



## Contest Marketing

**RAVEN5**

# About RAVEN5

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RAVEN5 is a niche marketing agency specializing in contest marketing. We work with brands, marketing agencies and public relations firms to create engaging and interactive contests and consumer experiences.

**We do three things well:** planning, development and execution of contests & sweepstakes.

**Why RAVEN5?** Ravens are viewed as symbolic messengers that tell a story while the 5 represents the max time (in seconds) available to capture the attention of a consumer.

**Our mission is simple:**

Create experiences unique as your customers.



# Who is RAVEN5?

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Google, Bing and Yahoo! “*World's First Contest Marketing Agency*”, that’s us.

RAVEN5 specializes in creating **fun, engaging** and **interesting** contests and sweepstakes that engage existing consumers and appeal to prospects.

**We create contests for brands and agencies of all sizes!**



# Our approach to working with you

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The following are typical steps taken after initial discussions and proposals are approved:

1. After requirements and direction are received, comprehensive layouts of the required collateral are produced to establish campaign flavour.
2. Once layouts are approved, a ***user flow or schedule*** is produced that includes comps of the individual posts, designs, layouts, contest steps, etc. including copy.
3. Upon approval, development and thorough testing of contest, emails, and/or website.
4. After final approval, the program is scheduled and everything is made active.
5. Upon completion, a campaign report is provided, including winner(s) and notification for contests.

# Why work with us?

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## **Platform**

RAVEN5 provides large scale, national and international contest marketing platforms that we build to order.



## **Rules Writing**

A contest needs rules that are properly worded to avoid any legal issues before, during and after it's run. The rules should be properly vetted by a legal team before the contest is live.



## **Legal**

A fair amount of administration goes into running a successful contest. We have experience filing in various states as well as the Régie des alcools, des courses et des jeux in Quebec, Canada.



## **Experience**

Create fun and interactive marketing contests and online sweepstakes that help find new potential customers.

# Why work with us?

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## **Data**

Gather valuable consumer data and insights via our survey and user tracking tools with personalized URL (PURL) technology.



## **Social Sharing**

We empower brand ambassadors via social sharing technology. Our programs easily bolt onto Facebook, Twitter, LinkedIn, Google+, YouTube, Instagram and Pinterest.



## **Coupon Distribution**

Save on printing and utilize digital distribution of your coupon incentives through our platform. Our process allows for unique barcode and coupon code generation.



## **Full Customization**

We provide customized contest experiences with our scalable platform such as pin-code redemption, photo submission, voting and more.

# The benefits of contest marketing

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## **Increase Positive Brand Awareness**

Your consumers create chatter about your brand while discovering new prospects.



## **Build an Email List**

Reach your audience directly when you have something to share.



## **Gather Data and Insight**

Learn about your consumers and target your future marketing accordingly.



## **Increase Social Activity & Following**

Bring attention to what your brand is doing. Engage & recognize your consumers.



## **Distribute Coupons or Offers**

Encourage product trials and sales. Allow for brand (re)discovery and stay top-of-mind.

# What is social sharing?

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Social sharing is the practice of sharing via a social platform. Today's consumers have a personal relationship with your brand and like to share their opinions. People **share** content for a variety of reasons and contests are a great way to create a sharing environment. Our programs deliver 30% new prospects vs. all opt-ins.

## Here's why:

- 84% provide product recommendations with friends and family.
- 68% give others a sense of who they are and what they care about.
- 78% stay connected and express loyalty with a brand.
- 61% share positive experiences they have with brands.
- 40% have purchased a product after sharing it on social.

