



Facebook Timeline:

Guide to Contests and Sweepstakes

JBL Sweepstakes

SHOW YOUR COUNTRY **WIN A VIP CONCERT EXPERIENCE WITH TIM MCGRAW OR FREE HEADPHONES**

SHOW JBL AND TIM MCGRAW WHERE TRUE SOUND QUALITY TAKES YOU AND WIN:
A VIP concert experience plus two tickets to a Brothers of the Sun show OR An autographed pair of Tim McGraw Artist Series headphones from JBL.

UPLOAD PHOTOS, TEXTS OR VIDEOS:
Click Enter Now and show Tim McGraw what country means to you.

ENTER WITH TWITTER OR INSTAGRAM:
Tag tweets or photos with #JBLYourCountry, your state abbreviation or a concert city you wish to attend.

EVERY ENTRY IS YOUR CHANCE TO WIN

HEAR THE TRUTH:
TIM MCGRAW ARTIST SERIES HEADPHONES DESIGNED TO TAKE YOU WHERE ONLY TRUE SOUND QUALITY CAN.

- 20-Axis folding mechanism for easy transport
- Comfort headband allows hours of fatigue-free listening
- Includes 3.5mm to 6.3mm adaptor (1/8" to 1/4")
- Available in black and white

HEAR:

- Increased tonal handling and powerful bass response
- Cradled back design reduces outside noise
- Ultra-reliable 99.99% oxygen-free cable
- Available in black and white

Tim McGraw Artist Series headphones also available at TimMcGraw.com, select Guitar Center and nearest stores.

CobraHead®
The Best Tool in Earth

Home Enter View Entries Roles Invite

All Entries:

- Bill Weeds millets garden by Weeds
- Teaching seed dispersal by Mike
- Lola and Cobrashead by Cobrashead
- Grubs Vets by Shannon
- My life is a beautiful garden by Shannon
- Yuppies from Mac Garden by Shannon
- Two Cobrasheads of the Social by Annelise
- Tim Weeds and Cobrashead by Weeds
- Plants are wonderful! Robert P. Stone by Annelise
- How do you get the weeds in the garden by Katie
- How weeds don't take a chance by Katie

SlimGenics®
BOOST & BOOST!
PHOTO CONTEST

LIKE to start boosting!

- One winner each week (July 6, 13, 20) receives ten 14-packs of Thermo-Boost.
- Grand Prize winner receives a year's supply of Thermo-Boost (twelve 30-packs of Thermo-Boost).
- Each participant will receive an exciting Thermo-Boost offer!

How do YOU mix THERMO BOOST with Life?

WIN a year's supply of THERMO BOOST.

JULY 2ND - JULY 31ST

If you're looking for a way to get Facebook likes, a Facebook contest or sweepstakes is the perfect way to accomplish your goals. Running a promotion on Facebook doesn't have to be complicated – in fact, with the right tools and a little bit of planning, it's pretty simple. The steps below outline how to run a promotion on Facebook so that you can get Facebook likes and grow your audience.

Step 1: Determine Your Objectives

Clearly understanding your objectives will help determine if a contest or sweepstakes is right for you and also what format will suit your needs best. If a high number of participants is your goal, a sweepstakes is probably going to receive the largest number of entries. This is because sweepstakes are easy to enter - for the most part all you need is an email address. If you're looking to really engage your audience, a contest is going to be a better choice for you.

There are many different contest format options to consider. You can allow fans to enter photos, videos, audio files, essays, or a combination of any of those four options. Giving fans the option of entering your promotion in their chosen format will increase your odds of getting more entries.

You'll also need to determine what features will help you meet your objectives. If expanding your social reach is one of your objectives, you'll want to make sure you use the best and latest social sharing features. Also consider what other types of campaigns will complement your promotion and help increase awareness of your contest or sweepstakes – such as a sponsored story or Facebook ad.

Step 2: Outline The Details

Once you've decided on a format, you'll need to decide what type of prize you'll be offering. You'll want to decide this early on and make sure it is a strategic prize. A prize can make or break a promotion. It needs to be worthwhile for the participant to enter, and it needs to be even more worthwhile for them to share your promotion with their friends. Remember, sometimes the best prizes are not the most expensive, but instead are exclusive or limited products and opportunities.

You'll also need to decide how your winner will be selected. If it is a contest, you can let your audience vote on the winner, or you can select a winner yourself. You can allow for multiple rounds of voting with finalists and semi-finalists or you can have one round of voting. Think about how long you want your promotion to run and what will produce the best results for you based on your objectives.

Lastly, decide what user information you'll be collecting. One of your motivations for running a promotion will likely be to collect participant info for later marketing efforts. Decide what information you'll need to administer the contest and ask for other information sparingly. Again, the more you require of the user, the less likely they are going to be to participate, so keep it simple.



Step 3: Follow the Rules

When running a Facebook contest, it's important to follow Facebook promotional guidelines. These guidelines state that "Promotions on Facebook must be administered within Apps on Facebook.com, either on a Canvas Page or a Page App." So, what does this mean? You'll need to either create an app yourself or you need to work with a developer who creates an app for you. You also can't use Facebook functionality as a means to enter a promotion, so "like this post to enter our sweepstakes" is not allowed – the same goes for "upload a photo to our wall to enter our contest." You need to use an app.

