

Using Gamification for engagement

Background on Facebook Groups:

Today, out of the 2Bn+ users, 1.8 Bn Facebook users are active on Facebook Groups, monthly. Over 70Mn admins & moderators create and manage groups on Facebook. “There is a Facebook Group for everyone.” Pretty much any topic you can think of is likely to have hundreds, if not thousands, of groups on it. It is estimated that there are probably 1Bn+ Groups. These groups have been built up organically by an Admin who started this group driven by a passion, pain point or is looking to build a community around its business. Simply put, a Facebook Group is where members come to ask questions, share opinions, recommendations, give/get advice, etc. A post is created by an initiator and gets comments from other members of the groups. Members are admitted by the admin who approves a request to join.

When it comes to engagement- a marketing term defined by total user interactions on a post/video etc.- Facebook Groups are by far one of the most engaging platforms. Brands use Facebook Ads as a marketing platform to engage with users for one of the following reasons:

1. Drive Awareness about the brand and offerings by paying Facebook to reach millions of news feeds.
2. Drive users to their website and or Ecommerce platform for purchasing a product or service.

Convosight works closely with brands to enable them to build advocacy, through the Community Marketing Campaign, a concept that it has pioneered. In a community marketing post, the Admin posts brand-sponsored content in the group with objective to drive engagement.

Background on Convosight:

We launched Convosight in 2020, after building and learning from 30 Groups we created around parenting. As an admin or creator of the group, you are tasked with everything: Acquisition of members, creating engaging content, moderating conversations and managing spam. Convosight helps you in group management, moderation and monetization (through community campaigns from large brand partnerships).

Since 2020, over 5000+ Groups with 250+ members have installed the Convosight App in their Facebook Group. The app, once installed, uses FB's API to provide Convosight with access to the conversation (posts and comments) without any personal data of members. The key problems we identified were that Admins need help managing/moderating their communities and after years of time spent, are looking to monetize their group. Which is the reason we built Convosight;to help Community Creators become community entrepreneurs.

Problem Statement:

Since the engagement of the posts happens on Facebook Group and Facebook shares very limited data via its API (only posts and comments and no personal identified information), there is no way for a brand to track the actions that users took after engaging with its post on the Group.

Ideally, the Brand would like to know how many people out of the total number of members in a group subsequently visited its website or viewed its products.

Ideally, if there is a way for an Admin to engage its community members outside of the platform such as on Convosight.com through a gamified journey, it is then possible for Convosight to track final numbers of users who engaged with brand-sponsored posts, allowing them to calculate ROI. The gamification journey can start from a community post by the Admin and end on Convosight's website, where a final number of users can be given a special offering by the brand to measure cost of customer acquisition.

Expectation:

Ideate on how a Facebook Community Admin engages with customers outside of the FB Group's platform. For example, running a Brand Survey on Convosight.com with a discounted purchase could be one such journey. We are looking for solid ideas; a step-by-step guide, with gamification built into it. Remember, the Admin would have to engage its members outside of the Facebook Group platform on a gamified journey.

Evaluation:

The ideas, presented in PowerPoint along with process flow, will be evaluated by our internal product team to judge their feasibility. We will look for ideas that are out-of-the-box, and that provide value to all parties involved on first principle basis. Some of the ideas will be tested and implemented.

Tools & Technology:

You are free to use any available tools for research and implementation. We expect the final presentation with workflow to be in a PowerPoint or Google presentation along with a process chart.

Resource & Reference:

www.convosight.com

www.woopworld.in