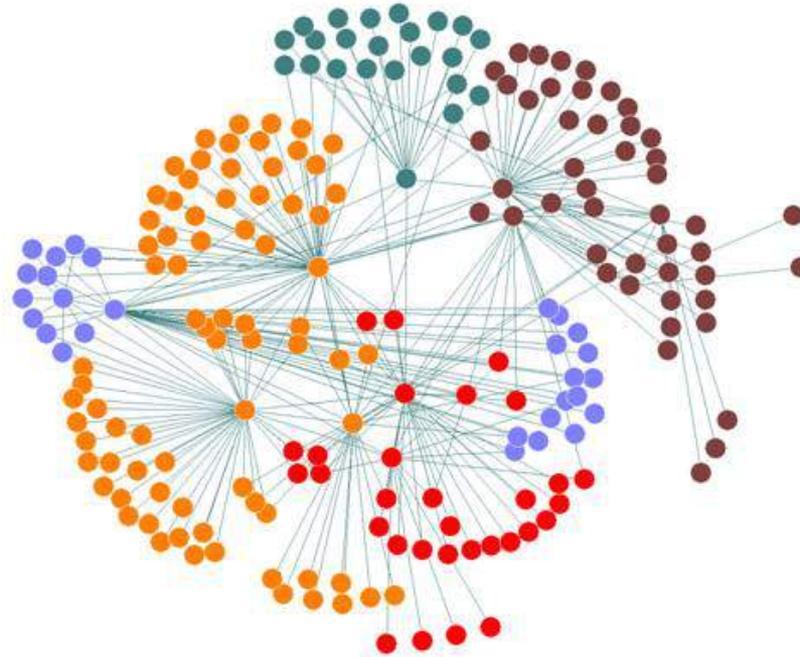
*Contests leverage word of mouth by integrating promotions.*



# What is social sharing?

## Sharing Platforms

1. Facebook
2. Twitter
3. LinkedIn
4. Google+
5. Pinterest
6. Email



## PURL Technology

Personal URL, is a unique numeric code attached to an email address that allows for generational tracking, sharing and the ability to identify brand advocates.

## 92% Trust Earned Media

More consumers trust shares, mentions, reposts & reviews or word-of-mouth marketing above all other forms of advertising.

**2.44 Billion Social Media Monthly Active Users** (as of September 2017)



2.061 Billion



328 Million



111 Million



106 Million



200 Million

# What about prizing and offers?

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**Eyes on the prize.** Prizing is an integral part of a contest marketing program. We suggest prizing and offers that are related and resonate with your target audience. Your success is highly dependant on it.

## Prizing & Offers should be...

1. Enticing
2. Valuable
3. Relevant

...to your target audience.



Our programs deliver highly targeted prospects and work extremely well for niche markets.

# Contest Marketing Opt-in Process

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1. Arrive at contest microsite (driven by email, social, etc.)
2. Complete entry form (can be pre-populated utilizing existing information – via PURL)
3. Answer survey questions (optional)
4. Choose coupons (optional)
5. Share via email, Facebook, Twitter, LinkedIn, Google+, Pinterest.
6. Online redemption or print coupon
7. Auto-respond email after completion (optional)

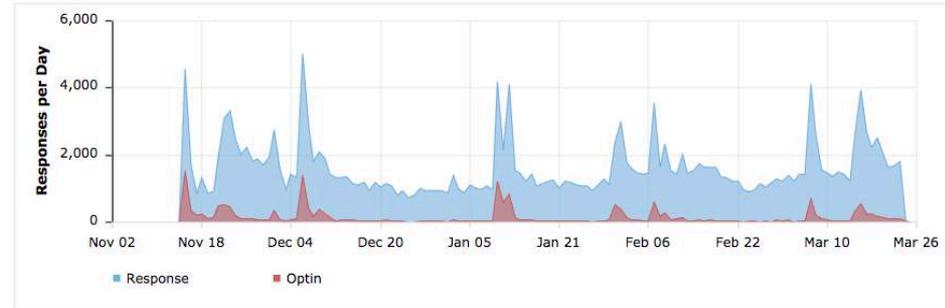


# Is there reporting?

Clients receive a monthly white labeled report detailing activity and opt-ins on the microsite, as well as any survey results. Additionally, email deployment(s) and social media activity reports are provided.

## We track:

1. **Response**, total, share & purl.
2. **Opt-ins**, total, new & existing.
3. **Submissions**.
4. **Shares**, networks & generational.



Total Response	Response From Share	Response From Other	Response From PURL
<b>210,795</b>	<b>147,862</b>	<b>57,832</b>	<b>5,101</b>
Total Opt Ins	Submissions	Existing Opt Ins	New Opt Ins
<b>19,427</b> 9.22%	<b>105,872</b> 50.23%	<b>4,159</b>	<b>15,268</b>
Total Shares			
<b>7,587</b> 39.05%			

\* Based on a 4-month campaign.

