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Learning Series Viral Sweepstakes

How To Grow Your Marketing List and
Get More Customers With
Viral Refer-A-Friend Sweepstakes

www.votigo.com

The Objective



- I want to grow my email marketing list, my social following, and generate leads for my business.

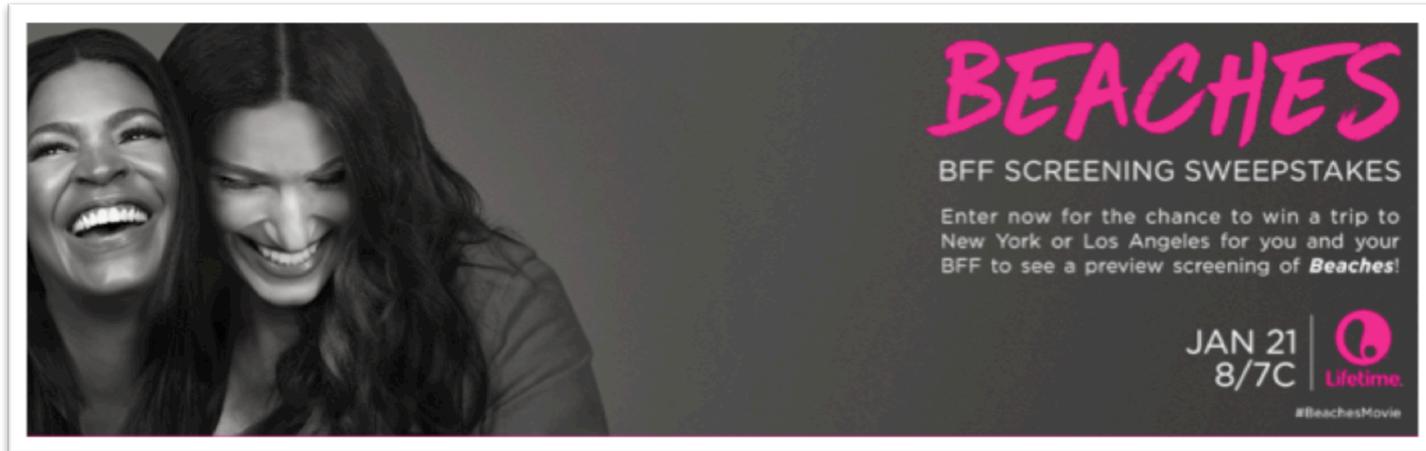
The Solution

- When your campaign objective is to generate leads, increase your social following, and keep growing your marketing email database, Votigo's Sweepstakes applications are a no-brainer.



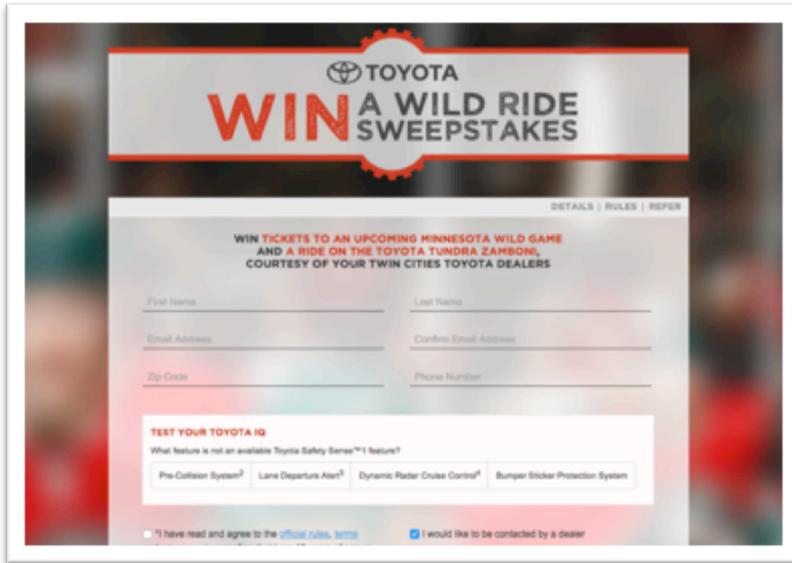
WHY They Work

- Sweepstakes have one of the lowest barriers to entry on the social promotions spectrum. This is because they are super easy to enter, which means you're likely to get a lot of entries.



HOW They Work

- Typically, in the case of a sweepstakes, all people have to do in order to enter is complete a simple registration form. Then, depending on your preference, you can have people come back daily (or at another frequency) to keep entering and increase their chances of winning.



The image shows a screenshot of a Toyota sweepstakes registration form. At the top, it says "TOYOTA WIN A WILD RIDE SWEEPSTAKES". Below this, there are links for "DETAILS | RULES | REFER". The main heading reads "WIN TICKETS TO AN UPCOMING MINNESOTA WILD GAME AND A RIDE ON THE TOYOTA TUNDRA ZAMBORE, COURTESY OF YOUR TWIN CITIES TOYOTA DEALERS". The form includes fields for "First Name", "Last Name", "Email Address", "Confirm Email Address", "Zip Code", and "Phone Number". There is a section titled "TEST YOUR TOYOTA IQ" with the question "What feature is not an available Toyota Safety Sense™1 feature?". Below this are four radio button options: "Pre-Collision System*", "Lane Departure Alert*", "Dynamic Radar Cruise Control*", and "Bumper Sticker Protection System". At the bottom, there are two checkboxes: "I have read and agree to the [official rules, terms](#)" and "I would like to be contacted by a dealer".

