



12 interactive ideas for your back-to-school and back-to-business marketing

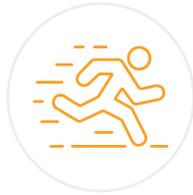


With summer on its way out, it's now time to think about your back-to-school and back-to-business marketing actions. How to get your business back on track after the summer? Well, we might have an idea. To stand out from the crowd during this busy season, why not include a bit of interactivity in your marketing strategy this year?

To help you capitalise on back-to-school and back-to-business, we've gathered **12 interactive marketing ideas** to engage, grow and qualify your digital audiences. Get inspired now!



BACK-TO-SCHOOL



BACK-TO-SCHOOL RUNNER

This summer, we launched a brand new format: **the runner game**. It's fun, engaging for your audience and it will help you increase the time spent on your channels. Beyond the basic runner mechanics, you can customise the scene, the protagonist, the obstacles and the music to make the game even more fun and give more visibility to your brand.



TRY IT LIVE NOW ON OUR BLOG!

Jump to avoid the chairs, catch the apples and keep running.

WANT TO BUILD YOUR ENDLESS RUNNING GAME?

CONTACT US

www.qualifio.com



BACK-TO-SCHOOL



THE ULTIMATE "WILL PASS OR WON'T?" QUIZ

Engage your Internet users with a quiz, "*would you graduate?*". Ask them different questions to test their knowledge and display social buttons at the end of your quiz to enable them to share it online and increase your brand awareness. You can even offer a gift or a branded diploma to the one who succeeded. Add a timer and make your quiz more engaging by daring players to break a record time!

ARE YOU GRADUATING THIS YEAR?

Question 1 / 40

Who said: "I think; therefore I am"?

NEXT QUESTION



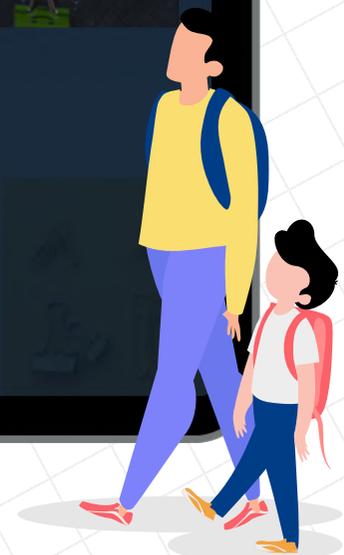
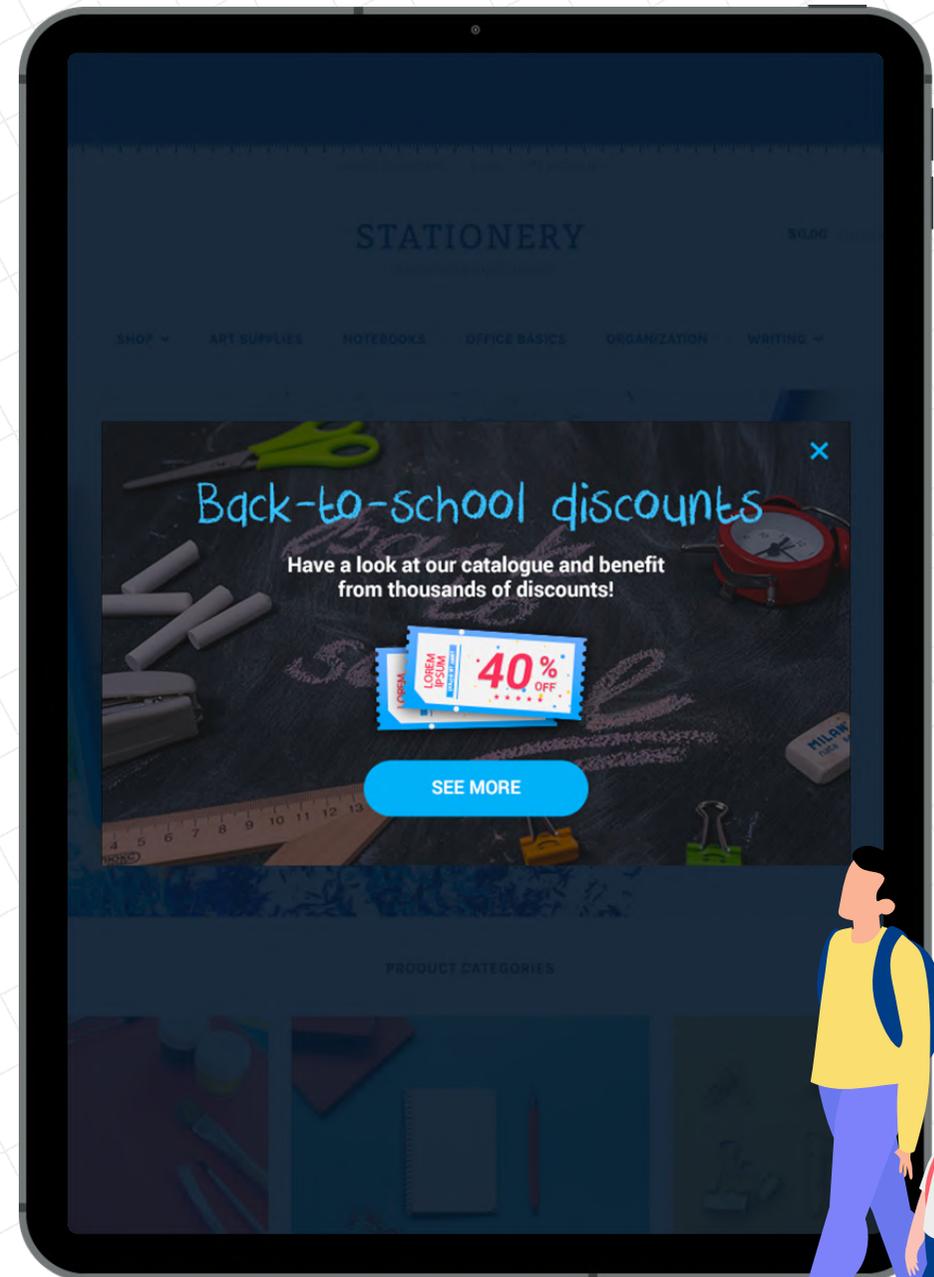
[CHECK THE ENTIRE SUCCESS CASE HERE](#)

