



Learning Series Quiz Campaigns

How To Build Brand or Product Awareness, Grow Your Email Marketing Lists and Gather Valuable Customer Insights

www.votigo.com

The Objective



- I want to drive increased brand and/or product awareness among my audience.
- I want to gather relevant marketing insights from my customers.
- I also want to grow my email marketing lists.

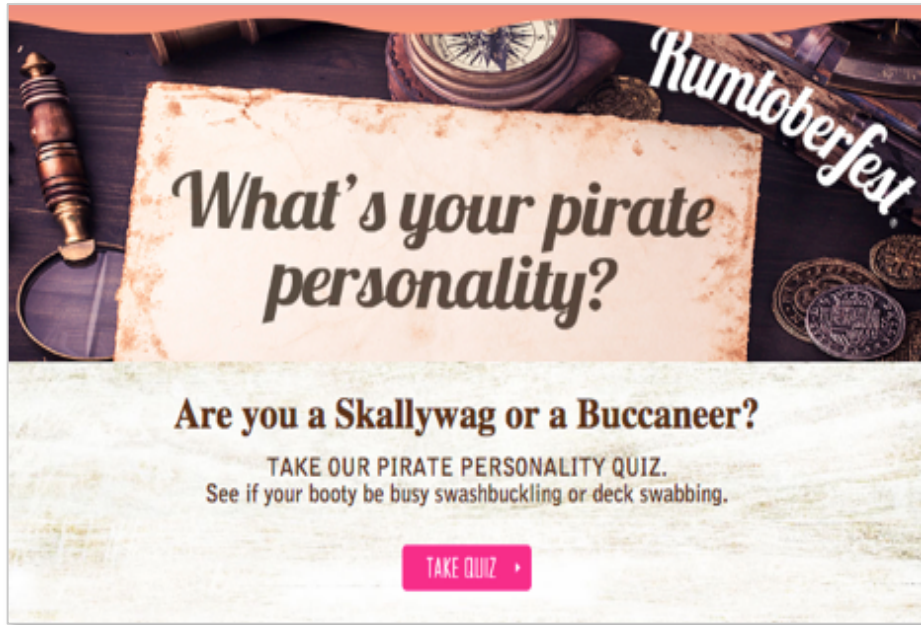


The Solution



- When your campaign objective is to educate your audience and drive brand (or product) awareness, Votigo's Quiz applications are a perfect strategic fit.
- They're also a great way to learn about your audience and gain valuable marketing insights.

WHY They Work



- A series of questions in the form of a quiz allow you to convey pertinent brand or product information to your audience in a fun and engaging way.
- You can also use the quiz to ask your audience questions that will help you understand them better – which will in turn help you market to them more effectively.

HOW They Work



LET'S GO CONCERTS

Options Shown COROLLA

Check out an awesome new 2016 Corolla at Your Hometown Toyota Stores.
Corolla has plenty of passenger room to take you and all of your friends
to your favorite shows this summer.

TOYOTA
Let's Go Places

ENTER THE COROLLA LET'S GO CONCERTS SWEEPSTAKES

**You could win tickets to a select Live Nation® concert of your choice,
courtesy of Your Hometown Toyota Stores!**

- First, participants will be invited to fill out a basic registration form in order to begin.
- They will then be able to take the quiz, answering a pre-determined set of questions that you, as the brand, define.
- This allows you to not only generate lead information for your brand, but capture valuable marketing insights (based on user response) in the meantime!

Social Sharing Increases Engagement



- Votigo's Quiz Campaign applications will prompt users to share their participation in the quiz with their social networks when they are done.
- This will provide an extremely valuable word-of-mouth marketing effect for your brand and the campaign itself.

Things to Keep in Mind



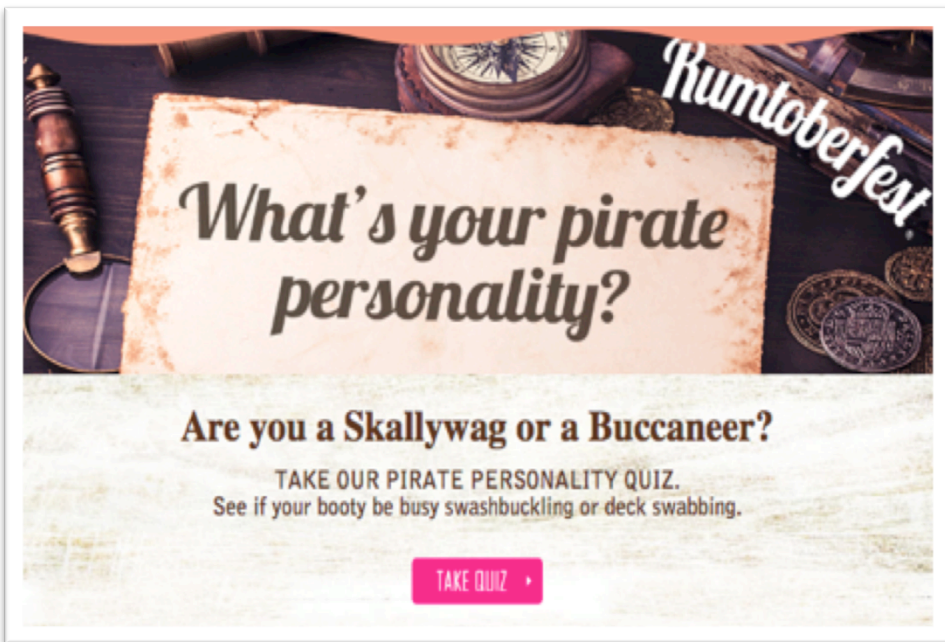
- Incentivizing people to enter and participate in the quiz will always garner more engagement.
- Consider rewarding people with a coupon. This can be an effective way to drive people in-store or online, to further promote brand awareness or (if relevant) product trial.

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Case Study



Bahama Breeze



- The Bahama Breeze restaurant chain ran a Quiz in order to drive awareness of their month-long "Rumtoberfest" celebration, with an ultimate goal of driving traffic in-store. Participants were invited to answer a series of questions, the answers to which resulted in the designation of a specific "Pirate Personality" badge that they could share across their social networks to further drive brand and campaign awareness.
- The use of Votigo's quiz application provided a fun and unique way for fans to engage in the brand conversation, while learning about the exciting in-store opportunity.

Results

- The 8-week campaign welcomed over 3,000 registrations, and enjoyed a 76% email newsletter opt-in rate.



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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