



Mastering Gamification: Customer Engagement in 30 Days

Scot Harris, Kevin O'Gorman

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Gamification has taken the business world by storm as a proven method for improving customer engagement and in turn business revenue. More and more multi-million dollar companies are adopting this technique, and now we've scaled it down to work for your business.

Scot Harris, Strategist and Semi-Geek Marketing blogger, and Kevin O'Gorman, co-founder of the Georgia Game Developers Association and SIEGE Conference, have teamed up with Impactkt to bring you this accessible, step-by-step tutorial. They'll take you all the way from Gamification Rookie to Master in 30 days, using interactive exercises to equip you with all the tools of modern gamification. By planning and developing tailored rewards and challenges, you will attract new customers and keep existing clients coming back for more. Mastering this method will be the best thing you ever did for your business.

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