

SWEEPSTAKES WHITEPAPER

SALES & ACTION BASED CAMPAIGNS



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Sales & Action Campaigns

If you sell product through multiple sellers, distributors, stores, franchisees and are looking for a way to incentivize sales of your product(s) then look no further. Your team can provide sales data on a regular schedule for us to assign draw entries or points to users that have already registered.

It's necessary to direct your vendors to a site where they can register and identify themselves while keeping track of their entries earned. During each pre-determined time period, your team will submit recorded sales and we'll assign entries or points automatically to those that have registered. For those that have not yet registered, the system will simply hold and assign entries/points at a later date once the registration is completed.

Users will create a login with a password for secure access to their personal dashboard. When logged in they'll be able to see a summary of all products purchased or actions completed that have earned points or entries. For subsequent visits, users can simply login with their username/password to access their dashboard.

Valuable data about your vendors can be collected through a quick survey at registration and through subsequent incentivized surveys, earning points or entries.

Additionally, entries or points can also be assigned for completing actions such as completing a survey, watching a webinar or pre-recorded video or even attending an event.

Build excitement throughout the campaign by choosing to have multiple prizes and draws throughout, even announcing the winners within the campaign site. Or simply wait until the end for one big prize announcement.

Examples and Usage

Below is a recent example of a Sales & Action Based campaign from one of our clients.



Vetoquinol (USA)

A customized “rewards” program by RAVEN5 that allowed veterinarians/clinics to register accounts. Veterinarians could earn entries by purchasing Vetoquinol product through their usual suppliers, completing surveys and participating in webinars/events. Each month the sales data was imported into the system and attached to registered accounts that matched. In the case where sales data was imported and no matching registrants were found in the system, the data was held and compared with each new registration until the correct veterinarian was found.

Objectives:

- Increase brand awareness
- Reward existing customers
- Introduce new customers

Target:

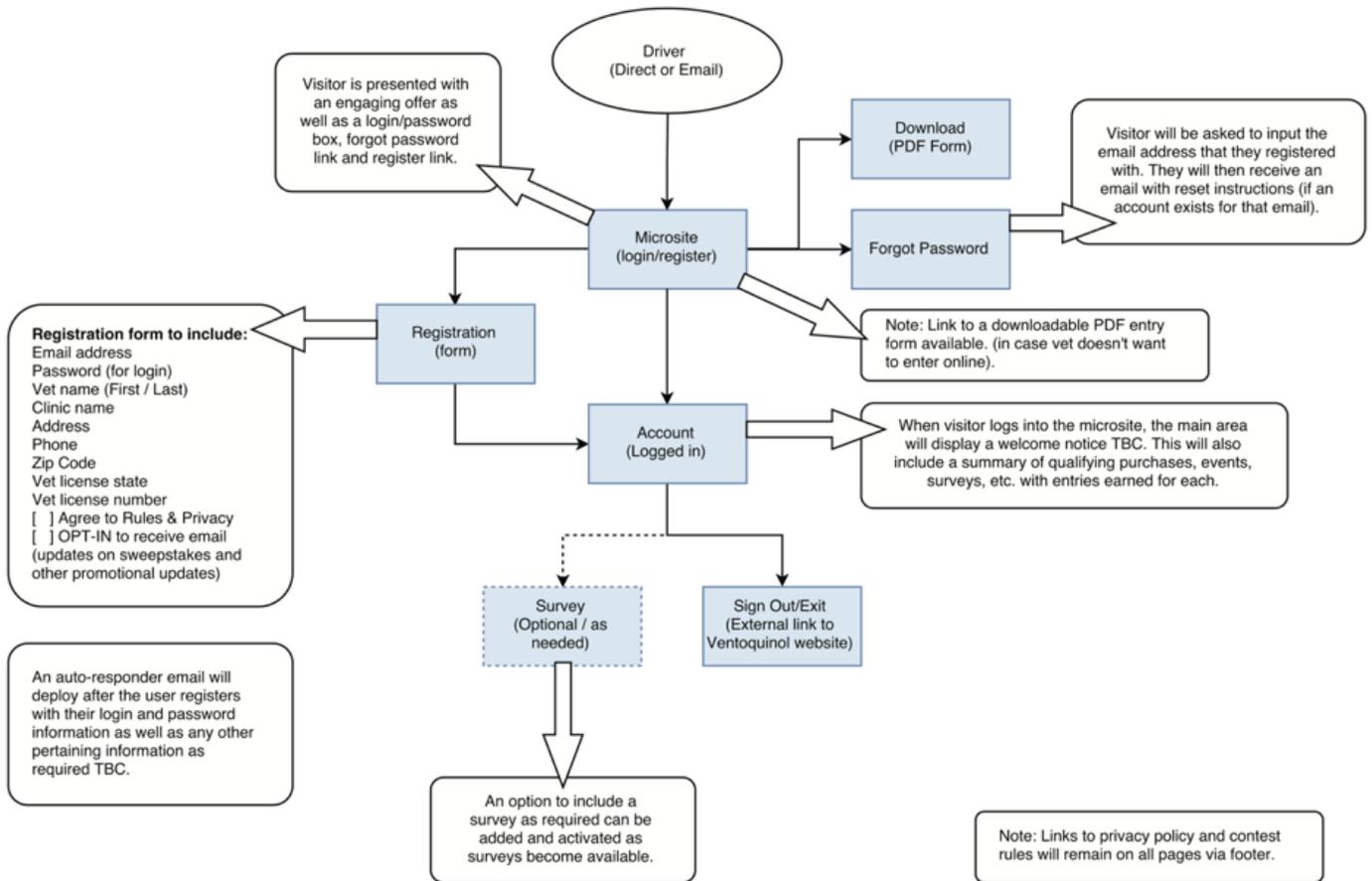
- Equine veterinarian clinics & veterinarians

