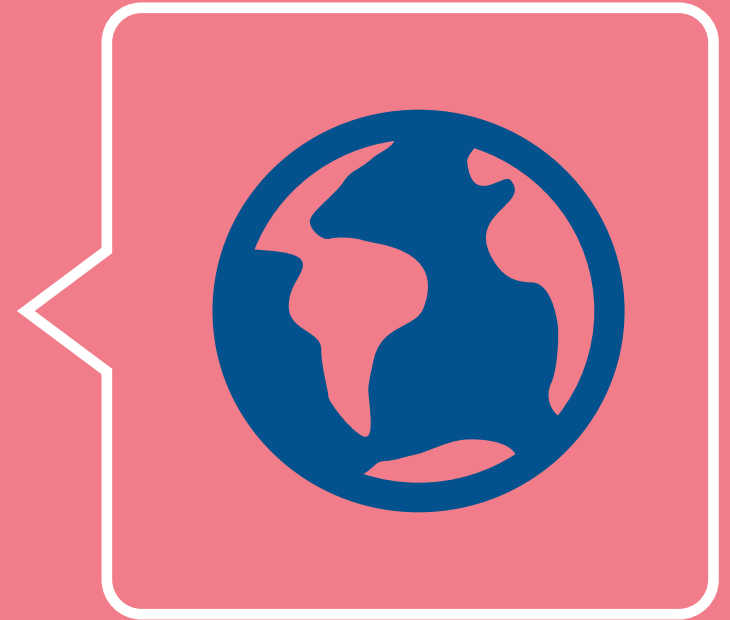


**wishpond** EBOOK

**GUIDE TO  
WEBSITE  
CONTESTS AND  
PROMOTIONS**



[wishpond.com](http://wishpond.com)

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# WISHPOND SOCIAL MARKETING SUITE

... is the easiest way to run great marketing campaigns on every channel:

 **Facebook Pages**

 **Twitter**

 **Pinterest**

 **Websites**

 **Mobile**

 **Local**

[Learn About The Suite](#)

[Book a Personal Consultation](#)



SOCIAL OFFER



PHOTO CONTEST



SWEEPSTAKES



VOTING  
CONTEST



PHOTO CAPTION  
CONTEST



PINTEREST  
CONTEST



VIDEO  
CONTEST



ESSAY  
CONTEST

# INTRODUCTION

## **Why run a social promotion through your website?**

Social promotions are some of the most engaging tools in social media. Your customers love to get great deals, have their voices heard, and share their photos. Make it easy for them by running your own social contests, sweepstakes or group discount offers.

Website contests have the potential to drive tons of new leads and traffic to your site by the droves.

## **Benefits of running a website/ blog contest:**

- boost traffic to your site
- increase awareness of your brand
- deepen your relationships with your consumer
- accumulate understanding of your customer through our analytics
- generate new leads
- grow your email list
- gain more and new sales

## **In this ebook you'll learn how to create successful contests and maximize their benefit to your business:**

- Which types of contests are right for your target market
- How Wishpond apps work on your website
- How to boost your contests by cross-promoting
- How to follow-up with contest entrants to drive new sales

and much more...

***We hope you enjoy putting our recommendations to work towards your success!***

CHAPTER 1

# TYPES OF CONTESTS

There is no shortage of options for creating engaging contests on your website. Before you choose which ones to use and when, you need to create a strategy. Begin by asking:

### *Which campaign type is right for my business at the moment?*

To answer this question, you need to go one step further and answer three more questions:

1. What is your objective from this campaign?
2. How much engagement do you currently have on your website?
3. Will you run a combination of promotions?

#### **1. What is your objective from this campaign?**

- If your goal is to generate new leads and increase your email list, then a Sweepstakes is best. It's simple and has a very low barrier to enter. This option will maximize your number of entrants.
- If your goal is to make immediate sales, then you can run a group deal or offer a coupon to pull in users to buy right away.
- If your goal is to build a bank of user-generated content to have users vote on and use in the future, then a Photo, Video or Pinterest Contest is the right choice.

