer have?		
WHAT	Problems you solve for this buyer? Why are they buying from you?		
	Actions you'd like them to take Inquire, order, buy, connect etc.		
WHY	How are you remarkable? What value do you bring?		
	What goals do you share with the customer?		
WHERE	What sales stage do you need to focus on?		
	Prospect, Lead, Customer, Evangelist		
HOW	Your company personality What kind of company are you?		
	Creative Look and feel		
	Tone of voice Language you'd use		
	Keyword phrases? What buyers type into Google		
	Are you looking for lower tech ideas or PBL? Are you making an actual game or developing a larger cohesive system?		

IDEAS

Brainstorm here.

Based on the Marketing Strategy Template by

Bluewire Media David Meerman Scott Copyright holder is licensing this under the Creative Commons License, Attribution 3.0. Please feel free to post this on your blog or email it to whomever. © 2015 by Red Toad Media www.redtoadmedia.com