Make it Viral for an Extra Boost



- Tack on a Viral Refer-A-Friend feature and you can really see registration numbers skyrocket.
- In this case, each registrant will receive an individual referral URL with their entry confirmation that they can share via email and all their social networks to spread the word (*great news for brand and campaign awareness*).
- And then for each friend that registers through that unique URL, the original person will be rewarded with an additional entry.
- Meanwhile, your registrant list (*and in turn, your marketing database*) keeps growing!

Things to Keep in Mind



- Make sure you have a compelling prize; one that makes it worth people's while to participate.
- Consider where you'd like the sweepstakes to live – Facebook, a standalone microsite, or embedded on your brand's website. Votigo's applications can live in each of these contexts.
- And most importantly, make sure that you promote the sweepstakes on all of your normal communication channels (social media, email marketing, etc.....) to drive people to participate.

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Case Study

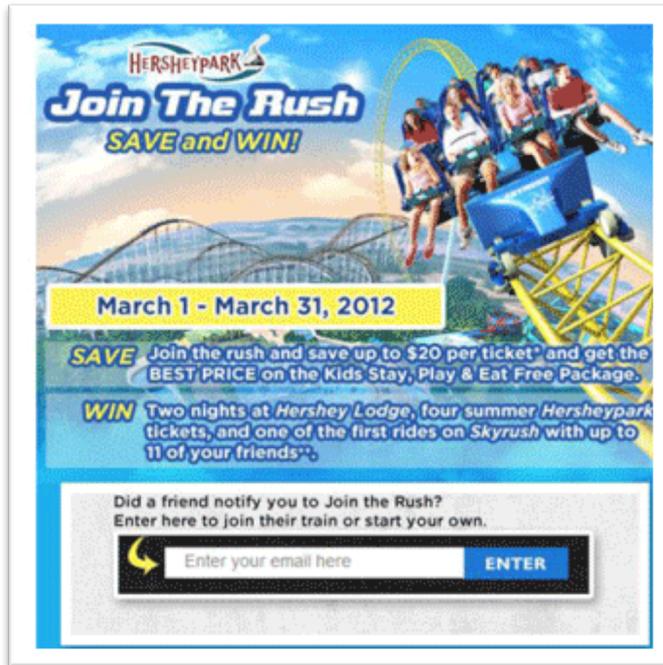


Client Objective



- Hersheypark wanted to build excitement around their latest attraction in a fun and engaging way while simultaneously generating new leads.
- They also needed to drive early-season revenue by encouraging fans to purchase tickets before peak season.

The Activation: Skyrush Sweepstakes



HERSHEY PARK
Join The Rush
SAVE and WIN!

March 1 - March 31, 2012

SAVE Join the rush and save up to \$20 per ticket* and get the **BEST PRICE** on the Kids' Stay, Play & Eat Free Package.

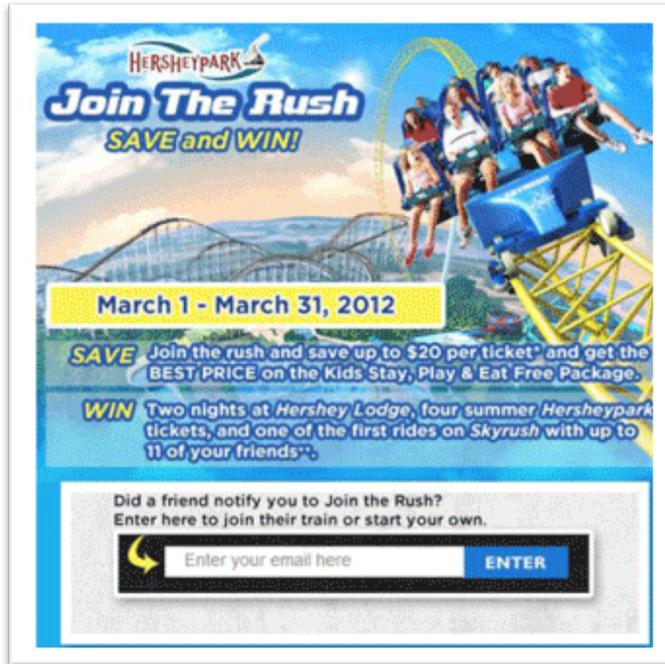
WIN Two nights at *Hershey Lodge*, four summer *Hersheypark* tickets, and one of the first rides on *Skyrush* with up to 11 of your friends**.

Did a friend notify you to Join the Rush?
Enter here to join their train or start your own.

Enter your email here **ENTER**

- Votigo created a Facebook Sweepstakes application that allowed for easy and intuitive participation.
- The campaign included referral functionality that allowed fans to easily share the promotion with their friends and also rewarded the most active fans by offering increasing levels of discounts based on their participation.

Details & Results



- The prize was a 2-night stay at a Hershey lodge, 4 summertime Hersheypark tickets, and the opportunity to be one of the first people to take a ride on the new Skyrush attraction with up to eleven friends.
- Over the course of the 4-week promotion, the Hersheypark Skyrush Sweepstakes generated over 8,000 new leads for the brand to add to their marketing communications database.



Why Choose Votigo?

- Your one-stop shop for Contests & Sweepstakes.
Technology Partner with Professional Services
- 10 years of experience with world-class brands.
- Dedicated Team
Account Manager, Project Manager, Client Success Manager
- Wide array of promotion solutions.
- Ultimate flexibility.
Self-service or Full-service solutions
- Proven scalable platform to keep your customer data secure.



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Ready to Learn More?

Contact us at Votigo.com or 1-800-519-1850
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