BACK-TO-SCHOOL



POP-UPS FULL OF DISCOUNTS

Using **pop-ups** is an excellent way to catch your visitors' attention and convert them into leads with product discounts, for example. You can also use it as a way to drive more traffic to a specific page. Don't forget to give your visitors a clear call-to-action and display your pop-up at the right time, on the right page. If you need more inspiration, discover **6 pop-up campaign examples to boost your database.**



BACK-TO-SCHOOL



BACK-TO-SCHOOL MEMORIES

Do you remember the day when you went to school for the first time as a child? You (or more probably your parents) still have pictures of you ready to meet your friends after two long months of Summer, right? This is precisely the **photo contest** we thought about to engage your audience in September. Encourage Internet users to share their memories in pictures. Make your community vote for their favourite one and reward the winner with a back-to-school gift.

You can even launch a contest asking your community to reproduce an old picture of them or their parents going back-to-school. It's up to you!



BACK-TO-SCHOOL



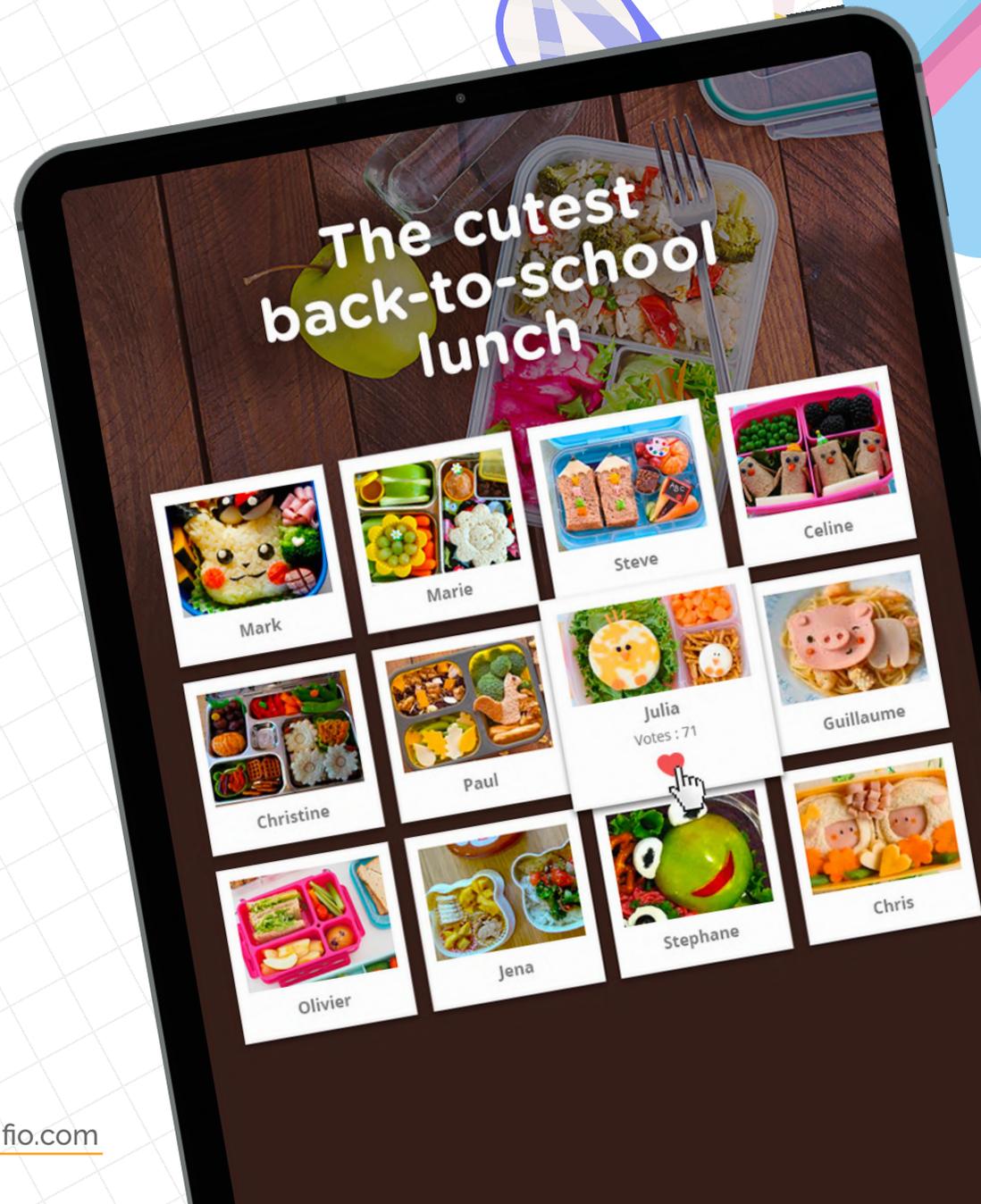
FOOD LOVERS CONTEST

It's time for fun and healthy back-to-school lunch ideas! You can either create a **photo contest** asking users to share the back-to-school lunch they prepared for their children or create an interactive gallery with original lunch ideas and recipes. The perfect campaign to make the parents and the kids of your audience happy.

FOR QUALIFIO USERS:

You can customise even further how your photo, video and text galleries look thanks to a total of 8 different available layouts.

[CHECK THEM OUT HERE](#)



BACK-TO-SCHOOL



SUMMER VIBES

And a last **photo contest** for the road: the revisited summer pictures contest. Use this photo contest to make your community discover beautiful places in your country and promote local tourism. Ask Internet users to share a picture of the most beautiful place in their country they've visited this summer and offer to the one with the most votes a weekend for two. The perfect opportunity to promote your offers or the one of your partners.