Deliverables:

- Sweepstakes design, copywriting and development
- Data import and comparison
- Reporting

Examples and Usage

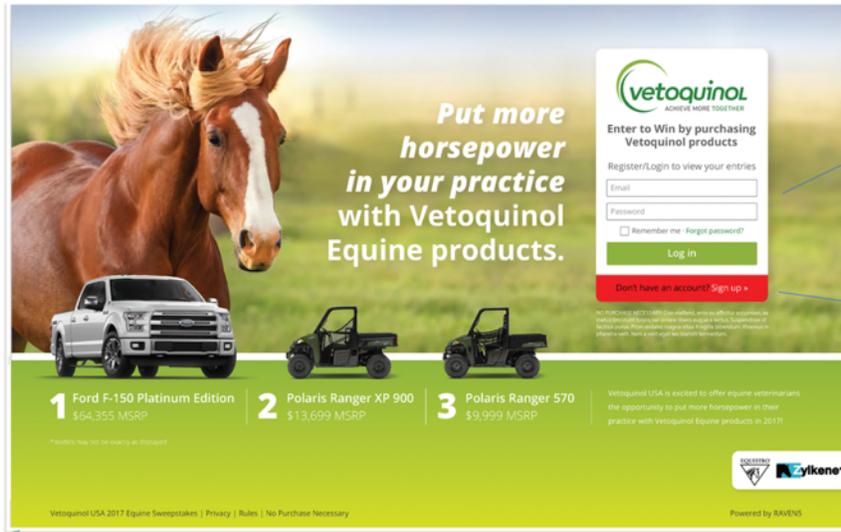
Site Architecture



Examples and Usage

Vetoquinol Campaign Experience

1. Landing / Login

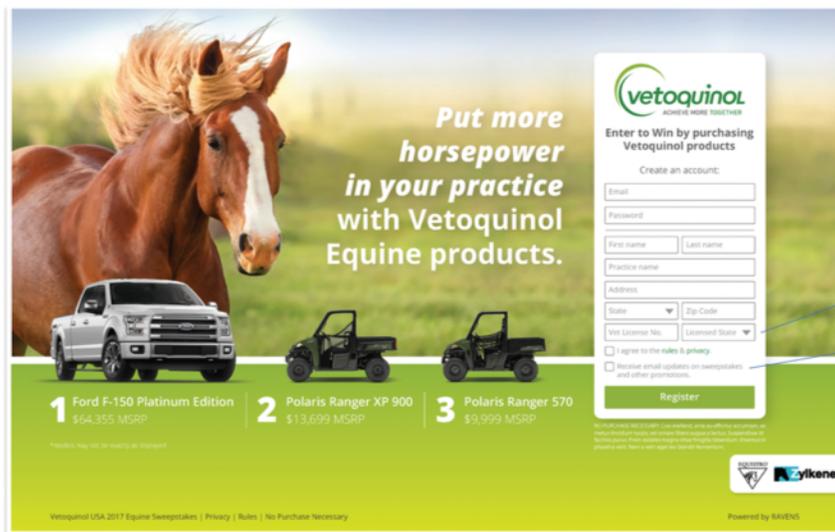


Quick login via email/password.

User account creation.

Standard footer included links to Rules, Privacy and No Purchase entry form.

2. Landing / Registration



Require vet license no. and state.

Agree to receiving marketing communications.