#### **2. How much engagement do you currently have on your website?**

- If the answer is a low number (<1,000 followers), that means you don't have a very large base to begin with. But don't worry about that! Contests will boost this number quickly!
- If you are at a low customer engagement point, we recommend running a Starter Contest - which include Sweepstakes and Vote Contests - which have very low barriers to enter and will entice a higher percentage of entrants than a contest

that requires them to submit a photo or video.

- If you have over 1,000 engaged customers, then you are in a prime position to run an Intermediate or Advanced contest which requires users to create something or make a purchase to enter.

### 3. Will you run a combination of promotions?

- Many of our clients have seen amazing results by running a number of contests, sweepstakes and group offers.
- As all of our social promotions are available to you through our Social Marketing Suite, you have full control over choosing which promotions work for you, and when you run them.
- Try out a few, test the results through our analytics, and find which combination of promotions works for your brand.

See a full list of different contest options below:

## Starter Contests

Starter Contests have the lowest barrier to entry of any contest. Users simply need to enter their contact info and click a button to enter:



### *Sweepstakes*

A Sweepstakes is the simplest type of contest - users submit their email address, click 'Enter Contest' and they're entered into a random drawing for a prize. This is the best type of contest to start with, particularly if you are growing your customer base. Consumers like to win, and a sweepstakes caters to this desire.



A Vote Contest is the easiest way to get users to interact with your brand in a personal way. Vote Contests are a great way to understand your customers, and they are some of the easiest ways to get users to interact with you. After all, voting is asking your clients for their opinions. These can be used to vote for which products should appear in your next product line or go on sale next season.

## Intermediate Contests

Intermediate Contests require users to submit a piece of user-generated content to enter your contest, but the type of content is easy enough for most users to create:



Photo Contests are an easy way to entice users to upload a photo and have the community vote on their favorite to win. With the popularity of camera phones these days, taking a photo and uploading it to your site is very easy for most users to do. To maximize entries, choose a photo theme that is easy for most users to photograph.



Also, photos are some of the best type of content. They are visually appealing, and easy to digest online. This is the most recommended type of contest that requires simple user-generated content.



### *Photo Caption Contest*

Photo Caption Contests entice users to write a caption, or title, for a photo that you upload to enter. The community then votes on their favorite to win. This is an easy way to get users interested in your contest, that involves some creativity, but not too much effort. This is an also easy way to take advantage of online memes, which are becoming extremely popular on many social sites.



### *Essay Contest*

An Essay Contest is a great way to get entrants to submit their stories, thoughts, and views for a chance to win. You can have entrants write about an experience they had, or what makes them passionate about using one of your products, or a story they had on a topic relate to your brand. The community can then on their favorite to win. This can get your customer more involved by knowing you want to hear from them, and to share their stories. You can create a bit of a community online by doing so.

## Advanced Contests

Advanced Contests require users to upload a more time-consuming piece of content or actually pay money to get something. This will require a very large customer base (over 10,000) to be successful, as only a very small percentage of users will take the time and effort to enter:



### *Video Contest*

Entice users to create a video to enter to win a prize. This is bit harder to do than simply taking a photo, but it has the potential to give you great user content for your brand. Just like in Photo Contest, the community votes on their favorite to win.



### *Pinterest Contest*

Pinterest Contests entice users to create a board on Pinterest and submit the link to enter. The community then votes on their favorite to win. This is a great contest option, as it gives your brand further reach on Pinterest.



### *Group Deal*

A Group Deal is a great way to get users paying money right now in order to take advantage of a limited-time offer. These deals normally require offering a minimum discount of 40% off a regularly-priced item in order to make them attractive enough for users to purchase right away.

