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## Competition winner template

Are you ready to run social media contests and giveaways? They create buzz around your brand, excite your prospects about your products and services, and give huge bonuses to your fan base and lead generation. When you're ready, take a look at 7 of the most popular contest templates you can use to achieve your business goals. Ready to jump in? They have the lowest barriers to entry, are the easiest to create, and often result in large numbers of participants. Participants will need to enter their email address and name and will soon be able to win prizes by random draw. If you are running a present, remember that it will only provide something desirable for the target market. If you offer things like cash or unrelated products, prize applicants are much less likely to be customers. There are actually more than a few prize templates, but the most commonly used are also originals. This is a simple template with five main components: a large (810x300 px) image at the top that can feature your prizes and the text of a catchy, eye-catching hook. The headline is ideally a word of value and action for your winnings in dollar amounts (such as enter to win or win [your product] today). In the small (274 x 274 px) image (optional) at the bottom right, you can feature the product again or use it to use the model. Form fields and CTA buttons that applicants can enter to submit their email address and win through colorful buttons. A body copy explains how the contest works, how long it will last, and the steps participants need to take to win. Free template #1: Real world examples from merchants who have had success with prizes or presents and this template: Numbers: This merchant's prize has 5,740 views and a conversion rate of 37.72%, providing 2,108 new email addresses for a prize of about US\$500. Photo contests are a great way to engage with your brand's Facebook and Instagram pages. Today, given that everyone has a camera in their pocket, we are all amateur photographers - proud of our photos and want to share them with the world. As well as leveraging that desire in photo contests and getting user-generated content, all participants are working off their ass to promote their photos (hence your contest and your brand) with friends, family and colleagues. Here's how it works: ParticipantsThere is a feature to drop or upload photos to the contest page and moderate the photos entered to determine if they are in your contest guidelines (and Facebook photos are no nudity) to enter and submit details. Applicants will have all their friends vote for their photos (friends must also submit their email addresses) Applicants who have the most votes for photos at the end of the contest will receive the prize money for the contest, and all submissions, email management (including exports) and voting moderation will happen within our buildiers. It couldn't have been easier. Oh, and when the contest is over, we will provide you with zip folders of all submitted images (currently your property), so you can use them in future marketing activities. Free template #2: Real world examples from merchants who have had success with photo contests and this template: Numbers: This merchant photo competition has 9,941 views and a conversion rate of 31.30%, giving us 3,104 new email addresses. In voting contests, you can work with potential customers (and existing customers). Voting contests give valuable insight into your consumers' buying habits, interests and habits. Let me explain the best way I know. Here are some great examples of voting contests and how they benefited the business: clients have run fall voting contests with 10 of the products they are going to sell that Christmas. The products with the most votes were given to those who voted for it at half price, and clients got very important information about the most important buying season of the year. Clients often conduct in-house voting contests, giving employees the opportunity to vote on branding, design elements, slogans and upcoming corporate events. This facilitates internal communication and adds an element of fun. Clients have run a voting contest asking consumers to create and post their own T-shirt designs for the next festival season. The most voted designs were created and the winners got free tickets to the festival (sporting their branded apparel, of course). It's very easy to set up on a Facebook page, website or blog. Participants (such as photo contests) have a vested interest in driving traffic towards brands and contests (improved virality), and all voters must click Vote and enter their email address. Free Template #3: Real World Examples from Merchants Who Have Had Success with This Template: Numbers: This merchant voting contest has 19,700 views and a conversion rate of 54.98%, giving you 10,800 new email addresses for the cost of flights to Alaska and free snowboarding. If your business is interested in Instagram (and you should, it is one of the fastest growing and most profitable social media platforms out there)Hashtag contests are a great way to generate fans and interact with your brand. The Instagram hashtag contest consists of participants posting photos of themself on Instagram and tagging them with campaign-specific hashtags (your business can see all the photos). You can also tell applicants what the submitted image looks like and what it contains, such as a product or theme. As soon as someone tags your image with your hashtag, the image will automatically appear on your Instagram hashtag contest page as well as in the stream within your Instagram account. Select your favorite hashtagged image (or choose based on likes) and send an email to the winner. Instagram hashtag contests connect you with your followers and also generate serious buzz. Choosing