



Connecting Business Goals to Influence Applications

Goals	Audience			
	Employee	Vendor	Sales/Distribution Channel	Consumer
Awareness/Brand Building	Logo Catalog Company Store		Communications Product Brochures	Logo Identified Merchandise Event Marketing Consumer Thank-you Programs
Loyalty/Retention	Recognition Service Awards Peer 2 Peer Recognition Meetings/Events		Recognition Event/Hosting/Entertainment Group Travel	Loyalty Point Programs Consumer Thank-you Programs
Education	Training Learn 'N Earn	Event Marketing	Training Learn 'N Earn	Direct Marketing (online/offline) Event Marketing
Innovation	P2P Recognition	Community Initiatives	Recognition Incentive	Community Initiatives
Recruitment	Referral	Referral	Referral	Referral Programs
Profit/Revenue Growth	Referral Incentives	Referral	Incentive Recognition	Sales Promotions
Cost Reduction	Wellness Data Management	Recognition	Data Management	Community Initiatives
Quality	P2Precognition	Recognition		