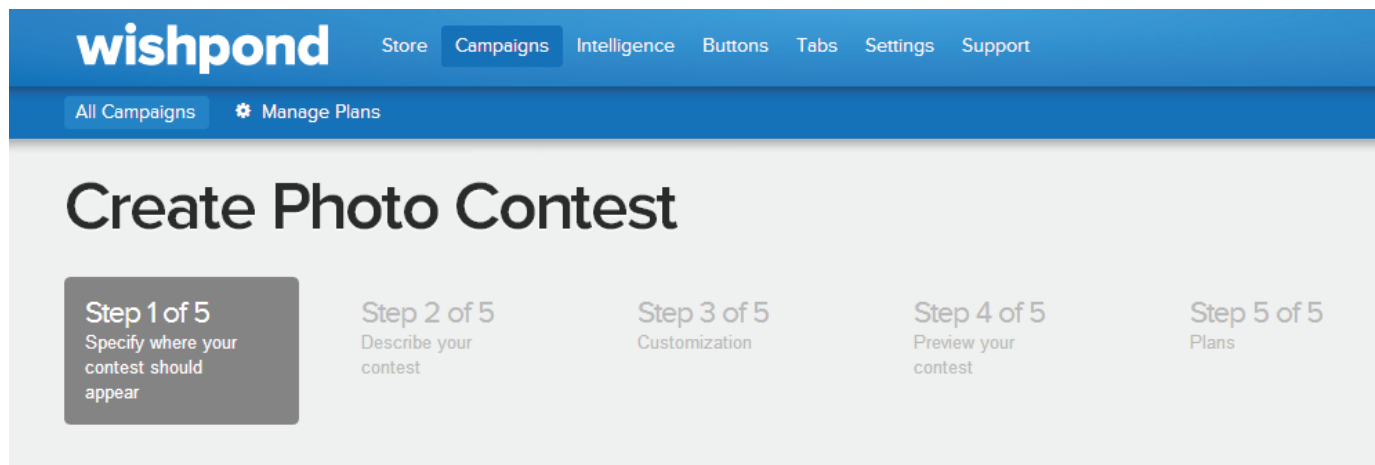
CHAPTER 2

**HOW WISHPOND  
PROMOTION APPS  
WORK ON YOUR  
WEBSITE**

*It's very easy to add a contest to your website with our apps.*

Once you have decided on your social promotion strategy, or you simply want to get started by testing it out, sign into your Wishpond account.

Click on Campaigns, on the header. Then click on “Create a Campaign”, choose your contest, and proceed through the 5 steps.



### Where would you like your Photo Contest to appear?

- My Facebook Page
- My Website or Blog
- My Facebook Page and My Website
- My Twitter Account
- On Wishpond

You must have photos for the campaign, and be prepared ahead of time with a promotion description, as well as terms and conditions if needed.

Once you have completed the process, a simple HTML code is created.

To add the contest to your website, simply copy the contest code, and embed it to your contest landing page on your website.

You can then make a post to your fans and followers and send a message to your email list with a link back to the Wishpond hosted page, or directly to your website page to enter the contest.

**NOTE:** If you do not have a website, it is easy to set one up through such ecommerce sites as [Shopify](#), or through [Wordpress](#).

CHAPTER 3

**INCORPORATING  
YOUR BRAND IN  
CREATIVE WAYS**

## *Maximize your contests by relating it to your brand in innovative ways.*

This will boost the amount of people actually talking about your brand - as opposed to simply talking about the contest itself!

### **Here are some easy ways to incorporate your brand into your contest:**

- Let entrants decide on your next product line or marketing campaign via a Vote Contest
- Have entrants caption a photo of one of your products in a Photo Caption Contest
- Have entrants create boards on Pinterest that include their favorite items that you sell
- Have entrants write an essay about how they use your products or why they like them so much
- Have entrants enter a photo of themselves using your products or at your business
- Have entrants make a video incorporating your product or brand
- Make sure the title of your contest and the contest image incorporate your brand - as these are the things that will get shared and will be seen the most
- Do Not be too blatant in your contests. For example, do not have a contest where entrants must post “I LOVE BRAND X...”. These generally do not do well.
- Being subtle and engaging works much better. For example, a cafe owner might run a Photo Caption contest. She might put up a visually appealing cup of coffee, and ask contestants to caption what they love about the caffeinated beverage. This type of brand incorporation works much better.

