



Monetizing SplashPlay

Every SplashPlay Agent understands that monetization is one of the most important benefits of SplashPlay's Gamification strategy. In addition to participating in SplashPlay's banner advertising revenue, Game Sponsors can avail themselves of a truly unique revenue source by monetizing their SplashPlay Personal Deal Button.

Who hasn't been to a high school baseball game and not noticed the banners encircling the out-field. Here in Southern California, a sponsor pays, on average, \$350 for this privilege. Consider what an advertiser would pay to reach an organization's audience with a rich and multimedia message enabling real-time engagement. Well, that is exactly what our Game Sponsors can provide.

Review: The SplashPlay Deal Button

As you are aware, SplashPlay Game Sponsors can schedule deals that are displayed along with each SplashPlay trivia question results-page, shown here.

With a single tap of the Deal button, the game player is presented a detailed offer that includes graphics, title, message and link to any web-based service including a webpage, ecommerce store front, video or audio.

When it comes to effective marketing, timing is everything. Toward this end, SplashPlay's game platform provides Game Sponsors tremendous flexibility when setting up their deals. To begin, Game Sponsors can schedule as many as seven (7) separate deals each of which will be displayed on its assigned day of the week.



Some Examples...

Restaurants

A restaurant could schedule a deal that is presented on Sundays reminding patrons of Taco Tuesday or a deal can be scheduled on Tuesdays reminding patrons that kids eat free on Thursdays.

Schools

A School Game Sponsor can use their deals to remind students and families of special events such as homecoming or SAT testing.

With just a little planning and creativity, Game Sponsors can enjoy great benefits from SplashPlay's Dynamic Deal feature.

Using SplashPlay's Dynamic Deal feature is a powerful marketing tool. However, with a little "out-of-the-box" thinking, SplashPlay's Dynamic Deal feature can be even more powerful. In fact, **it can be a source of significant additional income.**

Monetizing the SplashPlay Deal Button

Just like the outfield banners at your local little league field, SplashPlay Game Sponsors, whether a charity, school or restaurant, can sell one or more of its Deal Buttons. The question is, how much can be made?

SplashPlay provides each Game Sponsor seven deals, one for each day of the week, that can be sold to advertisers. If we assume the Game Sponsor reaches 500 players per week, the advertising rate could easily be \$50 per week. The SplashPlay Game Sponsor will earn \$1,517 monthly, totaling \$18,200.

Certainly the value of the Game Sponsor's deal space can vary tremendously depending on the number of game players. The bottom line is simple. The more players, greater the value.

Monetizing SplashPlay Deals is a trick in your sales arsenal bringing greater income opportunity to your clients.

The fact is simple, **there is no other product like SplashPlay. A product that not only enhances marketing but can actually and easily fund an organization.**

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Sales Tips

One of the toughest prospecting challenges sales professionals face is connecting with the right person. Unfortunately, the number of roadblocks seem to grow daily, and yet the task remains the same — reach decision makers.

To overcome this daunting challenge, let's explore SplashPlay's ten tried-and-true ways to get past the determined gatekeeper.

1

Don't assume your barrier is only the gatekeeper. In fact, often, the apparent gatekeeper is also a decision maker. A role, rest assured, they covet and keep to themselves. If in doubt, ask them the same questions you would ask if you knew you were talking with the decision maker.

2

Leverage social media to find other contacts within the company you can reach. The simple fact is, if the front door is closed Social Media can often provide you the keys to the kingdom.

3

Never hesitate to contact your decision maker via other means, such as Social Media and more specifically, LinkedIn. Keep in mind, if you use this approach your message must be 100% focused on your prospect's needs for no door is more easily slammed on your face than the Social Media door.

4

Be creative and use the telephone during unconventional, non-normal hours such as before 8 AM, after 5 PM or even during lunch. In doing so, there is a high likelihood that the "Official Gatekeeper" will not be on duty and a more informal sit-in will be at the phone. Navigating around a professional gatekeeper's rigorous schedule can be fruitful and create many opportunities.

5

Rest assured, holidays are always around the corner and should be used to your advantage. During these slow times, many companies are operating on skeletal-staff and often bored. The bottom line is simple,

Overcoming the Gatekeeper

Ten Time-Proven Methods

during the holidays there will be people answering the phones that don't normally do so and as such may not be skilled gatekeepers providing a unique opportunity.

6

Always use multiple methods to reach your desired person. It is amazing how many salespeople say they only use email to prospect forgetting that the phone works as well or better...use it!

7

Be creative and resourceful. Never hesitate to reach out and contact another division of the same company to find a contact who may in turn route you directly to the person you're trying to reach.

8

A great tip is to contact the sales department of the company you're trying to reach. An approach that can yield amazing results. The simple fact is "other sales people" know your pain and may be sympathetic to your plight. Also, offer to be there for them if they need access to someone in your company.