winners based on likes also increases virality (the same way as photo and voting contest work) just as participants work to share hashtags and their images as actively as possible. Oh, did I mention that you get tons of great user-generated content that you can use for future social media and marketing campaigns? As long as you include sentences like All photos that participated in AcmeCo's Instagram hashtag contest are considered AcmeCo property, you are good to go. Free Template #4: Real World Example Numbers from Merchants Who Have Had Success with Instagram Hashtag Contest and This Template: This merchant had 2,138 entries for a prize worth about \$400. Coupons are a great way to reconnect with previous customers and get involved with new ones because they ease prices, which are the main barriers to interest and purchase. Before you go ahead with your coupon, decide what you're trying to achieve. Do you need to work with new customers? Do you want to increase purchases from existing customers? Do you want to increase forward traffic to stores? For new customers, we offer a limited-time open return policy for all online purchases (if you use coupon codes). Many first-time buyers are skeptical of your business in the first place. Reduce concerns about free returns. We offer straight discounts or free shipping offers to existing customers. According to Forrester's research a few years ago, 44% of shopping cart abandonments occur due to shipping costs. Drop your abandonment rate with coupons. Cross-sell by proposing products to be combined with purchases. This can be a bit more creative, like the traditional buy one free coupon or get 50% off this leather watch to go with these new shoes! To drive traffic to your store, provide bricks and mortar with fan-only coupons on Facebook or Twitter. Emphasize the exclusivity of your offer so that your fans feel the love. Free Template #5:And a real-world example number from a successful merchant in this template: this merchant coupon had 740 views and a conversion rate of 39.46%, giving the email addresses of 292 prospective customers (along with the extra sales brought by the discount). There are various essay contests. They can ask applicants for their favorite famous quote (just a few languages) or ask for a 5,000-word short story that appears in the publisher's diary each year. Either way, we're talking about higher barriers to entry than many other contests, so your winnings need to increase accordingly. Suggestions for several essay contest awards: Free trips to conferences and networking events related to essays published on your blog or hard copy publishing are the first edition of the author's new book (submissions are favorite quotes or characters from the author) and summer family vacation packages (Submissions are the story of a favorite family summer memory) essay contests can also connect with your customers and future customers, giving them insight into what they feel and think, giving them a platform to hear their stories and express their passion. This is very influential in developing your (possibly faceless) brand and relationships with your consumers. Once again, based on voting the winner of your essay contest, we encourage each applicant to share your brand and its submissions with friends and family (or their huge personal following, as in the real-world example below). Free Template #6: Essay Contest and Real World Example Numbers from Merchants Who Found Success with This Template: This Essay Contest was the final of an Indian fashion magazine promotion for women's vloggers. It generated 99,280 views and 75.1% conversion/turnout, giving merchants 74,569 email addresses for the cost of flights to Paris and hotel stays. Referral contests (or promotions) are a great way to leverage your existing contacts and social media fans to get more. Here's how it works: a person will go to your entry page and you'll enter in exactly the same way as a prize, but (usually) for something substantially smaller like a 50% off coupon or a \$5 gift certificate (this is your first prize). Once applicants enter to win their first prize, they work to redeem greater rewards (like gift cards and products) by referring to their friends to enter them with a unique URL. When a friend or family of the applicant clicks on a unique URL to enter the promotion, the referral is counted (redeeming their first prize). Doesn't make sense? Basically referral promotions are a great way to leverage your existing fans and customers. Instead of doing all the heavy lifting to promote your contest, let your participants do it for youengages and opens the brand to thousands of new prospects in the network of entrants.) Free Template #7: Referral Contest and real-life example numbers from merchants who found success with this template: This referral contest was viewed by 13,400 people, had a conversion rate of 19.63%, and provided the email addresses of 2,624 prospects. As a seller of luxury furniture, offering a \$1,000 gift card in exchange for 2,624 prospective buyers would have given them an impressive return on investment. Conclusion Hopefully, seeing how easy it is to create all types of very successful contests inspired you to beat it. When it comes to social profile growth and lead generation, there are few online strategies close to the power of good promotion. For some great tips on running your next Facebook contest, don't forget to check out our complete guide to free ebooks to Facebook contests and promotions! For more information on these promotions, including best practices and how to set them up, check out Wishpond Academy's free courses: P.S. Wishpond's Facebook Contest app makes it easy to create stipends, photo contests, Instagram hashtag contests, and more. Looking for inspiration? check out the 25 creative Facebook contest ideas you can use today. Today.