CHAPTER 4

# CROSS-CHANNEL PROMOTION



*Maximize the reach of your contest by including some (or all) of these promotion ideas:*

- Post your promotion to Facebook, and make it a highlighted update, or post about the contest every few days
- Set up a contest-specific hashtag (#) on Twitter, and tweet daily about the contest - at various times
- Post your promotion on Tumblr, and use the same contest-specific hashtag as on Twitter
- Create a contest board on Pinterest, with each post directly linked to your website contest page
- Send an email to your email list
- Add a banner to the home page of your website for the duration of your contest (have it click-through to your contest landing page in a new browser tab)
- Promote in-store and on the street using posters that include QR codes, NFC chips and short links for users to enter on their mobile phones



CHAPTER 5

**USING ADS TO  
BOOST YOUR  
CONTEST**

In addition to cross-promoting your contest, running low cost ads can give your campaign a powerful boost. Remember, however, that regardless of how much you spend on ads - your content of your contest is what will really make your brand go viral.

We recommend you use Google Ads for a website based promotion, as they are the most effective at driving traffic directly to your site. You can additionally promote your posts through Facebook Ads and Twitter Ads, for a more social approach.

### *Google Ads:*

The benefit of Google Ads is that you can target your reach to specific demographics, including geographic locations and even lifestyle likes.

**TIP:** Before placing your ad, list out who you are targeting and your budget.

#### **Google Ads are easy to create. There are 4 basic steps involved:**

- sign up for a Google Adwords account (if you don't already have one)
- target customers
- set pricing
- create ad

Target your customers by location and language.

Be sure to set a realistic budget. You can start for as little as \$5-10/ day, but to really give your limited time offer/ contest a boost, make it a higher budget to gain more reach.

Creating the wording of your ad is very important. The more intriguing you can make it for your target market, the more

likely it will get clicked on - which directs to your contest landing page. Make a few variations of your ad, to test which ones are more successful.

Additionally, your keywords are essential. Think about what words will be searched by your market that connect with your contest and brand. Use the Google Adwords Keyword Tool to help get the best keywords for your campaign.

**NOTE:** Google Ads can be promoted to your Google+ site too.

### *Facebook ads:*

Facebook ads are easy to set up.

#### **Simply:**

- click on “Create an Ad”
- select what to advertise (your Facebook post linking to your contest is best, as people on Facebook tend to like to stay on Facebook)
- define your audience (based on location, age and gender)
- create your campaign (select promoted post, or promoted page post)
- set your budget
- set your schedule

Again, be aware of your budget, and stay within it. And test your ads to see which ones are getting the most traction.

## *Twitter ads:*

### **There are three options to promote your company on Twitter:**

- Promoted Tweets
- Promoted Accounts
- Promoted Trends

To advertise your contest, use Promoted Tweets to amplify your message with targeting options on Twitter, and across mobile devices to reach the right person, in the right place, at the right time.

Twitter's Promoted Tweets are a great way for your business to promote your contest. It doesn't cost much and can go a long way if used correctly. The secret of Promoted Tweets is to make sure you are targeting those people who are actually interested in your offer. Use the keywords your audience are searching and using.

CHAPTER 6

# COLLECTING CONTACT INFO

As many of our customers have told us, a major benefit of using Wishpond's Social Marketing Suite to run social promotions is our method of collecting customer's emails and other information.

### *Through your website:*

By asking entrants for their email as a method of entry, you gain valuable contact information. Through our analytics, we breakdown the details of each entrant.

For example, in a Vote Contest, emails are broken down by voting choices. The email lists are easily exportable into the CRM your business uses. This makes a great lead generation system.

Additionally, if a contestant enters through either Facebook or Twitter, they give consent to our 3rd party app to see social information about them.

### *Through Facebook:*

When a user enters a contest, they will be asked to connect with the contest app in a pop-up window that appears. This pop-up will describe the app, which data will be transferred through the app to the business running the contest, and what the business has permission to do to their account.

