



Influencers & Content Marketing

You have likely heard about influencers, influence marketing and content marketing. Undoubtedly you have asked yourself one simple question. *What does all this mean? How does SplashPlay tie it together?*

In order to get this issue of SplashPlay's Game Consultant News off on the right-foot, let's begin with a couple of important definitions.

Influencers are people we trust. They have credibility and are people we turn to for guidance and advice, from where we shop to who we vote for. Basically, an influencer is anyone with recognized insight and understanding of a subject. *SplashPlay's game players are the Influencers for our Game Sponsors.*

Content marketing is about providing Relevant and Valuable information that meets the interests and needs of the target audience. Content marketing not only sells, it educates, entertains, inspires and cultivates informed business choices as well as purchasing behavior. It is, however, important to understand that content marketing is not "sales-speak" but rather the embodiment of useful and relevant information packaged in a novel and innovative manner. In the case of SplashPlay, content is packaged in the form of games.

SplashPlay Game Sponsors: Content Marketers

Influencer marketing and influencer engagement have become fashionable buzzwords. Historically, Public Relations has laid claim to ownership of Influence Marketing – attracting, engaging and building relationships with people who endorse and lend third-party credibility to a particular person or company.

In this issue

Influencers & Content Marketing P.1

SplashPlay Team Building P.3

QR Codes...They're Back! P.5

Today, Influence Marketing is no longer the exclusive domain of media who once held the reins of power of influence; it's anyone and everyone, from Twitter mavens and popular bloggers to consumers and brand advocates.

Influencers earn trust and inspire action among their own audiences of fans and followers. Audiences value what the influencers in an industry say and do, so they're more likely to behave in a certain way when an influencer promotes a brand – such as clicking a link on a website, purchasing a product or referring a friend.

Companies are putting their money toward marketing to this new breed of influencer. For every dollar spent on influencer marketing there is a return of \$6.50 – this is real value that affects your bottom line.

Source: 2015 Tomoson Influencer Marketing Study

Who are your Influencers?

Well-known personalities who people respect and trust. Not necessarily Hollywood celebrities, but people like bloggers or tech writers who have the power to drive others to action because of their recognized expertise and credibility in your space.

People You Already Know and Have a Relationship. Examples include local businesses, media, bloggers, customers, subject-matter experts, social pundits and content creators. Remember, an influencer can be anyone, and they're virtually everywhere.

Brand Advocates and Ambassadors. These folks can boost exposure of your content and further amplify your brand's messages by sharing; this is some of the best and most effective word-of-mouth marketing there is.

Drivers of Awareness Promote Products. Their influence can help with fundraising, launching a product, supporting a cause or campaign, driving traffic to your website, and creating loyalty and advocacy on your behalf

(Continued on page 2)

Influence Marketing

As the world shifts to social media, consumers look at other consumers to inform them about the products they buy. Instead of looking at companies, as they did in the past, they now look at each other and at their favorite personalities, who are consolidating massive followings on YouTube, Instagram, Snapchat, Pinterest, Twitter, and other platforms.

For these reasons, many believe influencer marketing is the next big thing in advertising and we at SplashPlay are here to guide our Gamification Agents and our Game Sponsors on their journey to becoming effective Influence Marketers.

For today's marketer, the rise of the social media influencer creates a world of possibilities. It opens up a new channel for brands to connect with consumers more directly, more organically and en masse. By creating branded content, such as SplashPlay games, social media influencer marketers can promote their message while entertaining their audience.

If a business is not engaging in Influence Marketing their brand is likely missing out on a valuable way to reach engaged audiences and maximize returns on their marketing investment. Consumers are becoming increasingly reliant on influencers to make purchasing decisions and audiences are spending more time on social media platforms than ever before. To remain competitive in this ever-growing digital space, businesses and fundraisers must capitalize on this effective marketing strategy or risk being overtaken by more innovative, social media savvy organizations.

Becoming an Effective Influence Marketer

To become an influencer, you must identify what kind of content to produce and share, and how your audience interacts with it. This is where SplashPlay comes in.

How do you find and build relationships with influencer marketing?

An Influencer that's bigger isn't always better. The person with the most Twitter followers or blog subscribers is not necessarily the most influential. Your goal is to engage and reach a ready, albeit not a large audiences. An Influence Marketer's goal must be exciting action, not just reaching eyeballs. To truly understand what attributes make up an effective influence marketing initiative, you should consider the following:

Reach: The number of people exposed to the influencer's message and are encouraged to be influencers of the message — **"Influence Devotees."**

Relevance: The relevance of an organization's information is what connects an organization with its audience.

