



# THE SCREEN DOPAMINE MARKETING PLAYBOOK

---

# CONTENTS



INTRO

1



VIDEO CAMPAIGNS

2-5



DOWNLOAD CAMPAIGNS

6-8



SURVEY CAMPAIGNS

9-12



WEBSITE CAMPAIGNS

13-15



FINAL NOTES

16

# INTRO

Screen Dopamine is a new breed of marketing that we like to call Engagement Marketing. It is an evolution from Permission Based Marketing where we incentivise consumers to engage with your brand. Users on the Screen Dopamine platform earn credits when they participate in campaigns, later they can cash in their credits or swap their credits for gift cards.

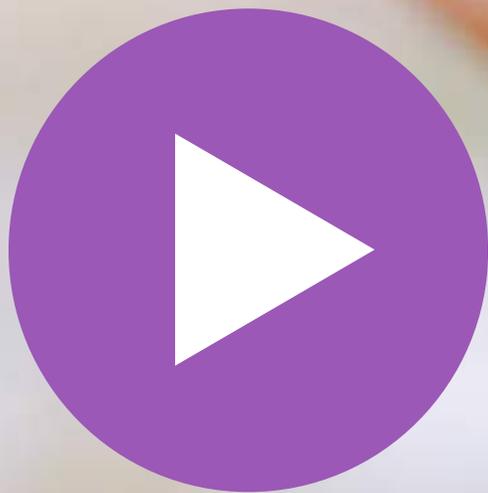
There are many ways you can use Screen Dopamine to get the marketing results you want; you may need video views, you may need engaged traffic to your website, you may need information or feedback in the form of surveys or perhaps you have a catalogue you would like consumers to browse.

It's very easy to set up a campaign with Screen Dopamine. To help you, we've created a marketing playbook that covers examples of survey, video, website traffic and catalogue campaign formats. From the case studies below, you'll learn how various campaigns can be launched from start to finish, and maximise the benefits of Screen Dopamine's unique methods of targeted marketing.



# VIDEO CAMPAIGN

---



## CASE STUDY HEGS PEGS



### The Challenge

- HEGS had good traction for their product, but needed more exposure.
- They offer a unique laundry product that requires an explanation.
- Because of this HEGS produced a video but needed consumers to watch the video.

### The Result

- Screen Dopamine ran three video engagement campaigns, each providing over 2000 engagements with HEGS' target demographics.

HEGS began as a small start-up in Australia with the aim of revolutionising the design of the common clothes-peg.

Owner Scott was hanging out the washing one day when he suddenly found himself unable to get his pegs to grip on his wife's negligee.

Frustrated, Scott endeavoured to innovate the peg, and so HEGS was born with features like wind lock, UV resistance and the ability to hang multiple items at once.

Scott wanted to educate the public about HEGS and familiarise them with their iconic orange packet. He produced a video showing people exactly how and why HEGS make laundry easier.

Scott then set-up a business profile for HEGS on the Screen Dopamine website and created a video campaign. Along with their social media and traditional media strategies (like participating in Shark Tank!) Screen Dopamine added a vital original channel to increase exposure across all locations and demographics.



## CASE STUDY: SCOTT BOOCOCK OWNER OF HEGS PEGS



The first month-long video campaign achieved 2000 engaged video views.

Users with Screen Dopamine are rewarded after answering a verification question about what they saw. In this case, the question was “What was the last item that is hooked onto the clothesline?”

This might have seemed inane to the user, but in actual fact they were subconsciously encouraged to pay attention while viewing the content. In order to answer the question that was posed at the end of the video, users did one of two things.

They either went back to view the video again, or they paid extra attention to all the details so they were ready for the question. Either way, we guarantee engaged users.

The campaign was so successful, Scott repeated it twice more for a total of 6000 views in three months.

These viewers could see exactly how HEGS works, and why they are more useful than regular pegs.

HEGS is now a success story, being sold in Woolworths stores and online.