In addition to Facebook promotional guidelines, you'll also need to create your own contest rules and make sure that you are in compliance with any state or federal regulations. Consult your legal team to ensure your promotion is following legal guidelines.

Step 4: Design Graphics

Once you've worked out all the details, it's time to design your promotion! Depending on your promotion and what type of app and features you are using this can vary from a simple header graphic to advanced design and customization. Here are the 3 most common types of graphics:

Header/Main Graphic:



The type of app you use will determine the size and layout of your main graphic. This can include a simple banner graphic, or a more detailed and custom design. When designing your graphic, it's important to consider a few elements:

- **Design above the fold:** Above "the fold" simply refers to the space that is visible without having to scroll down a page. This is the most critical part of any webpage design, and is also important to consider with your promotion graphic. Keep any calls-to-action or critical information above the fold so that a user can quickly assess what is required of them.
- **Outline your steps:** Using strong visuals to give a basic outline of what is required to enter your promotion is a great way to utilize your graphic. This allows users to understand the steps required, without having to read detailed descriptions or copy that is included elsewhere on your app.



- **Showcase your prize:** Show users what they'll be getting if they win! This helps reinforce your incentive for getting a user to enter your promotion.
- **Take advantage of the Timeline:** Optimize and design your graphic to be the full 810px wide.

Like-Gate Graphic:



If you choose to like-gate your promotion, you will need to design a custom like-gate graphic, or simply use a like-gate overlay box. If you choose to use a custom graphic, keep these design elements in mind:

- **Use a great image:** This can be the same image or an altered version of the image you are using for your main graphic, or it can just be a related image the complements your main graphic.
- **Use a call to action:** – This is very important because you want to clearly outline what is required of the user to enter your promotion. If you simply have a beautiful graphic and no call to action, the user may be confused and possibly not like your page, or enter your promotion. So, be sure to include instructional text on your like-gate graphic, such as: “like us to enter.”
- **Take advantage of the Timeline:** Design your Like-Gate custom image to be the full 810px wide.



App Icon:



You'll want to reorder your favorite apps on your Timeline so that your promotional app is in a top 4 placement and visible to any user who visits your Timeline. Make your app stand out with a custom icon, and keep these concepts in mind:

- **Keep it simple:** The app icon is only 111 px X 74 px so make the most of it. A simple visual and limited words will help ensure your icon is a standout.
- **Customize the description:** Text is displayed below the app icon, giving you the opportunity to customize your app even further. Use a simple description that will fit in the allotted space, such as "Contest" or "Daily Giveaway".
- **Incorporate words:** You can use a simple call-to-action in your image that will help draw a visitors eyes to the icon. Remember to keep it short and succinct, such as "Enter Now".

Step 5: Launch!

Once your promotion has been outlined and designed, it's time to launch! Make sure to do any user-flow testing prior to launch to ensure that your promotion is as simple and straightforward for users to participate as possible. Once all of the pieces are in place, it time to publish your promotion to your Facebook page and start getting more engagement with your fans!



Step 6: Promote Your Promotion

You need to actively promote your promotion in order to garner entries and votes. This doesn't need to be costly or complicated, in fact – one of the best ways to promote your promotion is by simply posting about it on your Facebook wall. Timely reminders and updates to your existing audience will help ensure that your promotion is a success. Email reminders, social media posts and website mentions are all opportunities to promote your promotion.

You can also promote your promotion directly on Facebook through sponsored stories or Facebook ads. Consider offline advertising as well, depending on your business, this can be a very effective method for increasing entries and creating a unified experience for your fans online and offline.

Step 7: Moderate and Manage

After your promotion has been launched, you need to continue to manage the promotion. How you manage your promotion will depend upon what details and format you've decided upon and also what your ongoing promotional plans are. If you've chosen a photo contest and you are going to pre-screen submissions – you'll need to actively approve and reject submissions throughout each day, or at least once per day. You'll also need to select and notify a winner once your promotion has ended.

Step 8: Use The Results

Running a promotion is a great way to get leads and quality user-generated content, so make sure you use your results. Nurture your new leads with an email campaign or another promotion. You'll also want to find ways to use your entries. Often times when a contest is over the marketer fails to capitalize on the great photos, videos, essays, comments and relationships acquired during the campaign. Instead, create a photo or video gallery of the entries on your website or mix a few quotes into your advertising campaigns. Any of these will strengthen the relationship you've built with your customers and make your marketing more authentic.

Once your promotion has come to a close, you'll want to analyze the results and measure success. Take a look at the promotion as a whole, there may be benefits or successes that you had not anticipated. Perhaps your promotion revealed a new market for your product, or an existing perception of your brand or offering that you were unaware of. Take a look at what content you received from entrants and see if you can glean new insights about your customers. Try and learn as much as you can from the promotion. Find out what worked, and what fell short. Take these lessons with you the next time you run a promotion and build upon your successes, while learning where you can improve your strategy.



Additional Resources:

After reading this guide, you should have a solid foundation to start creating a Facebook contest or sweepstakes. Votigo's software gives you the tools you need to create a promotion in a matter of minutes. You can design and preview your promotion for free and without obligation.

Take Votigo for a test-drive. [Signup for a Votigo account now.](#)

**Looking for something more custom?
Contact Votigo for full-service and custom promotions.**