Resonance: Audience engagement as a result of the content they're consuming and sharing.

Do your research and look in all the right places. To be an

effective Influence Marketer, begin by searching on social media channels to see who is leading conversations and shaping opinions about your market, company or industry. Look beyond Twitter to other platforms such as Instagram, LinkedIn and blogs to get a 360-degree view of where you can cultivate influencers. Understanding your organization's social footprint will provide insight and reveal opportunities to connect with an expansive audience interested in your organization's message. Becoming an effective Influence Marketer for your message will provide a substantial return on your effort.

Maintain and strengthen the relationship. Once you have an influencer's attention and have built a good rapport, you want to keep it. Consistently sharing relevant and valuable content is critical to maintaining the relationship.

Becoming an influencer, engaging the audience and maintaining those relationships is a key part of the content marketing equation. Another critical step is getting your content to them in the right format, and through the right channels.

Social Media channels are not new to most organizations and, in fact, most are commonplace. As an effective influence marketer, your job is to spread your message across multiple channels in hopes that your SplashPlay games and message will be shared by your Influence Devotees expanding your sphere of influence.

In the world of Social Media, there are many choices for where a brand can live, thrive and be successful in cultivating relationships with customers, followers and Influence Devotees sharing content. An effective Influence Marketer must constantly ask him or herself where the brand makes the most business sense to reside, and where your audience and influencers are most active. Social media provides some of the best and most successful owned, shared and earned media opportunities available. It gives an organization the power to share content that is highly relevant and hyper-targeted to an audience which in turn is shared across multiple channels. Influence marketers must keep their ears to the ground listening to what customers want, then give it to them. This is the unique opportunity to amplify an organization's content and share it with other influencers. Just one influencer may lead to sharing that enables reaching many.

Content Marketing

Content Marketing is really about offering information to the brand's target audience. It's providing valuable information, data, educational material, resources, expert advice, opinions and even entertainment in a variety of formats that are easy to consume and share. More specifically, via SplashPlay games. SplashPlay's approach to content and influence marketing, rather than an antiquated sales brochure, focuses on the intersection of a target's interests and the brand's message,

(Continued on page 4)



SplashPlay Team Building

Consider this. Let's assume a Sponsoring Agent builds a team at the rate of one (1) producing agent each month. In turn, each agent books \$1,500 per month in software sales representing \$350 per week, or \$68.41 per day. What would be the Sponsoring Agent's Commission in Year 1?"

Let's take a look:

Software License Sales

For the purpose of this analysis, let's assume each SplashPlay agent sells 3 monthly, 1 annual and 1 life-time software license contracts each month — illustrated in Table 1. In year-one, total Agent Commissions earned by the enter team from Software Licenses would be \$46,956. In turn, the Sponsoring Agent's Twenty-five Percent Override would be \$11,739.

AGENT SOFTWARE LICENSE COMMISSIONS

Table 1

Sales / Month		3				1		1		Average	
Mean Sale Value	\$301	\$210	\$699	\$1,499	\$301						
Monthly Sales	\$1,505										

AGENTS	MONTHS												Totals	
	1	2	3	4	5	6	7	8	9	10	11	12		
1	\$602	\$602	\$602	\$602	\$602	\$602	\$602	\$602	\$602	\$602	\$602	\$602	\$602	\$7,224
2		\$602	\$602	\$602	\$602	\$602	\$602	\$602	\$602	\$602	\$602	\$602	\$602	\$6,622
3			\$602	\$602	\$602	\$602	\$602	\$602	\$602	\$602	\$602	\$602	\$602	\$6,020
4				\$602	\$602	\$602	\$602	\$602	\$602	\$602	\$602	\$602	\$602	\$5,418
5					\$602	\$602	\$602	\$602	\$602	\$602	\$602	\$602	\$602	\$4,816
6						\$602	\$602	\$602	\$602	\$602	\$602	\$602	\$602	\$4,214
7							\$602	\$602	\$602	\$602	\$602	\$602	\$602	\$3,612
8								\$602	\$602	\$602	\$602	\$602	\$602	\$3,010
9									\$602	\$602	\$602	\$602	\$602	\$2,408
10										\$602	\$602	\$602	\$602	\$1,806
11											\$602	\$602	\$602	\$1,204
12												\$602	\$602	\$602
Sponsoring Agent % 25%														
Sponsoring Agent Commission \$11,739														

