

## Increase Social Followers

**Reach-In** real-time internet interactions can help increase your social followers in popular social networks like facebook and twitter.



CNET Report on Friskies Plus Playhouse facebook Campaign, using Reach-In technology for live cat playtime fun to increase fan base.

When you engage Reach-In for a unique marketing campaign or event, web traffic to the interactive website can be converted into increased followers by implementing 'fan-gate' strategies for your preferred social network.

### Fan-Gates

It is possible to implement 'fan-gates' or 'entry pop-up screens' that ask the user to either 1) 'like' you on facebook, or 2) follow you on twitter or 3) complete a simple questionnaire that collects email addresses and other customized metrics.

The traditional use of the fan-gate asks a user to complete this action before they can access a certain webpage for unique information / activities.

Within the Reach-In application, we allow you greater versatility for the precise point at which a user is asked to complete one of the above actions. This positioning of the fan-gate can vary dependant on the end-goal of your campaign. We suggest 4 methods to engage users within your social network, but are willing to discuss options beyond these.

Method	Status	Benefits	Negatives
<b>1) Fan-Gate First Show</b>	Mandatory	<ul style="list-style-type: none"> <li>Provides the largest increase in social followers</li> <li>Adds an element of the 'exclusive club' to the interaction.</li> </ul>	<ul style="list-style-type: none"> <li>Restricts visitor numbers or viral spread of the campaign as the site excludes people who have chosen not to sign up with the fan-gate social network.</li> <li>Requires a good promotional video to entice people to join in the fun.</li> </ul>
<b>2) Fan-Gate before live interaction</b>	Mandatory	<ul style="list-style-type: none"> <li>Increases social followers</li> <li>Let's users see what they are 'liking' before they complete a fan-gate request.</li> <li>Allow passive viewers to share the webpage link even if they don't want to sign-in to play themselves.</li> </ul>	<ul style="list-style-type: none"> <li>Excluding people from live-play who have chosen not to sign up with the fan-gate social network.</li> </ul>
<b>3) Post-play Fan Request</b>	Voluntary	<ul style="list-style-type: none"> <li>True fans acquired, as they want to follow having enjoyed the interaction.</li> </ul>	<ul style="list-style-type: none"> <li>If only method, at launch at times of long queues, a user may never see this request.</li> </ul>
<b>4) Passive Fan Action</b>	Voluntary	<ul style="list-style-type: none"> <li>True fans acquired.</li> <li>Can follow without having played themselves – at launch when queues can be very long this is important.</li> </ul>	<ul style="list-style-type: none"> <li>Needs to be designed well, for attention to be drawn to the links, otherwise may rarely be 'clicked'.</li> </ul>

### Method 1) Fan-Gate First



When the webpage first loads, the Fan-Gate appears and to access play a user must complete the fan-gate request before the interactive page loads. At page load, the user will see is a still image under the fan-gate giving a 'teaser' to what they are accessing.

### Method 2) Fan-Gate before live interaction

Interactive web-page loads and users can see the live action and chat by other players, click on links and instructions to fully understand what is happening. At the point the user wishes to interact too, then the Fan-Gate appears requesting a positive response before a user can get in queue to play or starts live chat.



Example of post-play pop-up window with the Fan Request highlighted, but not mandatory.

**Questionnaire**

Please fill out this one time questionnaire to help us continually improve the iPetCompanion interactive website.

Email Address:  Note: Your email is only used if you would like to join the chat forum to chat with other users. We do not use your email for any other purposes, please read our [Privacy Policy](#) for more information.

Your Age:

Your Gender:  Male  Female

What type of pets do you have:

- Dog(s)
- Cat(s)
- Other
- None

Example of a Fan-Gate before live interaction; questionnaire appears at first play attempt, once completed, it will not show again.

### Method 3) Post-Play Fan Request

Fan-Gate appears in a pop-up window at the end of Live Play, this is voluntary to click. Top right image shows a sample of this by KONG with iPet Companion.

### Method 4) Passive Fan Action

Links to Company Social Networks are shown on the interactive web page, creating easy one-click links if a user wishes to follow a page / account or share the website. Voluntary.

### Facebook integrated applications

We are aware that facebook allows applications to launch inside of facebook, as a tab in a company page. With the current timeline format, tabs can not be set as landing pages, therefore restricting the usefulness of marketing campaigns in facebook as a draw for new fans. Due to the ever-changing nature of facebook, to which there is little or often no warning to ourselves as developers, we will not integrate our interactive applications within facebook itself.

Our priority is to give clients a stable and successful interactive platform under which we have complete control to provide the best service. Integrating the social network widgets into a stand-alone web page to house the live interactions is the only stable on-going solution for advance campaign planning and design.

