

nzgirl introduces: piggy back social media

Insight:

Thousands of women every day come to nzgirl
via Facebook & Twitter



Ann Susan Cairns I have to admit you're postings are something I look forward to every morning. A great way to start the day. Thank you xx

Friday at 9:39am · Unlike · 2 people

Source Medium Detail:

facebook.com / referral

Apr 7, 2011 - May 7, 2011



This source medium combination sent 6,634 visits

Site Usage

Goal Set 1

Views:

None



6,634 Visits
% of Site Total: 5.53%



3.73 Pages/Visit
Site Avg: 2.54 (**47.03%**)



00:03:55 Avg. Time on Site
Site Avg: 00:01:59 (**98.00%**)



18.38% % New Visits
Site Avg: 63.29% (**-70.96%**)



52.82% Bounce Rate
Site Avg: 68.80% (**-23.23%**)

Idea:

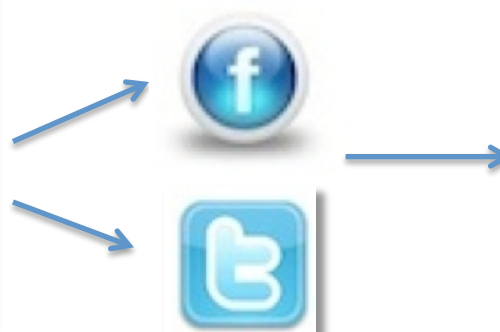
Be our prize sponsor and 'piggy back' on our social media interaction

- Our social media strategy is about everyday giving women a reason to come to nzgirl – little surprises that delight them
- These take the form of prizes that incentivise women to interact – usually in the form of ‘likes’, ‘tweets’ or ‘comments’ on an article
- We do this every day and it drives a large volume of high quality traffic
- Each week we’ll add in a new sponsor who can “piggy back” on the strategy by providing the prize and in turn receiving several new mentions on nzgirl, in Facebook and on Twitter every day
- This is a great product for brands interested in trialling social media or looking to create good viral / word-of-mouth around their brand
- We can measure the volume of tweets, likes, comments and provide robust reporting

Campaign Structure



Competition page



**Promote via nzgirl
social media**



**Incentivise audience
commentary**

x 5 days

Piggy Back Package:

Competition page & listing	\$1000
<u>Social Media mentions</u>	<u>\$2500</u>
<i>Total Ratecard price</i>	<i>\$3500</i>

Total Piggy Back Package Price \$1500

A minimum 5 prizes must be provided at a minimum value of \$50 each per day