

Create Your Own Sweepstakes on Facebook



Seth Gardenswartz

**Presented by
CoverBoom**



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Marketing economics



NOTE: Broadcast media choices offer a wide variety of venues. The estimates above assume the average for the entire spectrum of these choices. Individual venues, especially those with low reach, will have much higher costs to reach each 1000 adults in this market.

Sources: Borrell Database, Claritas (PRISM NE), Scarborough, Woods & Poole; 2008.

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700 M Users on Facebook

Social media is instrumental in creating brand identity

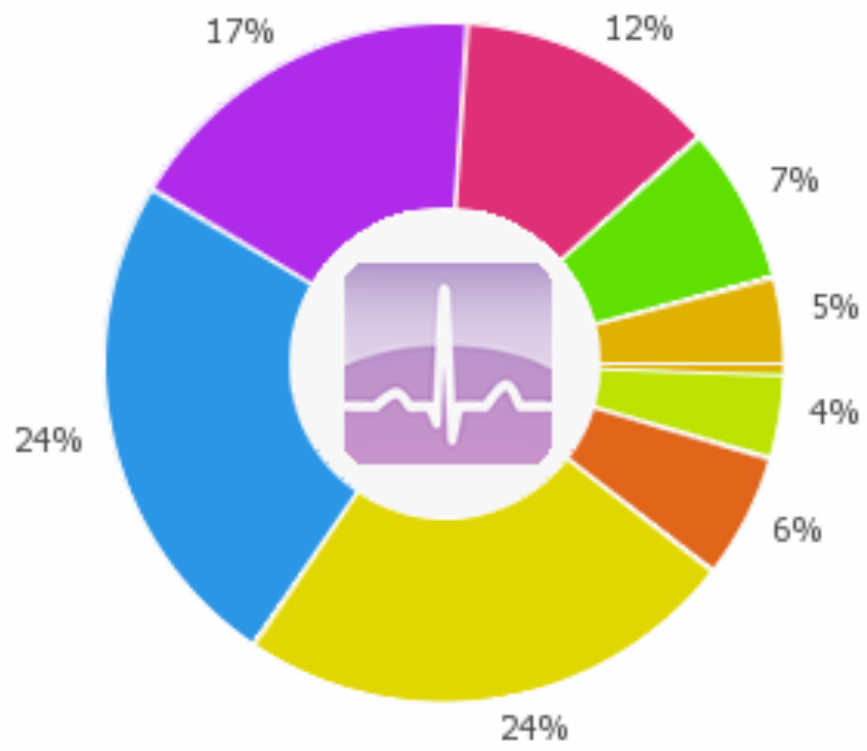
United States Facebook Statistics

General info

Total Facebook Users:	149 354 260	Penetration of population:	48.14%
Position in the list:	1.	Penetration of online pop.:	62.43%
Average CPC:	\$1.16	Average CPM:	\$0.50

Socialbakers.com

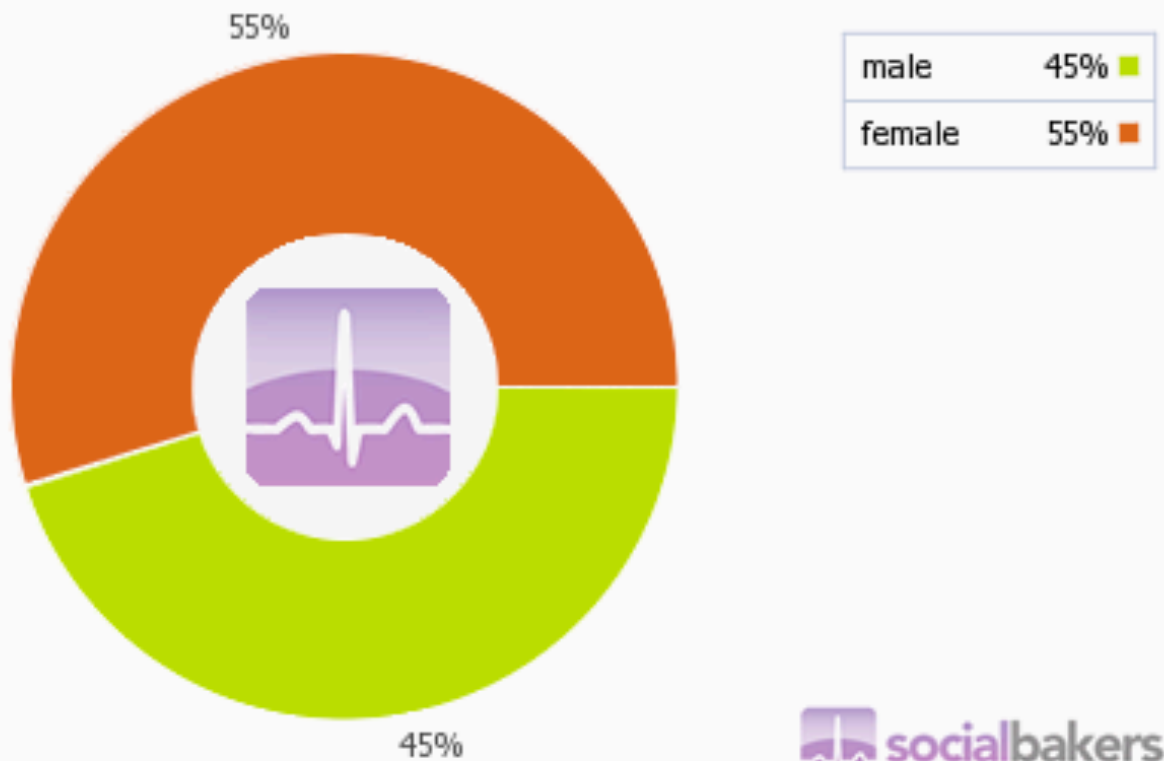
User age distribution on Facebook in United States