Examples and Usage

Vetoquinol Campaign Experience Cont'd

3. Dashboard

The dashboard features a header with the Vetoquinol logo and a 'Log out' button. Below the header is a promotional banner: "Put more horsepower in your practice with Vetoquinol Equine products. Entries can be earned by partnering with Vetoquinol to offer our equine products to your clients, participate in informative and educational webinars, and help us provide better solutions for the equine industry by completing surveys." A "Take survey" button is located in the top right of the dashboard area.

The main content area displays a table of activities:

Date	Type	Description	Amount	Entries
11/18/2016	Purchase	Zylkene Equine, Epic Daily, BCAA, Butyrates, EQ-01750 Research, ICF (Invoice #11228)	\$900.00	4
11/10/2016	Webinar			2
11/8/2016	Survey	Online survey completed.		1
11/2/2016	Purchase	Zylkene Equine, Epic Daily, BCAA (Invoice #11222)	\$959.00	4
11/1/2016	Purchase	Zylkene Equine, Epic Daily, BCAA (Invoice #11226)	\$959.00	4
10/10/2016	Purchase	Zylkene Equine, Epic Daily, BCAA (Invoice #11226)	\$959.00	4
10/9/2016	Purchase	Zylkene Equine, Epic Daily, BCAA (Invoice #11226)	\$959.00	4
10/2/2016	Purchase	Zylkene Equine, Epic Daily, BCAA (Invoice #11224)	\$959.00	4
10/2/2016	Purchase	Zylkene Equine, Epic Daily, BCAA (Invoice #11224)	\$959.00	4
10/2/2016	Purchase	Zylkene Equine, Epic Daily, BCAA (Invoice #11224)	\$959.00	4

Annotations on the dashboard:

- Total entries earned:** Points to the "You Have Earned: 45 Entries" text.
- Link to take the current survey:** Points to the "Take survey" button.
- Full listing of previous purchases, webinars attended, surveys completed along with entries earned for each:** Points to the activity table.

4. Survey

The survey form is titled "Please complete this short survey to earn 1 additional entry". It contains four questions:

1. Vivamus in pharetra velit. Nam a velit eget leo blandit fermentum.
 - Tell nam a eget.
 - Leo blandit fermentum.
 - Vivamus in pharetra.
2. Vivamus in pharetra velit. Nam a velit eget leo blandit fermentum.
 - Tell nam a eget.
 - Leo blandit fermentum.
 - Vivamus in pharetra.
3. Vivamus in pharetra velit. Nam a velit eget leo blandit fermentum.
 - Tell nam a eget.
 - Leo blandit fermentum.
 - Vivamus in pharetra.
4. Vivamus in pharetra velit. Nam a velit eget leo blandit fermentum.
 -

A "Next" button is located at the bottom of the survey form. Annotations include:

- Customized survey allowed for multiple choice, single choice, text input and allowed for logic based questions/answers:** Points to the survey questions.

Examples and Usage

Vetoquinol Campaign Experience Cont'd

5. Logged Out

Put more horsepower in your practice with Vetoquinol Equine products.

You have successfully signed out! [Sign in again](#)

AD SPACE
720x300

Entries can be earned by partnering with Vetoquinol to offer our equine products to your clients, participate in informative and educational webinars, and help us provide better solutions for the equine industry by completing surveys.

3 Prizes with horsepower

- 1 Ford F-150 Platinum Edition**
\$64,355 MSRP
- 2 Polaris Ranger XP 900**
\$13,699 MSRP
- 3 Polaris Ranger 570**
\$9,999 MSRP
Prizes may not be exactly as depicted.

Vetoquinol USA 2017 Equine Sweepstakes | Privacy | Rules | No Purchase Necessary

Exclusively at VETOPARTS

6. Forgot Password

Put more horsepower in your practice with Vetoquinol Equine products.

vetoquinol
ACHIEVE MORE TOGETHER

Enter to Win by purchasing Vetoquinol products

Forgot your password?

Please enter the email address associated with your account. An email with password reset instructions will be sent to you.

Email

Send email

Don't have an account? [Sign up](#)

NO PURCHASE NECESSARY. One winner will be selected at random from all entries received by the sweepstakes. Sweepstakes ends 12/31/2017. Prizes may not be exactly as depicted.

- 1 Ford F-150 Platinum Edition**
\$64,355 MSRP
- 2 Polaris Ranger XP 900**
\$13,699 MSRP
- 3 Polaris Ranger 570**
\$9,999 MSRP

Vetoquinol USA is excited to offer equine veterinarians the opportunity to put more horsepower in their practice with Vetoquinol Equine products in 2017.

