



Learning Series Hashtag Campaigns

How To Build Brand Awareness, Curate Content and Engage
Multiple Social Platforms With #Hashtag Campaigns

www.votigo.com

The Objective



- I want to run a promotion that allows me to boost my brand awareness, curate content from my customers and also engage multiple social media platforms all at the same time.

The Solution



- When your campaign objectives are to build brand awareness, curate content and engage multiple social media platforms at once, Votigo's Hashtag Campaigns are a perfect strategic fit.

WHY They Work



- Hashtag campaigns let your community enter a contest or sweepstakes through their Instagram and Twitter accounts (as well as directly from a Facebook page or website).
- This allows users to participate from the platform they are most comfortable with (which is great for engagement), and gives the brand a great opportunity to engage multiple platforms.

HOW They Work

Nutrisystem®
SNAPS 

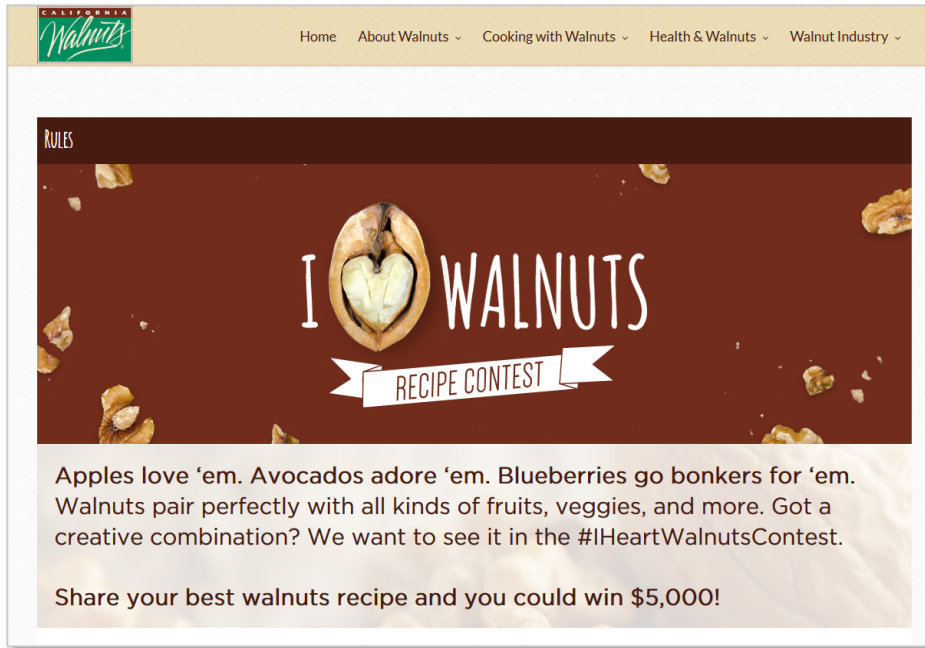
Picture yourself as Nutrisystem's next success story!



Use the hashtag #NutrisystemSnaps

- In order for a photo or video to be valid for entry into a hashtag campaign, it must be posted to either Instagram or Twitter along with a promotional hashtag that you, as the brand, determine.
- The Votigo platform will pull in all entries that contain that hashtag and allow you to approve them before they go live to a gallery for viewing, voting and sharing.

Things to Keep in Mind



- Make sure you choose a relevant, branded hashtag; one that will allow you to curate the most meaningful content for your initiative.
- While you are soliciting entries from Twitter and Instagram via #hashtag, you can also decide if you want the campaign to live on Facebook, a standalone microsite, or embedded onto one of your brand site pages.
- And most importantly, make sure that you promote the campaign 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



- Nature's Bounty wanted to create a #hashtag promotion that would give their fans a way to share what the brand means to them. The use of a hashtag in particular gave the brand an opportunity to engage their audiences on both Instagram and Twitter.
- Votigo created a Hashtag Photo Contest that was embedded on the brand's main website, which offered a seamless user experience. Entrants could share a photo that represented their commitment to a healthy future, along with the mandatory campaign hashtag, #DearFutureMe.

Details & Results

NATURE'S BOUNTY

#DearFutureMe

Make a commitment to a healthier future in 2017 and "Future You" will thank you!

“ Always eat healthy snacks. ”
- Kellie

We are always full of advice for our former selves, but what about the future you? Begin your journey to a healthier future in 2017 by creating a commitment that lasts! With nearly 50 years of experience, Nature's Bounty knows you're always Better Off Healthy.

- All entries were aggregated into a single gallery where sharing was encouraged, in order to promote campaign and brand awareness.
- Over the course of the 3-month contest:
 - More than 3,500 photos submitted
 - Nearly 2,000 unique registrations
 - Over 22,000 page views



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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