Summer photo contest

The most beautiful places you visited this summer in your country

S U M M E R



Mark



Marie



Steve



Celine



Christine



Paul



Julia

Votes : 71



Guillaume



Olivier



Jena



Stephane



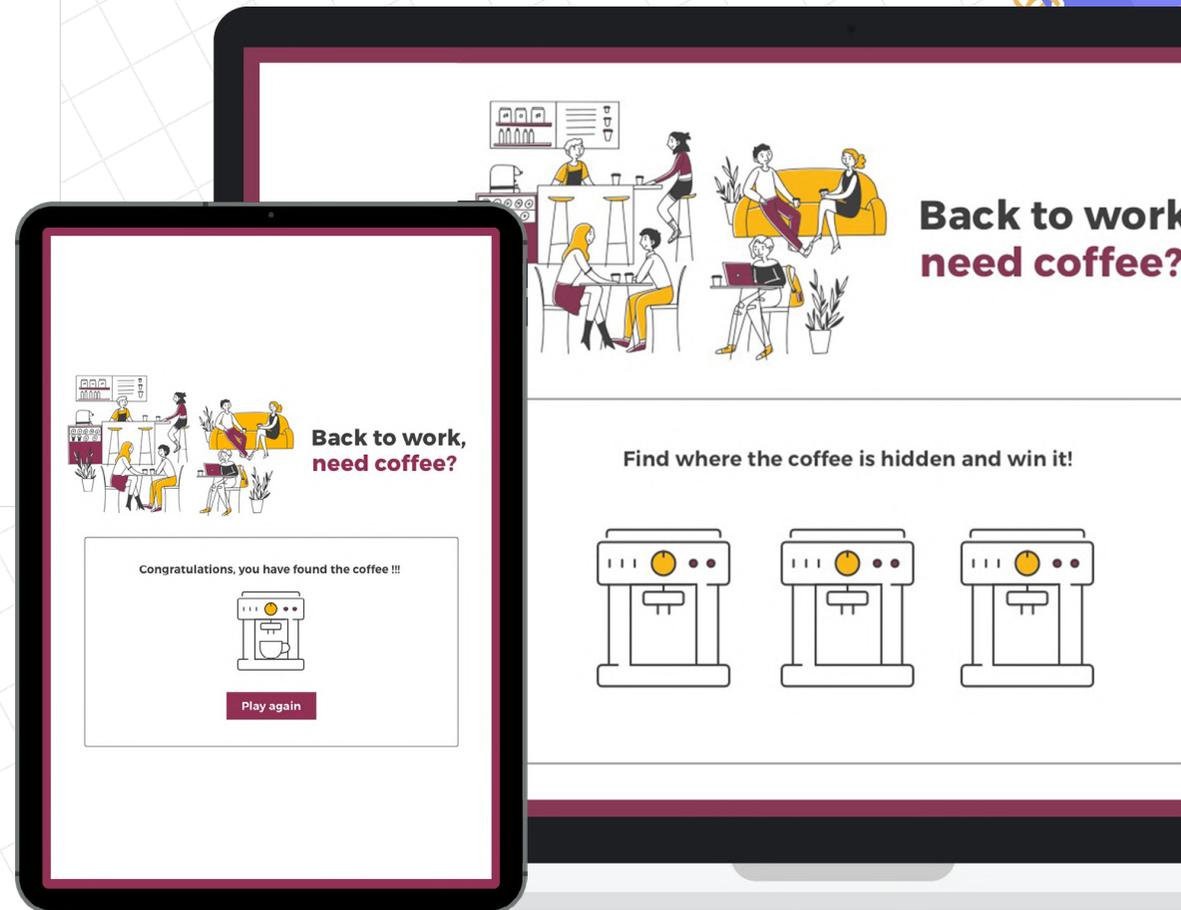
Chris

BACK-TO-BUSINESS



COFFEE TIME

We all know how coffee is vital at work. Offer your Internet users the opportunity to win coffee for their office. How? With a **shell game** published on your Facebook page, website page or a dedicated mini-site. Display three coffee machines and ask participants to click on the machine behind which they believe the coffee is hidden. Each time they play, the prize is placed behind another machine so it can go on forever!



BACK-TO-BUSINESS



THE CALENDAR OF THE MONTH

Due to the current circumstances, we thought it would be interesting to keep your audience informed of what kind of activities or events are still allowed. You could, for example, create a **calendar** with all the events permitted and not to be missed in September. Behind each box, insert a link redirecting to a page with more information about the event in question, on your website or the one of the organiser. It's the perfect opportunity to collaborate with brands and partners and offer them an original way to showcase their events.