13 - 15	4%
16 - 17	6%
18 - 24	24%
25 - 34	24%
35 - 44	17%
45 - 54	12%
55 - 64	7%
65 - 0	5%



Male/Female User Ratio on Facebook in United States



Deeply engaged users

**48% OF 18 TO 34 YEAR OLDS
CHECK FACEBOOK
RIGHT WHEN THEY WAKE UP...**



**ABOUT 28% CHECK THEIR FACEBOOK
ON THEIR SMART PHONES
BEFORE GETTING OUT OF BED.**

Useful



Leah Blaugrund Sandman is looking for a good, reliable, non-overcharging yard service in Abq.

Yesterday at 1:56pm · Comment · Like



Maxwell Kagan I've got a guy he is great. I'll email you and Todd later.

Yesterday at 2:11pm · Like



Leah Blaugrund Sandman To answer Lonnie AND Susan, Todd has been doing it this year (what a guy) but it's just a pain so we're going to hire someone. I might use Tran, but I want to get some other prices and see what they will do. I don't think Tran is cheap for what he does, although he's very reliable so I like that. :)

Yesterday at 4:10pm · Like



Maxwell Kagan Gave Todd the # to our guy. Very reliable.

Yesterday at 4:29pm · Like

Facebook is a new medium

- You can
 - Engage
 - Increase your reach
 - Word of mouth
 - Can't use the same message
- You cannot
 - Use the same message
 - Ignore feedback
 - Lets somebody else handle it all



Build the list

Social networks allow you to reach farther

- Viral capacity (friends of friends)
- Local organic engagement
- Consistent conversion opportunity
- More revenue

Friends (276)



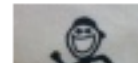
Becca C



Deanna



Karen B



Victor Sandoval

Friends (139)



Chitose Hanert



Sharon Glore
Fincher



Andrea Feucht



Oona Gonzales

Get started

Take initial steps

- Create a personal account
- Invite your friends
- Create a page for your business
- Encourage friends to 'like' business



Why should I “Like” you on Facebook?



Better have an answer!

Most common reasons for “liking”:

- Promotions
- Events and new programs
- Exclusive information
- Give feedback



Promotion options

Contest: prize winner judged on skill

Lottery: fee paid for chance to win (buy a ticket to win)

Sweepstakes: game of chance for which no consideration is required to enter

People like to participate

Companies that run sweepstakes on average have 50% more fans ~ Forrester Research

Sweepstakes capture our imagination
Everyone likes to win something



Sweepstakes = growth

Why it works

- Cost effective way to build your social network
- Entrants share information
- Invite other participants
- Create engagement through winning

Running sweepstakes

What's important

- Winners
- Timing
- Branding
- Execution
- Rules



Every campaign should be designed to increase brand awareness and build your list

Sweepstakes rules

Legal mumbo jumbo

- State 'no purchase is necessary'
- Entry details
- Time limit for entry
- Limits on number of entries

This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. You are providing your information to Mineral Springs Day Spa and not to Facebook. The information you provide will only be used for the internal marketing purposes of Mineral Springs Day Spa.

No purchase necessary to win. Simply enter the information above and agree to the terms of use. One entry per person. Deadline for entry is 04/29/2011.

Social media promotions

Rules for sweepstakes on Facebook

facebook



Search



Home

Profile

Find Friends

Account ▾

Promotions Guidelines

Date of Last Revision: December 1, 2010

These Promotions Guidelines, along with the [Statement of Rights and Responsibilities](#), the [Ad Guidelines](#), the [Platform Policies](#) and all other applicable Facebook policies, govern your communication about or administration of any sweepstakes, contest, competition or other similar offering (each, a "promotion") on Facebook. A "sweepstakes" is a promotion that includes a prize and a winner selected on the basis of chance. A "contest" or "competition" is a promotion that includes a prize and a winner determined on the basis of skill (i.e., through judging based on specific criteria).

In addition to our other remedies, we may remove any materials relating to the promotion or disable your Page, application or account if we determine in our sole discretion that you violate any of our policies.

