votigo

Learning Series Instant-Win Sweepstakes

How To Grow Your Marketing List and Immediately Reward Customers With Instant-Win Sweepstakes

www.votigo.com



The Objective



 I want to grow my email marketing lists while also creating an instantgratification experience for my customers.



The Solution



 When your campaign objective is to generate leads and create a positive brand experience for your customers in the context of an immediate-gratification setting, Votigo's Instant-Win Sweepstakes are a perfect strategic fit.

votigo Instant-Win Sweepstakes

WHY They Work



- Sweepstakes have one of the lowest barriers to entry on the social promotions spectrum. This is because they are easy to enter, which means you're likely to get a lot of registrations (great news for your marketing lists!).
- The Instant-Win mechanism allows you to immediately reward participants by letting them know if they are a winner or not in real time.

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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, at whatever frequency you like (daily, weekly etc...) you can instantly notify and reward participants. This creates a positive brand experience that will stick with your audience.

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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.



votigo AccuWeather Case Study

Client Objective



- AccuWeather wanted to drive additional social interest and engagement during the Holiday Season.
- Additionally, they wanted a forum that they could use to distribute brand-relevant information about preparing for Holiday travel, in order to establish themselves as a trusted leader in their space.

votigo AccuWeather Case Study

Details & Results



- Votigo's Instant-Win Sweepstakes application allowed AccuWeather to reward their audience with daily prizes.
- This daily reward structure, in combination with the strategic release of helpful tips related to Holiday travel, kept AccuWeather's audience highly engaged throughout the duration of the campaign.
- Over the course of the month, the "Warm Winter Wishes" campaign received over 305k entries and over 300k page views.

votigo 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.