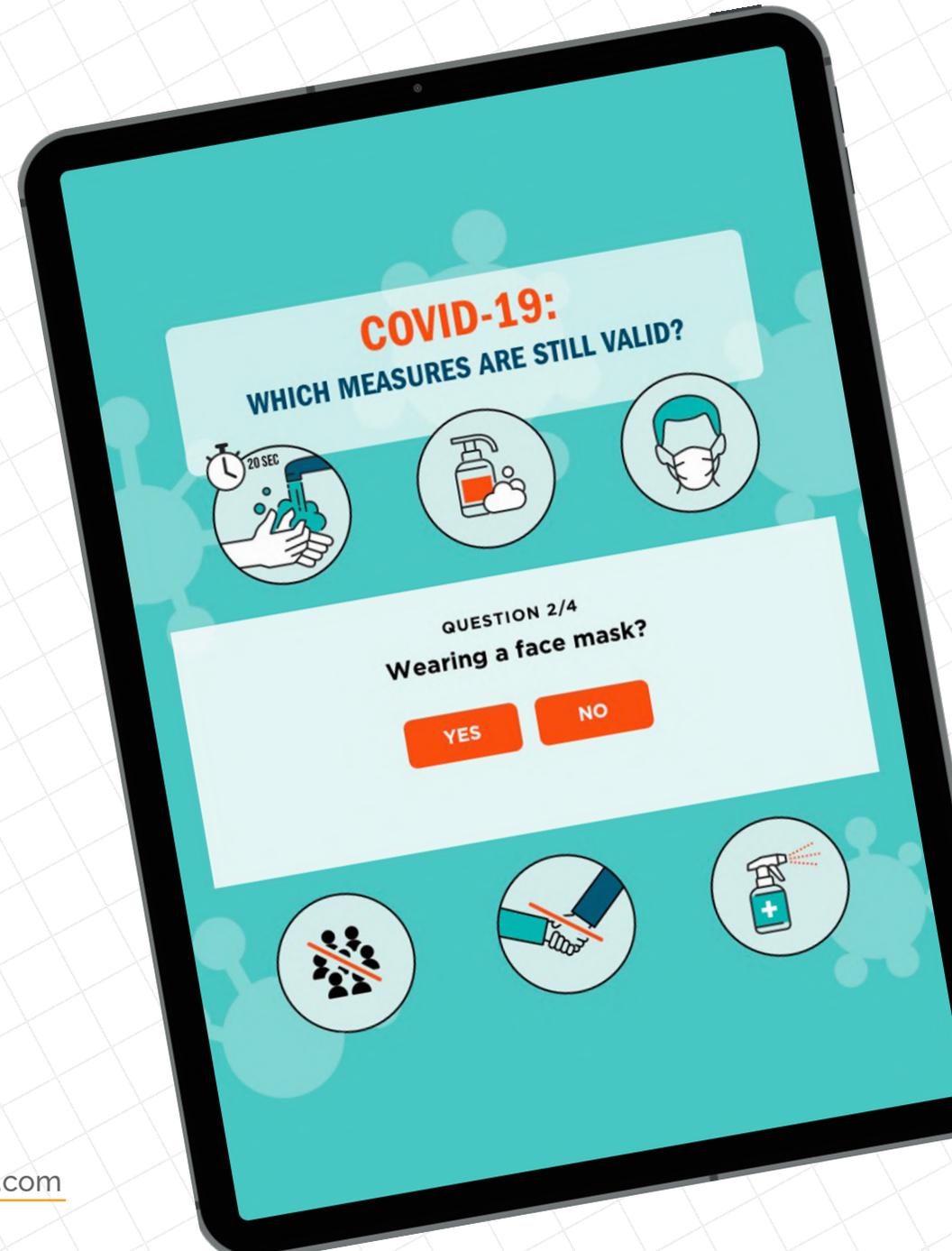


BACK-TO-BUSINESS



THE COVID-19 QUIZ

In September, we don't know if face masks will still be mandatory and what the security measures will be. To keep your audience informed, you can create a quiz around COVID-19 new rules. You'll test your users' knowledge in a fun and original way while providing them with helpful information. To encourage them to come back to your channels, you could even update the quiz every week based on the news and invite your audience to try it again to see if they are well aware.



BACK-TO-BUSINESS



PREPARE YOUR OUTFIT

What to wear for your first day back at work after the pandemic? Are you more casual-chic? Streetwear style? Or formal? Use the **swiper** format to create a personality test and help your users to prepare their back-to-business outfit. Ask them to swipe right for the looks they like and left for the ones they dislike. Display at the end their entire look with coupons to purchase it online. If you're a clothing brand it's an excellent opportunity to showcase your new collection or specific pieces.



