

Info sheet 01: Things to consider

Before implementing an incentive campaign, it is important to carefully consider a number of issues. We have put together this primer to help kick-start the thought process and identify issues to be discussed.

1. Objectives

Identify the aims of campaign

Focus on measurable targets for improvements in order to determine the criteria for rewards.

Think about how you will measure the success of your campaign, and the timeframe.

2. Basis

Determine what activity you be rewarding

Think about the mechanics of calculating rewards, ie how many points a user will receive. Will it simply be based on sales volume? Do you want to 'weight' certain key products to promote, or lines to clear? If it is not a sales incentive, ie performance of behaviour change, then what activities will generate rewards?

Define measurable targets and outcomes.

3. Scope & Scale

Define who is going to be involved

How many users are going to be involved? Across how many countries? Think about the implications of a global incentive - eg the relative value of rewards.

You will also need to consider the users that won't be directly involved. Is there a different approach to motivating them?

4. Budget

Set a realistic budget for the campaign.

Make sure that your budget matches your ambition, and don't spread the money too thinly. Multiplying the average number of users who be winning rewards each month by the average value of the reward gives you a guide to what the average monthly budget is likely to be. (...)

4. (cont.)

Check that the reward level matches the aspirations and income levels of users. Rewarding the equivalent of £10 a month to users with six figure salaries is unlikely to be an adequate incentive. Conversely, no amount of incentive reward will motivate an underpaid employee.

5. Operation

Decide how the incentive will be managed.

Who will be running the system? We call this person the Supervisor, and they are responsible for buying and distributing points, managing end users, and running the incentive. What resources and authority does this person need?

Think about the reports that the Supervisor will need to create. Will other people (ie Sales Team Managers, Area Managers) need to oversee user activity? (We call these Overview Accounts).

Would you want **IncentiveDirect** to manage your incentive campaign for you?

6. Users

Make sure your incentive activity is right for your users.

Think about who the End Users will be. Will they have regular access to computers, either at work or at home? Are your users IT literate, comfortable with buying online?

Think about how End Users will be added? Will you be pre-registering users into the incentive. Or do you want users to self-register and 'sign-up' to

part of the incentive? This has implications as to how you promote and operate the incentive.

Think about any unique products you might want to offer.

7. Launch and promotion

Consider how the incentive will be launched.

How will you announce the launch of the incentive? Some launch options include events, direct mail, and an e-mail announcement.

Consider press advertising for a sales channel incentive.

Think about the marketing collateral that might be required: press advertising, direct mail pieces etc..

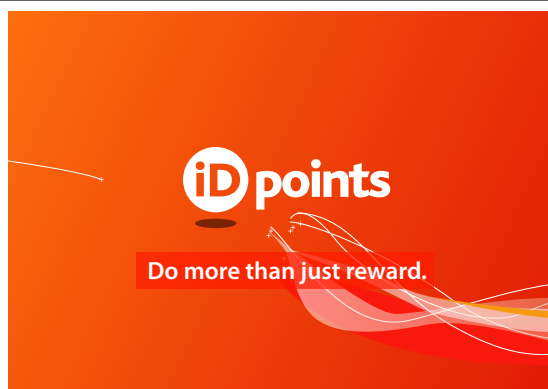
IncentiveDirect can help you with marketing and communication of your incentive, or work with your marketing team or agency.

8. Communication

Think how to do more than just reward.

Regular rewards offer a great opportunity for communication with End Users, through news, e-mail, knowledge tests, surveys and feedback forms. You can use **iD-points** as the basis for regular contact and engagement with users, increasing loyalty and participation from staff, sales team and channel partners.

Think of your incentive as opening a 2-way communication channel with your users.



IncentiveDirect creates innovative online reward & motivation systems, including the leading sales incentive solution, **iD-points**.

We believe that rewards are the currency of inspiration.

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