1. Promotions administered on the Facebook Platform

You will not administer a promotion through Facebook, except through an application on the Facebook Platform. Administration includes operation of any element of the promotion, such as collecting entries, conducting a drawing, judging entries, or notifying winners.

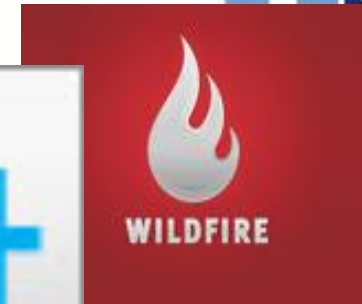
The following requirements apply to any promotion you administer through an application on the Facebook Platform.

1. You will only allow users to enter the promotion in the following locations:
 1. On the canvas page of the application.
 2. On the application box in a tab on a Facebook Page.
2. You will include the following disclosures:
 1. Adjacent to any promotion entry field: "This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. You are providing your information to *[disclose recipient(s) of information]* and not to Facebook. The information you provide will only be used for *[disclose any way that you plan to use the user's information]*."
 2. In the promotion's rules:
 1. A complete release of Facebook by each entrant or participant.
 2. Acknowledgement that the promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook.

3rd party sweepstakes players

Know your options

- Who
- What
- How much
- Expectations
- Ownership
- Contract specifics



Sweepstakes goals

Know your objective

- Build brand
- Increase prominence in Facebook Newsfeed
- Increase interaction with fans

Bist
le dining & wt

COVERBISTRO



Win a \$100 meal at CoverBistro!

Enter to win a free \$100 meal at the CoverBoom Bistro. If any of your invited friends wins you win too, so invite a lot and increase your chances of winning.

The logo for Coverboom, featuring a red swoosh above the word "coverboom" in a bold, black, sans-serif font.

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Plan for success

3 things to consider when creating sweepstakes

- Prize
- Fan Base
- Follow-up



Execution



- Wall
- Info
- Photos
- Discussions
- Reviews
- Welcome**

12
people like this

- Create a Page
- Report Page
- Share

COVERBISTRO ▶ **Welcome**

Restaurant/Cafe · Albuquerque, New Mexico



Win a \$100 meal at CoverBistro!

Enter to win a free \$100 meal at the CoverBoom Bistro. If any of your invited friends wins you win too, so invite a lot and increase your chances of winning.

"Like" us above to enter!

Execution (cont'd)

Thank you for entering our sweepstakes!

Now, invite your friends to enter. If one of your friends wins, you win, too! The more friends you invite, the more likely you are to win.

Skip

Add up to 26 of your friends by clicking on their pictures below.

Find Friends:

Filter Friends ▼

All Selected (0)



Ajit Phadke



Allison Burnett



Andrea Feucht



Ann Brady



Anne Reis



Annie Ogle Leonard



Art Lopez



Barbara Howell Norton



Barnaby Fell

 Send Sweepstakes Entry Request

Skip

Growth

Use Sweepstakes to drive other marketing list growth

Sweepstakes Entry

First Name:	Seth	
Last name:	Gardenswartz	
Email:	seth.gardenswartz@coverboom.com	
Birthday:		(Optional)
Anniversary:		(Optional)

May we send you occasional announcements about specials, events and new sweepstakes?

I have had the opportunity to read, and hereby agree to be bound by the [Promotions Terms of Use](#).

Enter

This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. You are providing your information to CoverBoom Boomtime Deals Demo and not to Facebook. The information you provide will only be used for the internal marketing purposes of CoverBoom Boomtime Deals Demo.

No purchase necessary to win. Simply enter the information above and agree to the terms of use. One entry per person. Deadline for entry is 04/29/2011.

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The best...

have 4 common elements ...

- A great, engaged Facebook page
- A strong offer
- Heavily promoted in all mediums
- Bonus-engagement right after the sweepstakes

Bella Sante Spas



You & a Friend Could win a \$150 Gift Certificate

Visit our Facebook page and Like us to enter. Be sure to invite your friends to enter as well. If one of the friends you invite wins, you will win too! Click here to visit us on Facebook and Enter

 Wednesday at 7:30am via SpaBoom API · Like · Comment

 67 people like this.




Abby Scholz How do I get to invite my friends after I've entered? ✕

 13 people like this.



Christina Nyberg who doesn't like free spa days, especially at the best spa in boston? i can already smell the blueberry smoothie facial! :)

Wednesday at 1:59pm · Unlike ·  2 people

Make it personal

Create solid impressions with each campaign

- Local brand identity
- Usability
- Accessibility

Common Mistakes

Most common issues with sweepstakes for small business

- Lame Facebook page and posts
- Not addressing entrants fears of security
- Limiting types of entrants
- Limited promotion
- Poor execution of contest
- Poor follow up after the contest

Complete Online Marketing Package

CoverBoom Online Marketing Suite

- Events / Promotions display on existing website
- Email Marketing
- Social Media Integration
- Sweepstakes on Facebook
- BoomTime Deals
- Instant Gift Certificate
- Your brand delivered online