PUSHME APP

Gamification System

Turn Your Fans into Active Promoters

The meritocratic gamification system that rewards real support.

In the digital age, artists struggle to convert streams into meaningful fan relationships. **PushMe App** solves this by creating a **gamified ecosystem** where fans earn **PushPoints** for completing valuable actions that directly support the artist's career.

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Fan Actions + PushPoints = Measurable Growth
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How the System Works

PushPoints: The Internal Currency

PushPoints are the **internal currency** of the platform. Fans earn them by completing tasks set by artists, and can spend them on exclusive rewards like merchandise, unreleased tracks, meet & greets, or concert tickets.

1 Action = X Points = Real Value

- **Meritocratic:** Only active support is rewarded—no bots, no fake engagement.
- **Customizable:** Artists set point values based on action difficulty.
- **Trackable:** Every action is logged and verifiable via API integrations.

Leaderboards: Healthy Competition

Fans compete on **public leaderboards** to prove who is the #1 supporter. This creates social proof and encourages organic word-of-mouth promotion.

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CAMPAIGN TYPES

Simple Fan Actions

Quick, one-click actions that fans complete to earn points. Artists can create unlimited campaigns with custom instructions.

Streaming Campaigns

Goal: "Pre-save my new album on Spotify"

Verification: Spotify API checks library saves (auto-verified)

Reward: 50-100 PushPoints

Social Media Tasks

Goal: "Share my new video on Instagram Stories"

Verification: Fan uploads screenshot (manual review)

Reward: 20-30 PushPoints

UGC Campaigns (User-Generated Content)

High-value campaigns where fans create original content promoting the artist. Perfect for viral marketing and authentic engagement.

Example: TikTok Dance Challenge

- **Instructions:** "Create a TikTok using my new song + tag @myartist"
- **Submission:** Fan uploads video link + proof
- **Review:** Artist approves/rejects (quality control)
- **Reward:** 200-500 PushPoints (higher value = higher effort)

The Reward Catalog

Artists create their own **reward store** where fans spend earned points:

Digital Rewards

Unreleased tracks, exclusive stems, behind-the-scenes videos, custom shoutouts.

Physical Rewards

T-shirts, vinyl, signed posters, meet & greet passes, concert tickets.

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ADVANCED USE CASES

Live Event Gamification

Connect digital engagement with real-world attendance:

- **QR Check-In:** Fans scan QR codes at concerts to earn bonus points (geo-fenced for anti-fraud).
- **Exclusive Rewards:** "Attend 3 shows = Unlock backstage pass" mechanics.
- **Venue Partnership:** Venues can create their own reward catalogs (free drinks, VIP access).

Pre-Release Hype Campaigns

Build momentum before a release:

- **Phase 1:** "Pre-save the album" (1 week before) ’ 100 points
- **Phase 2:** "Stream on day 1" (release day) ’ 50 points
- **Phase 3:** "Add to your playlist" (week 1) ’ 75 points

Result: Coordinated fan mobilization = Chart success + algorithm boost.

Playlist Pitching Automation

Turn fans into playlist advocates:

- **Action:** "Message this curator on Instagram with a personalized pitch"
- **Tool:** Artist provides pre-written template + curator contact
- **Scale:** 100 fans = 100 targeted pitches = Higher placement odds

Why This Works

Traditional marketing relies on paid ads or unpredictable algorithms. PushMe creates a **direct, measurable, and scalable** system where every fan action is tracked, rewarded, and optimized. Artists gain full control over their growth strategy.

Ready to Transform Your Fanbase?

Book a demo to see the gamification system in action. Learn how to launch your first campaign in under 5 minutes.

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