



game mechanics: 101

develop, engage & retain community using game design





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CEO, beamME (mobile apps)
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speaker, 10-12 events/year

gameification: building engagement
(loyalty) through game mechanics

loyalty throughout history



Tangible
Goods
1800s



Cash
Incentives
1930s

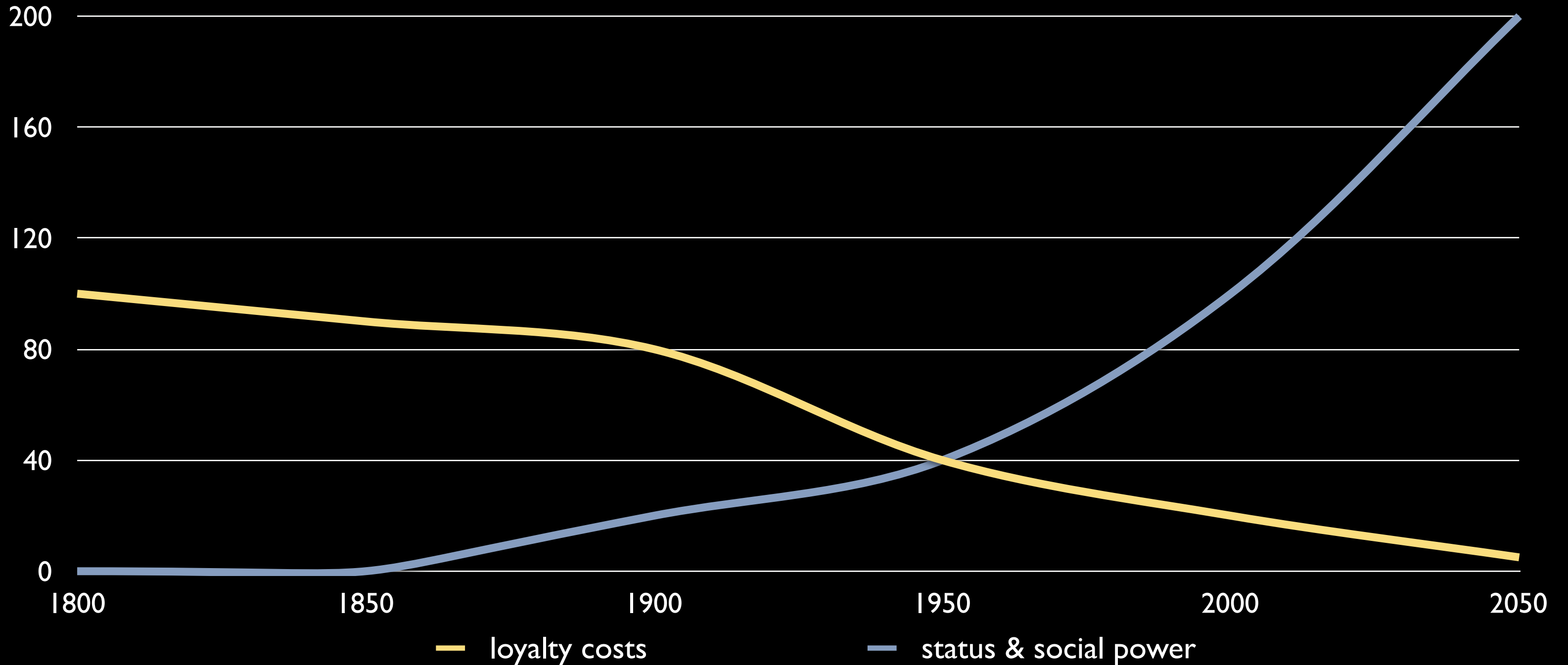


Loyalty
Systems
1980s



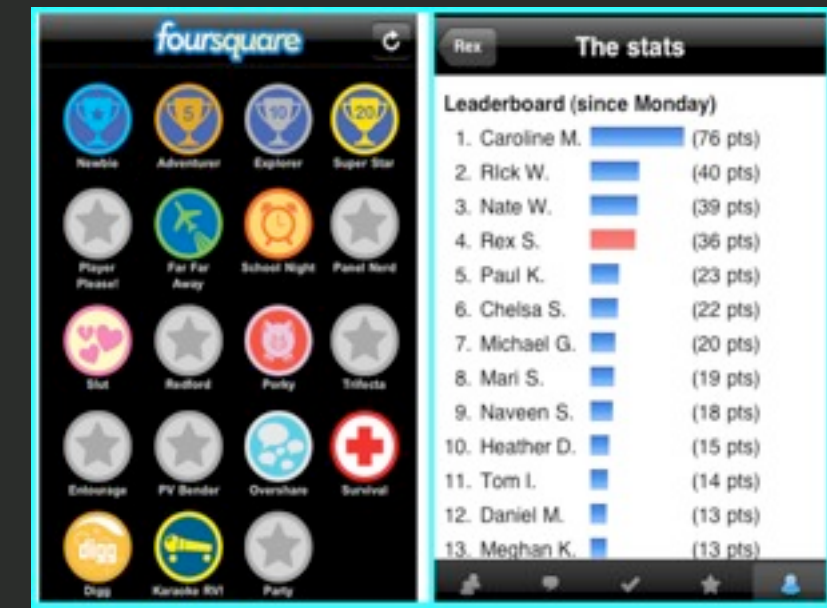
Virtual
Rewards
2000s

costs and status value of loyalty



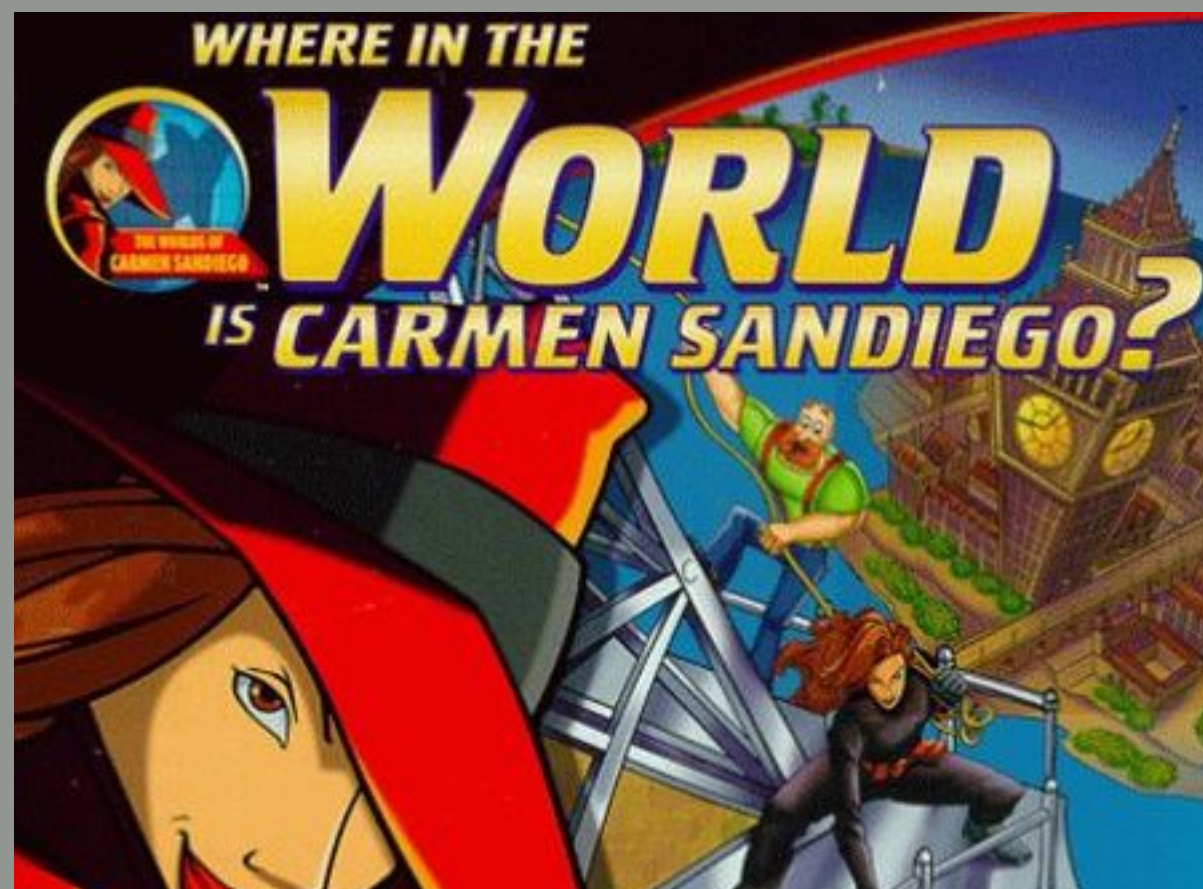
gameification loop





theme & fun are not correlated

fun must be job #1



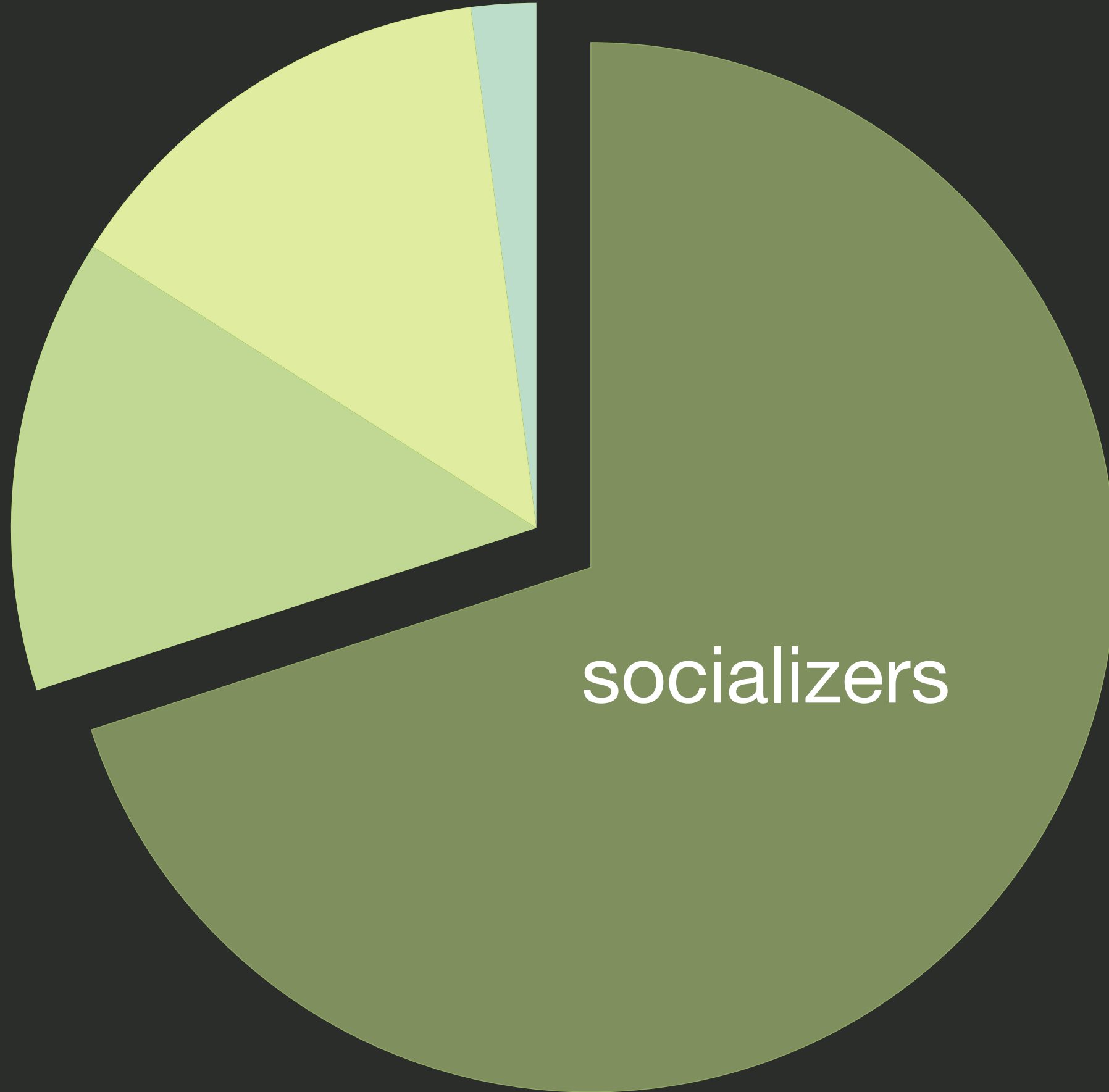
geography



history

Bartle's Player Motivations / Types

achiever	socializer
explorer	killer



socializers



GABE ZICHERMANN
JOSELIN LINDER

game- based marketing

Inspire **Customer Loyalty**
Through **Rewards,**
Challenges,
and **Contests**



on sale now

FunwareBlog.com



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