9

When dealing with an administrative assistant, treat them the same as you would the decision maker. Ask them the same questions you would ask the decision maker. Keep in mind the administrative assistant is trained to block people from the people they support unless they are certain you provide real value. You show your value by engaging with them in the exact same way as you would his or her supervisor.

10

Call after hours and use the automated response system to connect with the voicemail box of the person you're trying to reach. Albeit it's not the live phone call you desire, but several strategic and compelling voicemails can do wonders and may result in an appointment.



SPLASHPLAY'S ROLE IN SOCIAL MEDIA

SplashPlay is designed to play an important role in an organization's Social Media and Search Engine Optimization (SEO) strategy. Let's take a look at these seven critical steps and processes.

1: Interesting Content. In order to encourage the flow of an organization's message within Social Media, and the Internet in general, its content must be creative, interesting, informative and engaging — Specifically the role of SplashPlay's Gamification strategy.

2: Sharing Content. To migrate across Social Media, the organization's content must be easily shared — a powerful feature of SplashPlay.

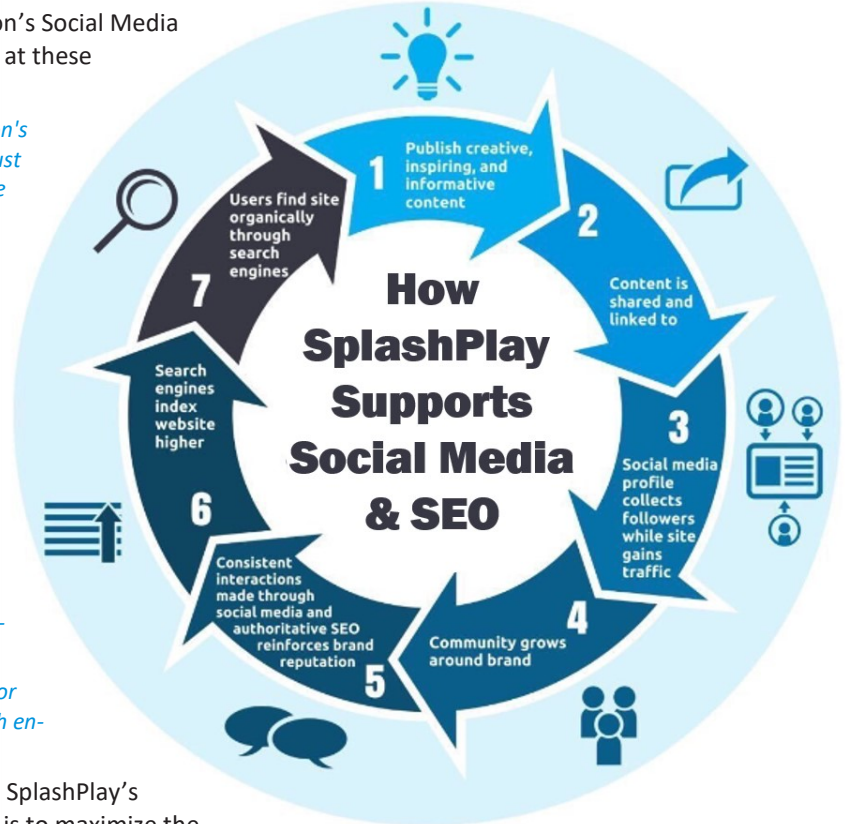
3: Aggregation. As the organization's games flow across Social Media, traffic is directed toward the organization's website to allow collection of vital information.

4: Fan Base. As people become engrossed in the organization's games, a brand-based community begins to grow.

5: Intensity. Ongoing expansion of the organization's games foster more activity, sharing, linking and traffic reinforcing SEO and Social Media connectivity.

6: Frequency. The more frequently an organization's game links are shared and offers and deals link back to its website, search engine indexes will improve dramatically.

7: Organic Growth. SplashPlay provides a natural and organic method for directing traffic to an organization's Internet assets strengthening search engine connectivity.



To maximize the power of SplashPlay take a moment and look at SplashPlay's Social Media 101. As SplashPlay Gamification Agents, your duty is to maximize the benefit of Gamification in your organization's Social Media strategy. The 8 Social Media tips remind our Game Sponsors to: **(1) Remember to Remarket its message, (2) Focus its targeting, (3) stay Business Centered, (4) Fortify the organization's message, (5) Constantly narrow the organization's targeting, (6) Promote Loyalty, (7) Encourage a Cohesive online experience, and (8) Include the organization's audience in Life events.**



Start Remarketing

SplashPlay is a powerful and inexpensive opportunity to remarket your message. Use it!

SPLASHPLAY'S 8 SOCIAL MEDIA TIPS