Game Play Royalties

Game play royalties are a little more complicated and have many more variables. However, this conservative analysis illustrates the long-term SplashPlay income derived from game usage. Table 2 is based on the following assumptions:

- Game Sponsor Direct Reach:** 1,500 people (e.g. customers, etc.)
- Game Play:** 25% of direct and indirect reach play games
- Player Social Media Sharing:** 10% of players share with 275 friends each
- Questions Answered:** Each player answers only 10 questions / Mo.
- Projected Total Reach:** Three levels of sharing = 142,534 players

Based on the "Game Play and Social Media Assumptions," and assuming each player only answers 10 questions per month, total team commission from game play would be

\$312,685 and the Sponsoring Agent's Twenty-five Percent Override would be \$78,171.

Commission Summary

ADVERTISING ROYALTY SHARING

Table 2

Average Social Media Reach	275
Average Sponsor's Direct Reach	1,500
Engagement %	25%
Social Media Sharing %	10%
Questions / Month / Player	10
Average Sponsor Royalty %	30%

Players	PROJECTED PLAYER ENGAGEMENT				
	Direct	Tier 1	Tier 2	Tier 3	Total
	375	2,578	17,725	121,857	142,534

AGENTS	MONTHS												Totals	
	1	2	3	4	5	6	7	8	9	10	11	12		
1	\$481	\$962	\$1,443	\$1,924	\$2,405	\$2,886	\$3,367	\$3,848	\$4,329	\$4,811	\$5,292	\$5,773	\$5,773	\$37,522
2		\$962	\$1,443	\$1,924	\$2,405	\$2,886	\$3,367	\$3,848	\$4,329	\$4,811	\$5,292	\$5,773	\$5,773	\$37,041
3			\$1,443	\$1,924	\$2,405	\$2,886	\$3,367	\$3,848	\$4,329	\$4,811	\$5,292	\$5,773	\$5,773	\$36,079
4				\$1,924	\$2,405	\$2,886	\$3,367	\$3,848	\$4,329	\$4,811	\$5,292	\$5,773	\$5,773	\$34,636
5					\$2,405	\$2,886	\$3,367	\$3,848	\$4,329	\$4,811	\$5,292	\$5,773	\$5,773	\$33,212
6						\$2,886	\$3,367	\$3,848	\$4,329	\$4,811	\$5,292	\$5,773	\$5,773	\$30,306
7							\$3,367	\$3,848	\$4,329	\$4,811	\$5,292	\$5,773	\$5,773	\$27,420
8								\$3,848	\$4,329	\$4,811	\$5,292	\$5,773	\$5,773	\$24,053
9									\$4,329	\$4,811	\$5,292	\$5,773	\$5,773	\$20,204
10										\$4,811	\$5,292	\$5,773	\$5,773	\$15,875
11											\$5,292	\$5,773	\$5,773	\$11,064
12												\$5,773	\$5,773	\$5,773
Sponsoring Agent % 25%														
Sponsoring Agent Commission \$78,171														

Table 3 provides a couple of interesting pieces of information. First, in Year-one the Sponsoring agent would earn in combined software license and game play commission \$89,910. Second, note that monthly Sponsoring agent combined commission in month twelve would be \$19,124.

SPONSORING AGENT COMMISSION SUMMARY

Table 3

	MONTHS												Totals	
	1	2	3	4	5	6	7	8	9	10	11	12		
Software License	\$602	\$1,204	\$1,806	\$2,408	\$3,010	\$3,612	\$4,214	\$4,816	\$5,418	\$6,020	\$6,622	\$7,224	\$7,224	\$46,956
Game Royalties	\$481	\$1,924	\$4,329	\$7,697	\$12,026	\$17,318	\$23,572	\$30,787	\$38,965	\$48,105	\$58,207	\$69,272	\$69,272	\$312,685
Total Agent Commissions	\$1,083	\$3,128	\$6,135	\$10,105	\$15,036	\$20,930	\$27,786	\$35,603	\$44,383	\$54,125	\$64,829	\$76,496	\$76,496	\$359,641
Sponsor Agent Commission	\$271	\$783	\$1,534	\$2,526	\$3,759	\$5,232	\$6,946	\$8,901	\$11,096	\$13,531	\$16,207	\$19,124	\$19,124	\$89,910
Cumulative Sponsor Agent Commission	\$271	\$1,053	\$2,587	\$5,113	\$8,872	\$14,104	\$21,051	\$29,952	\$41,048	\$54,579	\$70,786	\$89,910	\$89,910	

