

Digital strategies to build consumer engagement

We've delivered digital activations for a wide range of clients across multiple industries however the anchor points of a successful campaign remain largely the same.

Here we've shared three ways of capturing audience engagement as well as some top tips of how to avoid some common pitfalls during the planning and execution of your own digital engagement campaigns.

01

Gamification

A great way to encourage your audience to take part in a promotion is with a bit of fun! Taking a simple form entry mechanic and turning it into a game can help draw people in who wouldn't have been excited to simply enter their details and push a button.

Digital raffle for Getir's campaign at Tottenham Hotspurs

Created to promote the partnership between grocery app Getir and Tottenham Hotspurs we utilized a simple game mechanic that allowed users to quickly enter the prize draw by taking a penalty kick. They were then presented their reward which they could redeem through the Getir app, driving engagement.

[Read more in our case study →](#)



02 Intrigue

Enticing people into your world through mystery can be a great way to build a strong following. Creating full experiences that build out from what you are promoting help to give the feeling that there is more to it than meets the eye.

Blithe Spirit tarot experience for Studio Canal

A tarot card reading is the crux of the story within the film and so we created a fun experience with unique illustrations to promote the film across digital channels helping to build excitement and curiosity from the public before release.

[Read more in our case study →](#)



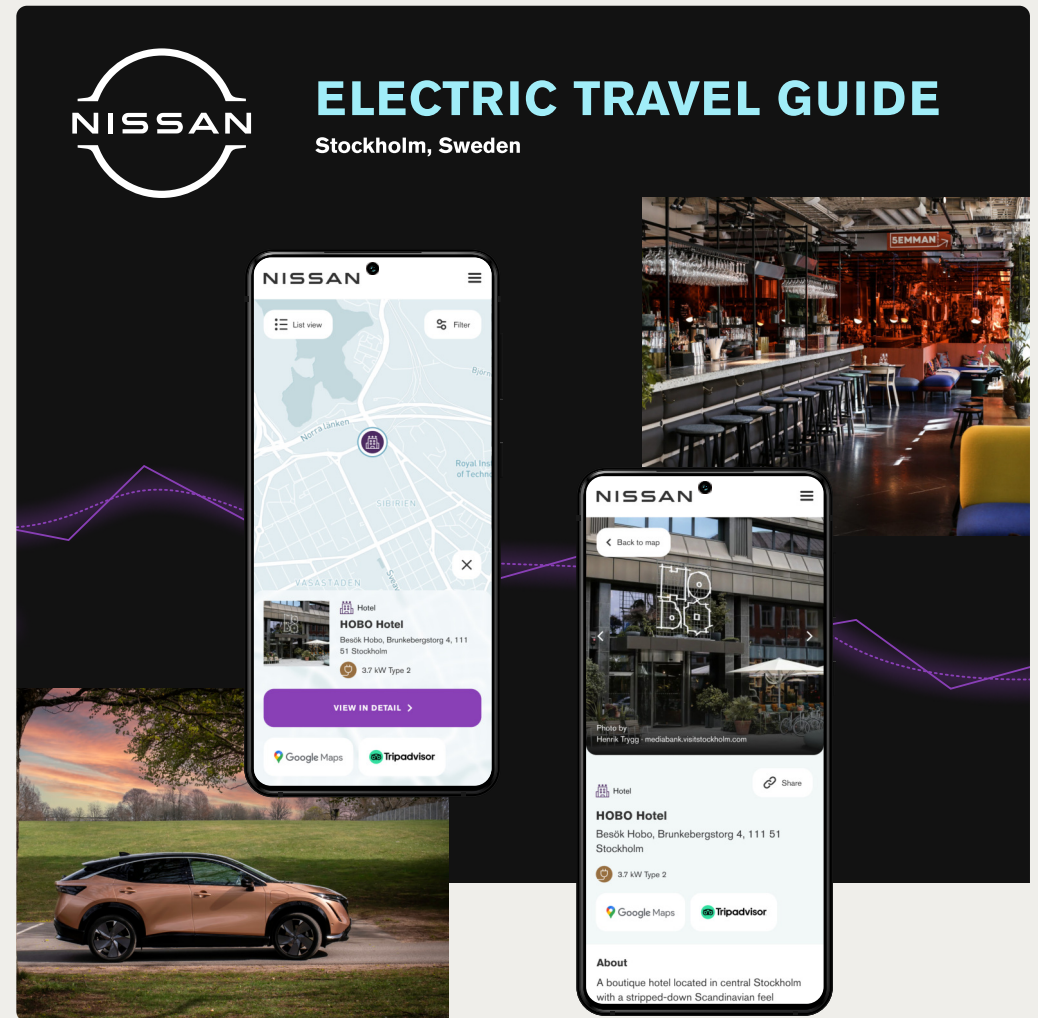
03 Brand Values

When selling in products aligning with your customer values can often be a really clever way to build activations.

Interactive Travel guide to promote Nissan EV range

Our aim was to harness the large shift towards greener and more environmentally-friendly travel to align with the positive credentials of using an EV – this resulted in the creation of an interactive travel guide with the first destination as Stockholm. Successful campaigns often align with consumer trends and appetites, helping share brand values which builds engagement and ultimately boosts product interest.

[Read more in our case study →](#)

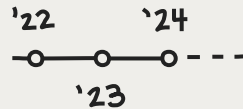


Things to keep in mind . . .



Think laterally

Often a great idea to promote a product isn't a direct one. If you can create something that people want or an experience that they voluntarily want to engage with. Often a good way of doing this is to riff off a theme within popular culture or create a gimmick that captures users' excitement. This way you can subtly package up a product or get users to a destination they might not have otherwise.



Future proof your concept

Think about how you can make your concept easy to update going forward and hopefully give you a better return on your investment. For example, if you're creating a travel guide you could release one city at a time giving users something new to come back to, you further promotion and a very low update cost for each city following the initial first build as the infrastructure is already in place.



Go the distance

When planning a campaign you need to ensure that you've planned all aspects of the user journey and that starts before they get to the experience. How are they going to reach you? Is it through an email, social media or in-person QR code? What happens when they leave you, will they receive a followup email or is there something they can download? All steps of the user journey must be considered to ensure that they are consistent with your brand and driving positive engagement.

Looking for a creative partner?

We're always happy to chat through a brief, analyse a strategy or discuss an idea. The strongest partnerships start with a simple conversation.

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