



# Inspired Incentives

## Grabbing Mindshare in a Competitive Incentive Market

**Author: Ben Griffith**

When it comes to performance incentive programs, two is a crowd and three is a crisis. One of the biggest reasons why incentive programs fail is because they fail to stand out from the many other performance incentive programs being offered. For this reason, it's crucial to out-market the competition early and often if you want to win over the audience.

In order to grab mindshare in a competitive sales incentive market, here are five tips to create stand-out marketing for your incentive program:

### **Tip #1: Create a Multi-Part Marketing Campaign That Lasts All Year**

- The most effective performance incentive programs engage in an ongoing conversation with their audience. View your marketing program as a year-long process rather than a once-a-year push and you'll increase participant engagement as well as attract new participants throughout the year.

### **Tip #2: Know Your Audience**

- Just as in any successful marketing plan, you need to know your audience: their likes, dislikes, demographics, ages, etc. The more you know about your audience, the more effective your marketing will be.

### **Tip #3: Craft an Engaging Message**

- This is an offshoot of #2: once you know who your audience is, talk to them in their own language. Would they be more interested in an iPad or a family vacation to Disney? Marketing is mostly an emotional connection, so choose words that engage their interests.

### **Tip #4: Keep Your Campaign Clean and Concise**

- Clutter has no place in a marketing campaign. Keep your marketing clean, simple, and straight to the point. For example, make sure that program rules are easily understood (ask people outside of your organization to review and provide feedback - perspective is helpful). Marketing messages should focus on key benefits/rewards rather than getting bogged down with a laundry list of possible prizes.

### **Tip #5: Stand Out Creatively**

- In this day and age, no one is a stranger to marketing, so you'll need to up the "wow" factor to grab your audience's attention. This is the time to get in touch with your creative side, or with a creative support team, to really make your marketing stand out in the crowd.
- Armed with these five tips, your marketing will sing the praises of your incentive program loud and clear—and over the voices of your competition.

How's that for an incentive to improve your marketing?

**To learn more about how incentive programs can make the difference for your company, contact TIMBR - HMI!**