Now, let's explore what one can expect in year-two. First, notice in month twelve, of Table 3 total paid game play royalties is \$69,272 which would yield \$17,318 in Sponsoring Agent Override (\$69,272 x 25%). If we assume the entire team didn't sell another Game Sponsor in year-two, projected game play commissions paid to the team would be \$831,264 (\$69,272 x 12 months). In turn, Sponsoring Agent Override would be \$207,816 (\$831,264 x 25%).

Remember, in this analysis, each agent is projected to sell five new Game Sponsors monthly — with the first agent selling for twelve months while the twelfth agent only sells for one month. Regardless, during the first twelve months, the entire team would average 32.5 new Game Sponsors monthly representing team total monthly software sales of \$48,912. It is difficult to imagine a more lucrative and achievable sales scenario than SplashPlay. In year-one 390 Game Sponsors yield \$449,551 in combined game and software license commissions on a total of \$586,944 in sales. Two takeaways from this analysis are key to your success: (1) Build a team, and (2) sell as many Game Sponsors as possible.

SPLASHPLAY AGENTS



+ TEAM + GAME SPONSORS = SUCCESS



making it much easier to acquire, engage and keep an audience.

Like with any marketing program, distribution is key. Hence, reaching out to your audience and encouraging them to “become your brand’s influencers” or Influencer Devotees will expand a brand’s potential exponentially. By engaging your Influencer Devotees, you in turn gain access to their networks and in turn cultivate more Influencer Devotees, on and on. In doing so, brands can accelerate the speed at which their content and message are distributed, as well as reach a much broader audience than they could reach on their own. In addition, followers of “Influencer Devotees” much more receptive to the brand’s content would be cold disinterested prospects from a purchased email database.

Content marketing is probably one of the most important parts of a communication strategy. Some may say “strategy” trumps “content,” but if you are trying to get and retain customers, you need to share and publish content that is smart, entertaining and well-thought out – content that resonates with consumer interests and needs.

Always keep in mind that interesting, engaging, awesome and entertaining content provides your brand the opportunity to create and foster relationships and reach an expansive audience throughout Social Media.

Content Marketing Tips

In this new age of Social Media, a brand must be committed to a content marketing initiative. An initiative that must be at the core of an organization’s marketing plan. The simple fact is, traditional marketing is becoming less and less effective by the minute; as a forward-thinking marketer, today’s business must be open to embracing a new and better way. That way is Content Marketing through Gamification.

Very simply, SplashPlay’s Gamified Content Marketing strategy focuses on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable consumer action. Instead of pitching a brand’s products or services, effective Content Marketers are providing truly relevant and useful content to its audience which is comprised of existing and prospective customers. SplashPlay is committed to be the affordable and effective cornerstone to every content marketing strategy.

Leading Brands are Effective Content Marketers

Our research shows the a vast majority of major marketers are embracing a content marketing strategy. In fact, it is used by many prominent organizations in the world, including P&G, Microsoft, Cisco Systems, and John Deere to name a few. Content marketing is also being embraced by

small businesses and one-person shops around the globe. Why? Because Content Marketing works.

Content marketing is good for the brand and its customers

Specifically, there are three key reasons — and benefits — for enterprises who use content marketing:

- Increased sales,
- Cost savings, and
- Better and more engaged “loyal” customers

Content Marketing is the future of marketing

I urge you to go back and read the definition of content marketing one more time, but this time remove the words “relevant” and “valuable.” That’s the difference between content marketing and other strategies that simply deliver informational garbage from companies trying to simply sell “stuff.” People hear messages from companies every day – it’s just that most of the time they are not relevant or valuable or in most cases, just spam. That’s what makes content marketing so intriguing in today’s environment where the audience is deluged with millions upon millions of irrelevant and annoying messages daily. By providing relevant and valuable content, a brand’s message will rise above the noise and clutter.

Marketing is impossible without great content

Regardless of the type of marketing tactics an organization uses, content marketing should be a fundamental part of every organization’s strategies and processes, not simply a separate activity. Quality content is part and parcel of all forms of marketing:

Social media marketing: Content marketing strategy comes before a brand’s social media strategy.