#### **These are the two Permissions that Wishpond apps (and most other Contest apps) ask for in this transaction:**

1. **Basic Information:** This includes age, gender, location and Facebook Likes of a user. This information allows you to analyze who your users are - and send targeted emails by segmenting users based on these data points - directly within your Wishpond account

2. Ability to Post on the user's behalf (optional): This allows our application makes a post on the user's wall that invites each of their friends on Facebook to enter your contest

*For further info:* [Facebook's Promotions Guidelines](#)

### **Through Twitter:**

When a user enters a contest, they will be asked to connect with the contest app in a pop-up window that appears.

#### **The pop-up will:**

- Describe the app
- Detail that the data will be transferred through the app to the business running the contest
- Include what permission the business has with the users' account

#### **These are the two permissions that Wishpond apps (and most other contest apps) ask for in this transaction:**

1. Basic information: Includes age, gender, location and followers of a user. This information allows you to analyze who your users are - and send targeted emails by segmenting users based on these data points - directly within your Wishpond account.
2. Ability to Tweet on the user's behalf (optional): This allows our application to publish a Tweet on the user's Twitter account that invites each of their followers to enter your contest.
3. Ability to ask the permission for the user to follow the merchant's twitter account before being able to enter the contest (Follow-Gating).



CHAPTER 7

**MEASURING  
CONTEST ROI**

While some businesses are proving success through measuring their promotion's ROIs - many companies still struggle with this.

### *How do I know if my contest was successful? What ROI should I expect?*

**Every contest will get different results depending on many factors, but this is a list of returns you can expect from running a contest on your website:**

- increased traffic to your website
- more engaged customers
- new emails for your email list
- more lead generation
- new sales

This occurs for both group deals and other contests. You will find out how to follow-up with entrants to convert them into customers in **Ch. 8: Following-up with Contest Entrants**

### *How do I measure the ROI of my Contests?*

- In Wishpond's Merchant Admin you can view participation statistics in real-time to see how effective the promotion is for each contest entrant
- You can use Wishpond's Analytics to see exactly which demographics are entering your campaigns, in order to see if your contest attracted the desired types of customers
- You can use Google Analytics to track conversions from the follow-up emails sent to contest entrants to see how many purchase post-campaign

CHAPTER 8

**FOLLOWING-UP  
WITH CONTEST  
ENTRANTS**

Following-up with promotion entrants - once the contest, sweepstakes, or deal is over- is the most important step in achieving your ROI.

**Follow these 3 easy steps for following up with entrants to maximize your contest PR and sales potential:**

- 1- Post the winner's name on each of your social channels
  - a) This will make users happy to associate a real person with winning the prize and will get that person sharing about the contest and your brand even more with their social network connections
  - b) This will also alleviate any concerns/grievances that some entrants may have that no one was actually awarded the prize stated in the contest (these concerns arise much more often that you think!)
  
- 2- Email the winner to personally thank and congratulate them.
  - a) You can even ask them to send a picture of themselves with the prize when they receive it. (This will do wonders for your brand image, to show a real person as a real customer who is really happy.)
  
- 3- Email non-winners with a personalized thank you or a small consolation prize.
  - a) Losing is not a nice feeling - even when it's in a contest. Make every entrant feel like a winner by sending them a personal email, and thanking them for taking part in the contest.
  - b) You can offer an exclusive prize - such as a 25% off coupon to your business - and telling them to stay tuned to your website for your next contest.

**Additionally, with the new emails you have collected, keep in contact with interested potential consumers:**

- Send out e-newsletters
- Promote new contests and deals through email
- Invite your new email list to connect with you on your social channels

CHAPTER 9

# CONTESTS FOR MOBILE

More than **25% of consumers worldwide** have shopped by using their mobile phone. And that number is only growing.

If your contest is not optimized for mobile then you are missing out on a massive group of direct consumers.

