

Design Tips for Contests & Sweepstakes Graphics

1 Include Calls to Action

Always make sure to provide a clear call to action so that a user knows what steps to take. This is especially important for like-gates. If you have a graphic and no call to action, the user may be confused and 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."

2 Be Consistent

Using the same visuals and style for all of your graphics will help the user identify your promotion and provide a seamless experience. Using the same graphic style for your app icon, like-gate and header graphic will provide a professional and consistent image your fans will appreciate.

3 Outline 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.

4 Highlight Incentives

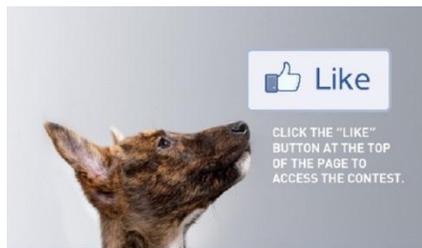
Show users what they'll be getting if they win! This helps reinforce your incentive for getting a user to enter your promotion.

5 Stay Above the Fold

Above "the fold" 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.

Designing Graphics for Your Promotion

The graphics you use for your promotion can have a major impact on the success of your promotion and the number of entries it receives. Promotion design can vary drastically depending on the application you use and the format of your application. We've outlined 5 tips for stellar graphics, whether you opt for a custom design or utilize the Votigo platform to customize one of the existing design templates.



DATES & ELIGIBILITY	PRIZES
START: July 25, 2012 @ 04:00 pm (Australia/Sydney)	1st place: \$250 Online Gift Voucher
END: September 10, 2012 @ 12:00 pm (Australia/Sydney)	
ELIGIBILITY: You must be at least 16 years old to enter.	