

SWEEPSTAKES WHITEPAPER

SHOP & WIN CAMPAIGNS



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Shop & Win Campaigns

Reward your consumers with a ballot for every \$ spent on your products via an ecommerce website. Running a Shop & Win campaign is an exciting experience as everyone receives an automatic entry to win with every purchase.

Our team will design and develop a customized ecommerce website that mirrors the look of your existing website often times as a subdomain (i.e. shop.yourwebsite.com) to automate the tracking of ballots. This promotional ecommerce site will handle all transactions and keep track of purchases and ballots earned. It will provide users with an updated count of ballots they've earned via their own account on the site.

By providing a “no purchase necessary” opportunity to receive an entry, you ensure that you're on the right side of the law. We usually ask a visitor to mail in a post card or letter with their information to receive a single entry and they can do this as many times as they like.

Once everything is up and running, and a draw date is set, our team will continue to monitor the promotion until the end of the campaign. At the conclusion of the campaign, our team will conduct a random drawing and verify the eligibility of the potential winner(s). We handle all of the necessary paperwork (taxes, state filings, etc.) to ensure everything is compliant. Afterwards you can keep the site running as an ecommerce site (for a monthly fee) or simply close it.

Examples and Usage

Below is an example of an Shop & Win campaign from 80Eighty.



80Eighty (Dream Car Giveaway)

Many companies hold a giveaway to promote a sale, product launch or special occasion but you usually don't see them happening consecutively. 80Eighty has had successful growth as a company, only starting in 2014. They've gone from holding their known 'Dream Car Giveaway' once a year, to now being held once every 45 days.

This famous giveaway has the company thriving, and really creates the buzz it needs to have 80Eighty stand out from their competitors.

They know their audience as this is not just any car. 80Eighty's crew of talented motorsports enthusiasts modify vehicles to the point that no two will ever be alike on the road. If you didn't think that was enough, 80Eighty is known to combine the dream car with a stack of cash to go home with.

Examples and Usage

80Eighty Experience

The ecommerce website fully automates the process of earning entries by visually showing the automatic entries earned on each product. And upon checkout, total entries earned for the entire purchase are calculated.



GET YOUR ENTRIES >



The WINNER could be you!
The deadline is December 8th, 2019




80EIGHTY® A90 SUPRA SHIRT
60 Automatic Entries
\$30.00 IN STOCK

Size
SM MD LG XL 2XL 3XL 4XL

1



Order Summary

 80Eighty® A90 Supra Shirt
Qty: 1
\$30.00
[View Details](#)

Cart Subtotal \$30.00

Shipping *Not yet calculated*

Order Total \$30.00

Special Bonus Entries for this purchase: 10

Total Entries for this purchase: 60

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.

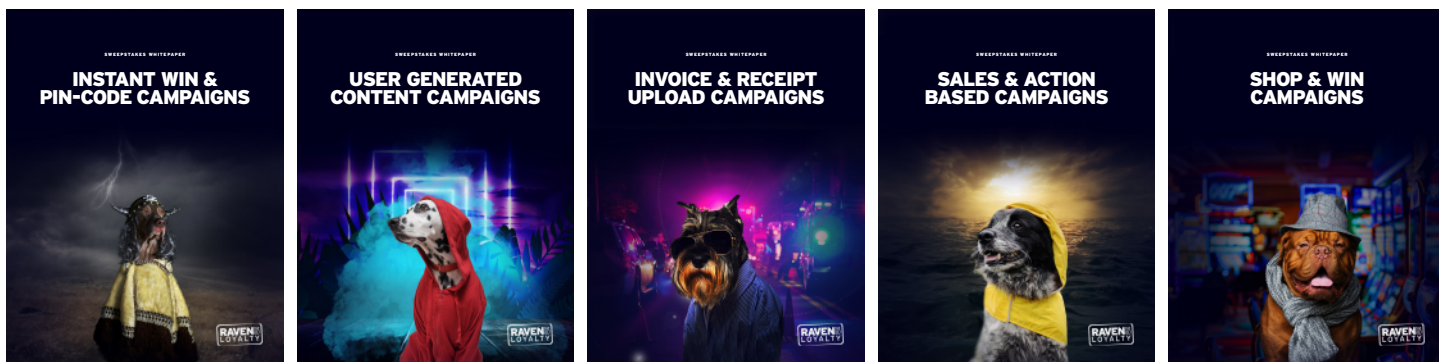
- Email marketing
- Social posting
- Paid social posting
- Display ads (Social & Google)
- Print ads in newspapers or magazines
- Printed coupon(s) or leaflet(s)
- Influencers (paid and unpaid bloggers/vloggers/micro and macro)

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.