SEO: Search engines reward businesses that publish quality, relevant and consistent content.

Public Relations: Successful PR strategies manage a brand’s content readers care about, not their business.

Inbound marketing: Relevant and valuable content is key to driving quality inbound traffic and leads.

Marketing strategy: A comprehensive content strategy must be at the core of the overall marketing strategy.

If an organization is ready to evolve its marketing strategy to include content marketing, SplashPlay is the most affordable, simple and effective opportunity to take a brand’s content strategy to a new level.

GAME SPONSORS



+ CONTENT + INFLUENCERS = SUCCESS



QR Codes They're back! And better than ever!

QR Codes fizzled out a few years ago but today, are enjoying a resurgence having their moment under the sun as major platforms and brands embrace them.

Not too long ago, the unsightly little square QR Code was widely disparaged as unattractive and not very useful for marketers and consumers alike.

However, the tides have shifted and the likes of Jeep, Snapchat, Pepsi, Pinterest, Facebook, and Spotify have joined SplashPlay as they embrace the mighty little QR Code.

Historically, the challenge QR Codes presented was the simple fact that to be used, mobile devices needed to have a QR Code reader app installed. A simple necessity that proved a substantial barrier for QR Code adoption by the nation's marketers. Today, thanks in part to the phenomenal growth of Snapchat, 160+ million engaged smartphone owners are readily equipped to scan QR Codes.

QR Code (abbreviated from Quick Response Code) is a compact barcode first designed for the Japanese auto industry. QR Codes are machine-readable and contains alphanumeric data such as contact information, numbers and in the case of SplashPlay, a Game Sponsor's game domain address.

Where QR Codes Failed

QR Codes first became popular in mobile marketing around 2011 as publishers and brand marketers, in the early stages of their mobile strategies, embraced them primarily because they could be scanned in real-time. QR Codes promised to attract mobile consumers to legacy print advertising and editorials.

Unfortunately, a couple of years later QR Codes lost their appeal because most people didn't have QR Code Readers on their phones, too many broken links leading to dead-pages, and generally an unacceptable user experience. Eventually, QR Codes disappeared almost entirely with the exception of product packaging, and mobile payment apps used by national coffee chains.

Fast forward to 2017 and a lot has changed since QR Codes were last a high-tech trend. As always, marketers are ravenous for ways to bridge the gap between a brand's

online and offline efforts. Regardless of the variety of technological solutions, such as NFC (near field communications) or beacons, QR Codes are the hands-down winner because they are easy to implement, free and now interesting to 160+ million smartphone users.

Beacons are devices, kind of indoor GPS, that communicate with apps on a smartphone allowing users to be geolocated.



NFC tags are miniature radios often embedded in a label and attached to a product requiring an NFC enabled smartphone.



As time spent on digital platforms continues to grow, marketers are now more than ever interested in ways to connect their online and offline efforts. A simple fact exists: **People operate in both the virtual and real world.** SplashPlay's QR Code TouchPoint serves as a convenient, user-friendly bridge connecting the user's offline and online worlds. It is this unique bridging of both worlds that marketers find interesting and motivates their embracing QR Code technology. As marketers bridge the consumer's digital world with the physical world, the fate of QR Codes will grow stronger in the months and years ahead.

For QR Codes to be globally successful, marketers must deliver **entertaining and valuable and content** as part of a content marketing plan – illustrated by SplashPlay's interactive game platform.

Following in the footsteps of SplashPlay, Facebook is testing QR Codes that have the potential to link an advertisement to an in-store transaction – something marketers struggle with daily.

Good news

Previously, one of the drawbacks of QR Codes was the need for consumers to download a QR Code reader resulting in low engagement levels. Today, QR Code functionality is now integrated into several major mobile platforms with more being added every day. Following in the footsteps of SplashPlay, many notable QR Code adopters include Spotify, Shazam, Facebook Messenger and Pinterest.

There are a variety of reasons QR Codes will fare better this time around. Most important is that the barrier to entry has been dramatically lowered thanks to the 160+ million, and growing, QR Code equipped smartphones. QR Code technology in the hands of consumers will empower people to engage with SplashPlay and their favorite social media or messaging platform as they encounter QR Codes in the real-world.

As QR Code consumer engagement grows, the connection between the virtual and real-world will become seamless luring more marketers making QR Code engagement more attractive to brands across the entire marketing spectrum from small business to international conglomerate. More importantly,