Vetoquinol USA 2017 Equine Sweepstakes | Privacy | Rules | No Purchase Necessary

Powered by **RAVENS**

Contest Marketing Basics

Don't forget the basics once you've made the decision to run a contest marketing program.

Strategy

Identify your overall goal in holding the contest, such as increasing your prospect mailing list, converting new customers, a new product launch or just brand awareness. What is the single most important message you want to get across in all of your messaging? Do you have a theme in mind and is it timely and agile enough (i.e. the seasons, sporting events, current trends)? This will help guide you as to the information you want to collect from the entries.

Prizing

Prizing is a critical step as the prize must be relevant to both your current & target audience. Ensuring you have a reward that is valuable to your email list and social following is a must. If possible, it's recommended that the prize is a product or service provided by your company. If you are in the sewing machine business, then offer up a sewing machine, as it will appeal to your user group while engaging prospects and those interested in sewing.

Implementation

As always, the user experience is in the implementation of the program, ease of use and the creative. Contest marketing programs can take fifteen days and often longer to develop, depending on the complexity, location of the offering, number of prizes, prize value and legal requirements

Contest Marketing Basics

Data

Data and user information, including an email address, is often the primary reason for running a contest marketing program. A solid program will gather basic user information such as first and last name, address, email, gender, age and location information via postal code. Mobile is also an option based on your marketing initiative's next steps.

Rules

Familiarize yourself with the rules and requirements of the social media networks that you intend to utilize for your contest. Depending on how large your contest is, remember to pay close attention to state/provincial, national and even international laws. In some cases, the state or province may require a bond and/or filing. As well in the US, the IRS has specific requirements upon completion as the prize can be classified as income for the winner. Most states and provinces in the United States and Canada are fairly flexible and reasonable in their approach. Larger brand programs should have an expert handle rules and regulations to ensure compliance with various legal aspects. We recommend legal guidance for all larger programs.

Ready?

Once you're ready, what are next steps? Promotion! You need promotional drivers to get your database of customers and prospects to visit your contest.

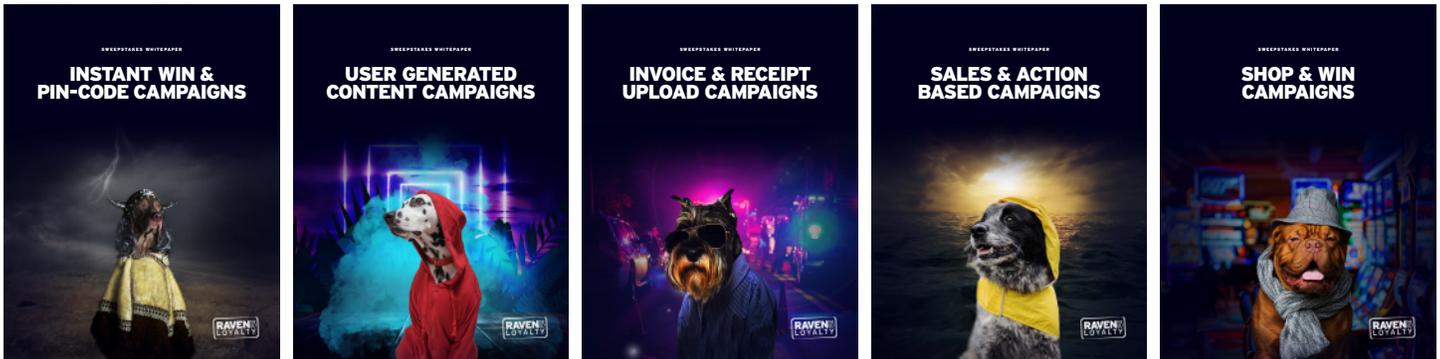
- Email marketing
- Social posting
- Paid social posting
- Display ads (Social & Google)
- Print ads in newspapers or magazines
- Printed coupon(s) or leaflet(s)
- Influencers (paid and unpaid bloggers/vloggers/micro and macro)

Still on the fence? Consider this!

- You'll boost brand loyalty by providing consumers with a chance to instantly win
- Collect email addresses of those registering on site
- Quickly gather survey results and learn more about your consumers
- We can automate the prize claim redemption especially if you have a lot of prizes
- Our team can create unique and trackable pin-codes for your usage
- Consider applying pin-codes as peelable stickers affixed to your products

And there's more...

Even more valuable sweepstakes information available:



RAVEN5 is the leader in Sweepstakes, Contests and Promotions.

Rated as “The World’s First Contest Marketing Agency” according to Google, Bing, Yahoo! and DuckDuckGo.

We create experiences unique as your customers.