BACK-TO-BUSINESS



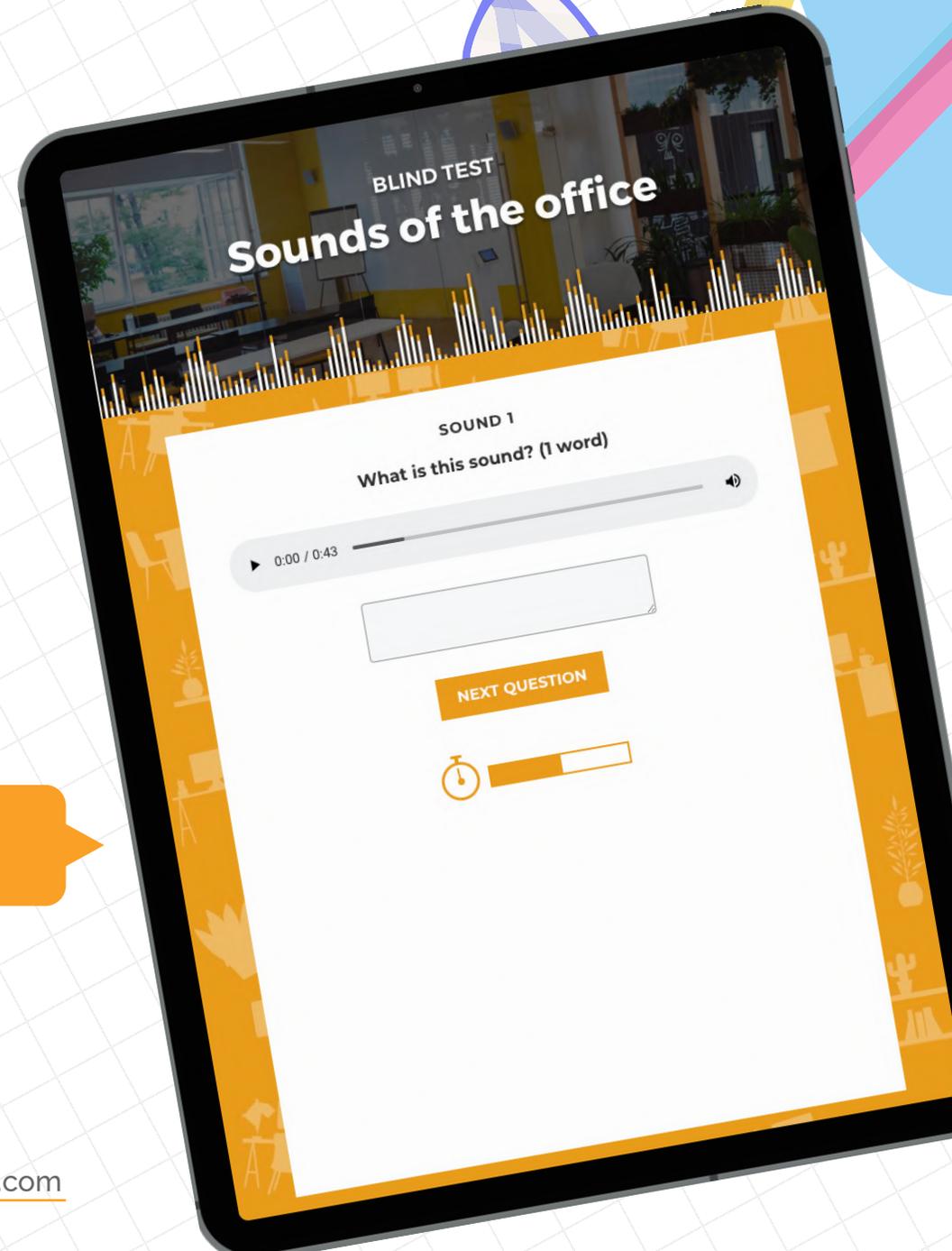
OFFICE SOUNDS BLIND TEST

Based on the idea of Red Pipe and its campaign "*The Sound of Colleagues*", we've imagined creating a **blind test** with all the sounds you can find in an office. Participants have to listen to the different sounds and find what it is, either among the given proposals or by typing the right answer. For more challenge, you can add a time limit.



The live campaign is available on our blog article.
TRY IT NOW!

www.qualifio.com



BACK-TO-BUSINESS



ECO-FRIENDLY CAMPAIGN

Why not take advantage of this period to encourage your audience to be more eco-friendly? We've imagined a simple quiz in which participants would need to guess what goes in which rubbish bin, by clicking on it. After every answer, display a justification message to help participants avoid making mistakes.

The live campaign is available on our blog article.

TRY IT NOW!



WHICH RUBBISH GOES WHERE?



Where would you put this rubbish?