HEGS was also displayed at various trade shows including the Sydney Home Show, the Better Homes & Gardens Show, plus various other camping and homeware shows. The cumulative effect of engaging with customers on both a digital and physical level allows for two forms of engagement whose total is greater than the sum of their parts.

HEGS increased awareness of the brand and successfully involved their audience with their product. HEGS is now evolving to many new laundry products like the EcoDry clothesline, all under the banner of making laundry easier.



# WHY IT WORKS

The majority of consumers prefer to receive information in the form of video or visual content. This is for several reasons; it's dynamic so we find it more entertaining and engaging, and in the case of videos that use human images and voices, we connect to them more easily. It's no wonder research has shown video content can increase the rate at which leads convert to customers by up to 86%.

Videos are also a great way to show how your product is used, or to demonstrate a service. This is particularly useful in helping your target customers visualise themselves interacting with your products or your business.



# DOWNLOAD CAMPAIGNS

---



## CASE STUDY:

# HAYHOUSE



### The Challenge

- Hay House wanted to increase exposure for an upcoming event that they were hosting in 5 locations across Australia.
- Good exposure and ticket sales at Hay House events results in more sales in their online store.
- They created a PDF promoting the upcoming event with Eckhart Tolle.

### The Result

Over 1000 downloads and engagements with their active PDF!

After quickly creating a business profile with Screen Dopamine, Hay House promptly uploaded the PDF and selected a download campaign.

The PDF not only advertised the upcoming wellness workshop with Eckhart Tolle, it also prompted users to click through to their website to book tickets or find out more information.

Within the first week of their campaign, Hay House achieved over 500 downloads. By the time the campaign was over they had achieved over 1000 views of the PDF.

Their verification question asked “Where will Eckhart Tolle be touring in Australia 2017?”, of which all 1000 respondents answered correctly.



# WHY IT WORKS

---

By Designing an active PDF, Hay House allowed for users to engage with various different outcomes. There were various links within the PDF designed to send the users to various different website pages and locations. For other businesses with products rather than services, this style of campaign would also work brilliantly with the distribution of a catalogue. On Screen Dopamine, image-based campaigns can be built using PDF or JPEG files.

It's believed that 65% of people are visual learners. Image based promotions are an attractive way to advertise your business because they grab the attention of your audience more rapidly than words alone, and enable them to take in information much faster. With that in mind, it's no wonder why Pinterest generates around 41% of e-commerce traffic compared to the 37% achieved by Facebook.



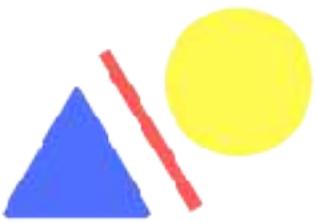
# SURVEY CAMPAIGN

---



## CASE STUDY: PHIL OAKMAN MINIMUS

---



# MiNumus

### The Challenge

- Start-up business MiNimus needed to gather data for their proof of concept.
- Gathering Data proved to be a difficult task without an existing customer base.
- Facebook and Survey Monkey produced no results at a high price.

### The Result

- Screen Dopamine secured 150 completed surveys in a single week.

As a start-up business, MiNimus was met with a major challenge. They needed to engage an initial target market, collect meaningful data and acquire new customers.

Their chosen method to do this was a short survey, though getting people to fill it out proved difficult.

Owner Phil ran a Facebook campaign to get customers to fill out his survey, created with Survey Monkey.

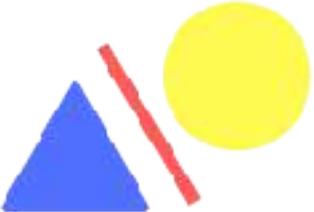
He spent \$20 on a week-long campaign with Facebook, attempting to acquire completed surveys. The Facebook campaign netted 3000 impressions and 0 completed surveys.

Survey Monkey could guarantee 150 responses, but to reach an Australian audience the cost was \$864.50 (\$5.83 per survey).