*So how do you optimize your contest so mobile users can access it?*

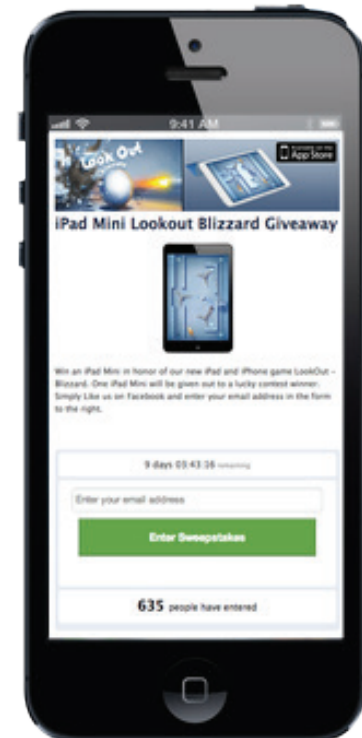
**Wishpond has the answer!**

All of our apps come with a unique redirect link that can be used when promoting your contest.

When you send out a contest promo, include the redirect link as the contest call-to-action. When a user clicks on it, our system checks to see if they are on a mobile/tablet device or a desktop computer:

- If the user is on a desktop they will be directed to the contest on your website landing page
- If the user is on a mobile/tablet device they will be directed to a mobile web page (hosted by Wishpond) where users can enter and engage with your contest, just as if they were on your website

**QUICK TIP:** Need to get this redirect link quickly? Simply go to your contest entry page and click the Tweet button at the bottom of the entry panel. A Twitter pop-up will appear with a default tweet that includes this link. You can simply copy the link and paste it into your next promo.



CHAPTER 10

**GUIDELINES  
FOR SOCIAL  
PROMOTIONS**

When running contests, sweepstakes, group coupons and more on your website, you will want to include contest rules.

Additionally, be sure you are adhering to your local, regional or national laws.

For example, in the US, the FTC regulates advertising and marketing practices. This includes contests, sweepstakes and group coupons.

Because of the global element to social media and social promotions, the governing rules will vary depending on where in the world you are.

**Most of the basic regulations are covered through our apps. When you are making a contest through our platform, make sure you include such items as:**

- Duration and deadlines of the promotion
- Entry procedure
- Prize description(s)
- You may also want to include “VOID WHERE PROHIBITED BY LAW”

**For more information on this topic, here are a few good articles:**

Social Media Explorer’s [Next Crackdown on Bloggers: Sweepstakes & Contests](#)

Social Media Examiner’s [Social Media Promotions and the Law: What You Need to Know](#)

Squidoo’s [Sample Rules & Guidelines for Online Contests & Sweepstakes](#)

Though you likely won’t have to, you can always seek legal advice for your specific concerns.



APPENDIX A

**PRO TIPS FOR  
MAXIMIZING YOUR  
CONTEST**

- Post about your contest frequently
- Run contests for 1-2 weeks at a time
- Run contests frequently (1-2 per month) - this will keep users engaged with your website, which will boost your page's ranking, and in turn create more and more engagement with your page and brand (yes, just like a snowball!)
- Make your giveaway relevant to your brand, such as a gift card, or a product you sell. (Don't give away, for example, an iPad just because it's popular. People who enter the contest are people who are interested in iPads, not your brand.) You want to use the promotions as a way to convert entrants into customers.
- Post your contests on popular contesting websites, such as Online Sweepstakes, Fat Wallet, or Contest Queen. You can find more of these sites through a quick search. These website attract thousands of users per day who love to enter and share contests and can bring you tons of entrants, especially if you don't currently have many customers.

## GLOSSARY

**Blog:** A common type of website, which allows the owner to easily post updates.

**Contest:** Any Promotion, Contest, Giveaway, etc. that a user can participate in to win a prize, get a coupon, etc.

**Cross-Channel Promotion:** Marketing your products, or contests, on your multiple online platforms.

**HTML Code:** What most websites are made from. In this instance, the code created for your promotion, which you simply copy and paste into your site.

**Landing Page:** A specific page on your website - usually created for the sole purpose to convert site visitors into sales leads.

**ROI:** (Return on Investment) A performance measure used to evaluate the efficiency of an investment.

**Third Party Application:** A product created by a company other than to work within operating systems, but are written by individuals or companies other than the provider of the operating system.

**URL:** Uniform Resource Locator, otherwise known as your website address.

## CONTACT US

*Thanks for reading!*  
*We would love to give you the advantage of our learnings.*

[Book a Personal Consultation](#)



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