Plastic Bin



Glass Bin



Normal Bin

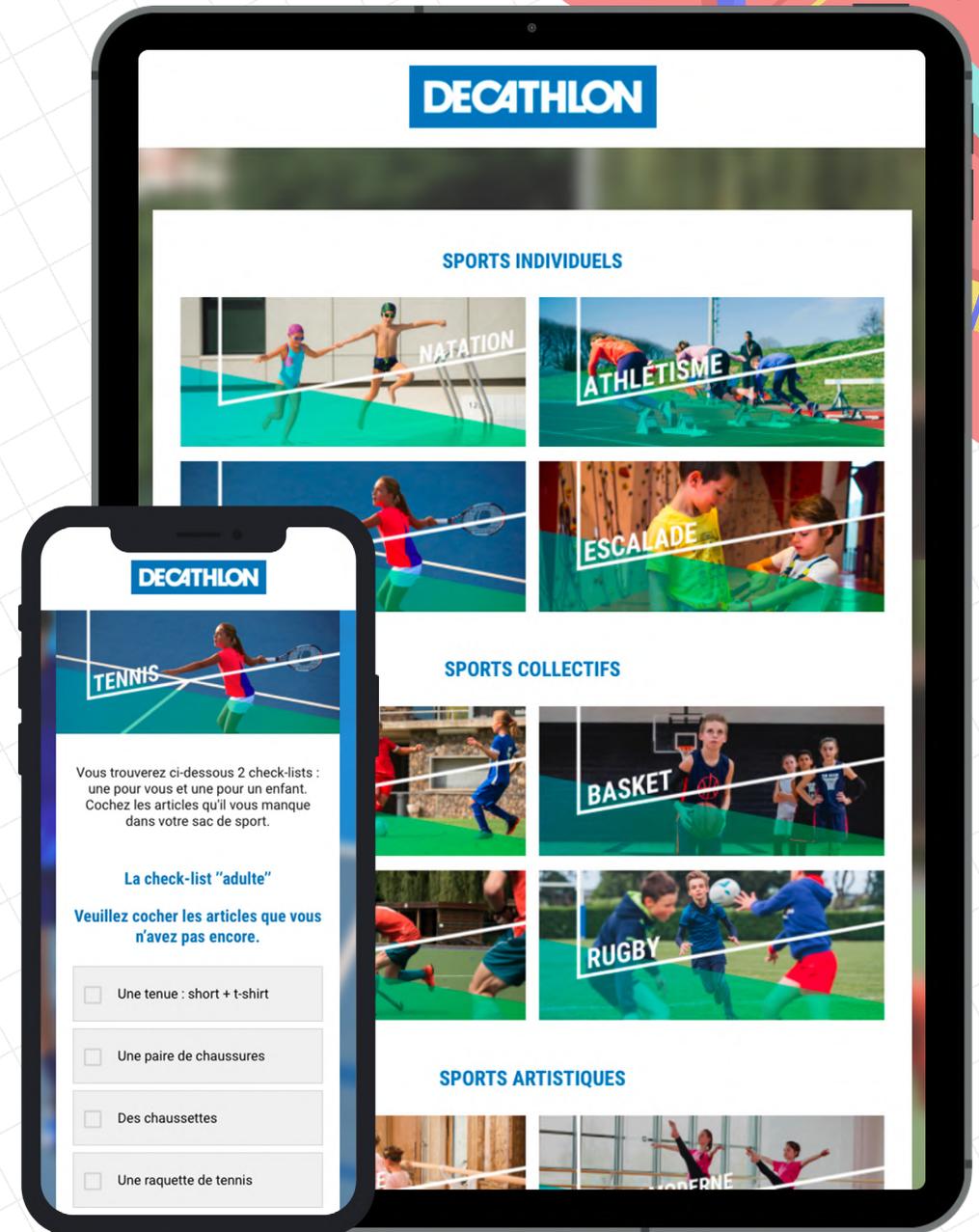
BONUS



DECATHLON'S CHECKLIST

To help its consumers prepare their sports bags for back-to-school, the French sporting goods retailer Decathlon created 12 **checklists**. Each of the lists was dedicated to a particular sport (football, hockey, basketball, dance, etc.) and included the essential items to have with you, both for adults and children. Consumers were asked to check the sports items they did not yet have.

Based on their answers, Decathlon displayed a link directing consumers to the right page on its eCommerce to have the opportunity to make their purchases. An original way to promote your products while offering useful content to your audience.



What is Qualifo?

Qualifo is the leading SaaS in Europe for interactive marketing & data collection. It allows you to easily create and publish interactive content (quizzes, personality tests, polls, and 50+ other innovative formats) on all your digital channels, and to collect data on your audiences to better engage, qualify, segment and monetise them.

How does it work?



CREATE

Choose your interactive campaign and customise it without any extra development.