\*RAVEN5 uses Google Analytics, UTM Tracking code and our own comprehensive backend to provide measurable results.

*Contest marketing provides valuable and insightful metrics.*

**RAVEN5**

# Contest marketing gets results

For data accuracy all sites are tracked using **Google Analytics** in addition to our platform and social tracking tools.

## Campaign Metrics



## Sharing Vehicles Averages

**Facebook: 45%** / **Twitter: 37%** / **LinkedIn: 2%** / **Google+: 5%** / **Pinterest: 7%** / **Email: 7%**

**RANGES** | Facebook: 36% - 63% / Twitter: 20% - 48% / LinkedIn: 1% - 3% / Google+: 3% - 7% / Pinterest: 5% - 10% / Email: 4% - 15%

*Contest marketing results are not duplicated in any other media offering.*

**RAVEN5**

# Contest marketing gets results

RAVEN5 works with clients solving their primary business challenge, finding new prospects and new customers. We provide services in creative, design, branding, digital, strategy and communications. Our team works with our clients to find new customers, build online engagement and in-store sales.

## Average Results

Email List Size	25M	50M	100M
<b>Duration</b>	3 Months	3 Months	3 Months
<b>Email Deployments*</b>	75M	150M	300M
<b>Email Opens</b>	<b>15M</b>	<b>30M</b>	<b>60M</b>
<b>Email Clicks</b>	1,200	2,400	4,800
<b>PURL Response</b>	972	1,944	3,888
<b>Total Response</b>	72,900	145,800	291,600
<b>Total Opt-ins</b>	7,290	14,580	29,160
<b>Existing Opt-ins</b>	2,187	4,374	8,748
<b>New Opt-ins</b>	<b>5,103</b>	<b>10,206</b>	<b>20,412</b>

\* 1 monthly email. Above results based on the following | Email Opens: 20% / Email Clicks: 8% / PURL Response: 81% / Total Response 750% / Opt-ins: 10% / Existing Opt-ins: 30% / New Opt-ins:70%

That's 70% net new opt-ins in most cases.

# So, what do you get?

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Contest marketing ALWAYS achieves these FIVE amazing results:

1. **Develop** Brand Awareness
2. **Build** Email Lists
3. **Increase** Social Followings
4. **Gather** Data and Insight
5. **Deliver** Consumer Coupons

**No other marketing initiative provides FIVE benefits in one simple program.**

*Contests provide favourable brand impressions by integrating authentic and persuasive content.*



# Referrals

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Working with Raven5 on the sweepstakes project for Finning Canada was a great experience. Michael and the team were incredibly professional, managing our multi-stakeholder team and meeting tough deadlines. They also accommodated program changes late in the development to meet a change in requirements on our end. We have plans to work with Raven5 to run the program again. - **Nicole M.**



RAVEN5 came up with great creative for marketing our online contest and delivered on or before deadlines. They were knowledgeable, professional and on-point and handled all the logistics of our online sweepstakes seamlessly. - **Heidi B.**



Raven5 provides exceptional service to their clients. They always produce content that exceeds our expectations. Highly recommend them to anyone looking for a focused digital marketing strategy. - **Shannon P.**



After working in the digital brand engagement space for 20 years I can confidently say that there are countless digital vendors but there is only one RAVEN5. From concept through execution the entire team at RAVEN5 truly embodies the partnership approach to capture the business needs, translates them into best-in-class user experience frameworks and executes brilliantly to ensure both the needs of the brand and target audience are fully met. - **Kevin A.**



RAVEN5 is a great partner to work with. They are reliable and timely with their responses. I really appreciate how they were able to make our campaign set up seamless and very functional. - **Tabitha C.**

# Brands we work with

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## That's a wrap

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We have worked with brands and marketers from all segments and disciplines and work equally well with agencies and brand marketers directly. We would be pleased to work through next steps with your team in an effort to ensure that your program is a success.

Contact us:

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