CHALLENGE
Frozen Yogurt Solutions had a Facebook dilemma. The only people who liked their Facebook page were employees and their friends. This wasn't doing any good for generating new leads or sales. They wanted to boost their likes with targeted people that would be interested in the frozen yogurt industry. They turned to Wishpond's Sweepstakes to bring up their numbers and drive excitement around their business and their page.

SOLUTION
FYS was smart. They specialized in helping people open frozen yogurt stores and they knew their customers would respond to an iPad equipped with their start-up guides. By using Wishpond's Sweepstakes to promote this giveaway, they had a way to spread business excitement, increase fans and capture key target information. FYS is proof that even with a small fan base you can achieve incredible numbers by using Social Promotions. By using a Sweepstakes, they grew their Fan Base over 40 times. Not only did they increase their fans, but also grew excitement around their business and their page.

OUTCOME
In less than a month, the Frozen Yogurt Solutions contest had:

- increased Facebook Fans by 40 times!
- grew fans from 50 to 2,352
- over 2,324 participants
- a potential reach of over 700,000

"We were very happy with the process and would definitely recommend the program. It was really simple to setup but looked very professional on our page. We will be starting another campaign sometime this week for one of our other brands."

Christy Reddington - Social Media Specialist Frozen Yogurt Solutions