## CASE STUDY: PHIL OAKMAN MINIMUS

---



# MiNumus

So, Phil turned to Screen Dopamine to try Engagement Marketing. He signed MiNimus on for the minimum 4 week campaign that guaranteed his survey to have 150 engagements at \$3 per day (\$99 total).

Within the first week with Screen Dopamine, Phil was provided with the promised 150 completed surveys along with detailed demographic data from respondents.

To ensure the engagement of users, Screen Dopamine posed an additional verification question asking users where to go to find out more about MiNimus; directing them to the website.

Survey questions were aimed at figuring out whether consumers thought their home loan rates were reasonable, hard to change, and if they were interested in a service to help them switch.

The most exciting results for Phil was the outstanding feedback that yes, people were interested in the financial services he offers through MiNimus.

For the price of \$99, Screen Dopamine guaranteed and delivered completed surveys for MiNimus. On top of this Phil was provided with detailed data such as household income and home ownership.

High engagement at such a low price is just not possible through conventional social media channels.



# WHY IT WORKS

---

Online surveys are a quick, simple and tremendously effective form of DIY market research, and are scalable to suit any business no matter how large or small. While inexpensive to create, surveys provide invaluable insight into the demographic, characteristics and opinions of your ideal customers. This not only helps you shape your business to cater for their tastes, it enables you to design your future marketing campaigns more effectively.

You could use a Screen Dopamine survey campaign to rate customer perception of your business, ask for feedback on your website, or find out more about the tastes and preferences of your target buyers in order to refine your online store or increase sales.



# WEBSITE TRAFFIC CAMPAIGNS



## CASE STUDY

# ALEXI ALL THE DEALS

---



### The Challenge

- All The Deals needed engaged traffic and exposure to their website.
- The company aggregates deals from Groupon etc. on a single website, working as a portal for online deals.
- They need visitors to sign up for an account as they earn commission from active users.

### The Results

- Screen Dopamine ran a website engagement campaign, resulting in over 300 engagements in the first week.

Screen Dopamine ran a 4 week link campaign to send users through to All The Deals' website.

In the first week, over 300 users came through to the website. The Screen Dopamine verification question ensured all 300 were prompted to access the All The Deals website.

To set this up, Alexi simply accessed the Screen Dopamine website, created a business profile, and created a 4 week link campaign at the budget that suited him.

Not only did Alexi achieve engaged traffic to his website, he was also provided demographic data that he could not have acquired through other social marketing channels.

He found that 32.2% of users who clicked through to the website were casual or part time workers.

This information, along with marital status, household income and personal interests gave Alexi valuable insight into his audience that he could use to optimise his website, **SEO and SEM.**



# WHY IT WORKS

Website traffic campaigns are one of the simplest and most universal formats you can choose to advertise your business on Screen Dopamine. Plus, it's likely that you already have the content you'd like to use to connect with the audience available -so there's minimal costs involved creating a campaign. The money you save on advertising can then be channeled into providing more attractive incentives to the customers you want to connect with.

Website traffic campaigns don't have to be limited to link clicks; they can also be used to increase newsletter signups allowing you to gather contact information about prospective leads, or to encourage customers to leave online reviews of your business.



# START USING SCREEN DOPAMINE!

---

These are just a few examples of how you can advertise your business using Screen Dopamine campaigns. In reality, There are no rules to how you shape your campaign - it's all about making it work for you and your customers. Because campaigns are so easy to initiate and affordable to experiment with, you can practice all different formats; making your audience as broad or as narrow as you like, changing incentive amounts and playing with your target demographic criteria.

If your business has yet to take advantage of Screen Dopamine, or if you'd like to know more about how it all works, sign up for free today. Simply visit:  
[www.screendopamine.com.au/business](http://www.screendopamine.com.au/business)

Also, if you want to learn more about matching your marketing campaign to your demographic, be sure to check out our blog.