PUBLISH

Easily publish your campaign on your websites, mobile apps, social networks or on a dedicated minisite.



COLLECT DATA

Run GDPR-compliant data collection campaigns thanks to a set of dedicated features.



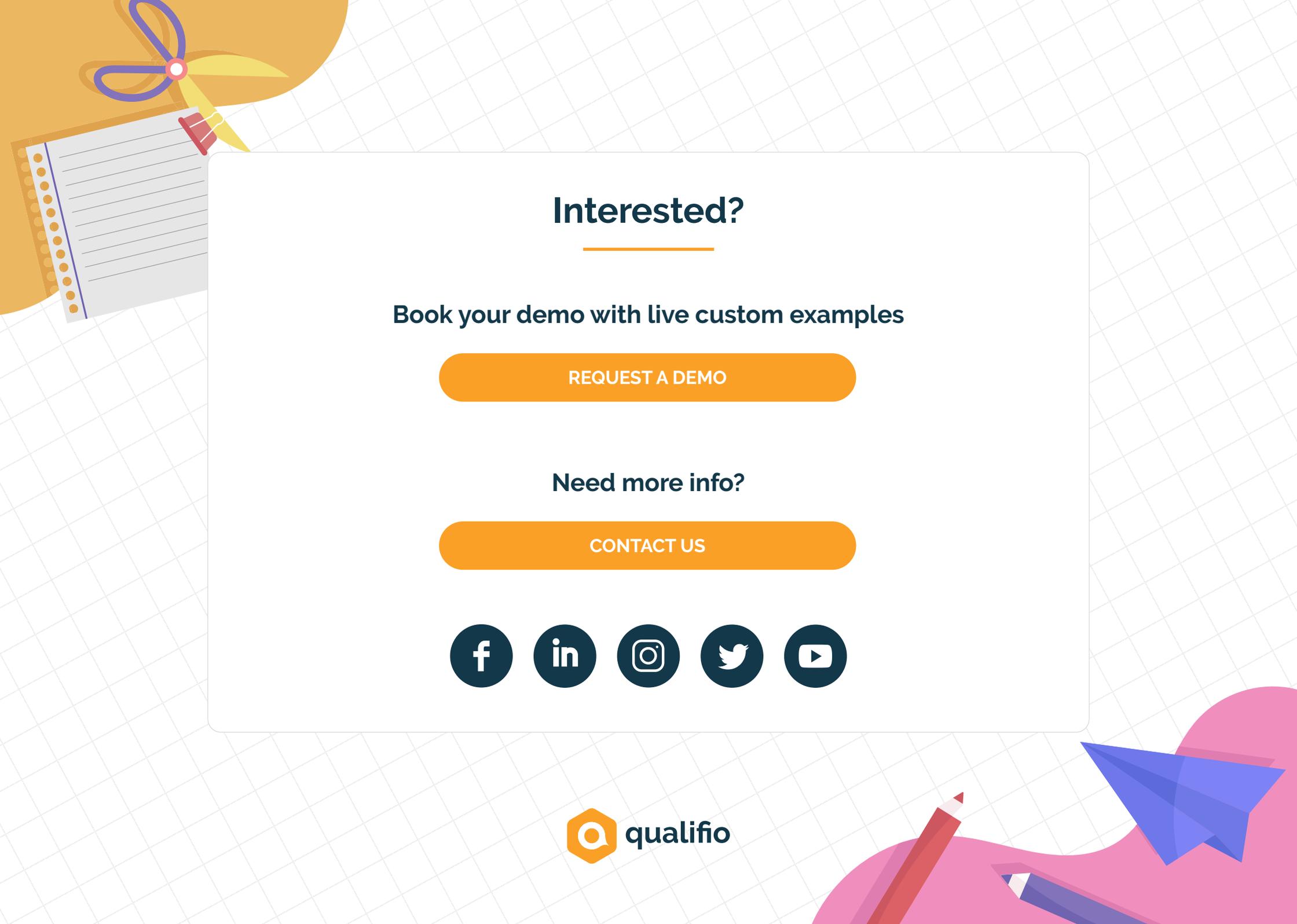
GET RESULTS

Visualise and extract profiles collected and campaigns statistics in real time.



SEGMENT & MONETISE

Connect the platform to your marketing & data tools (CRM, DMP, SSO, email, automation, Analytics, etc.).



Interested?

Book your demo with live custom examples

REQUEST A DEMO

Need more info?

CONTACT US

