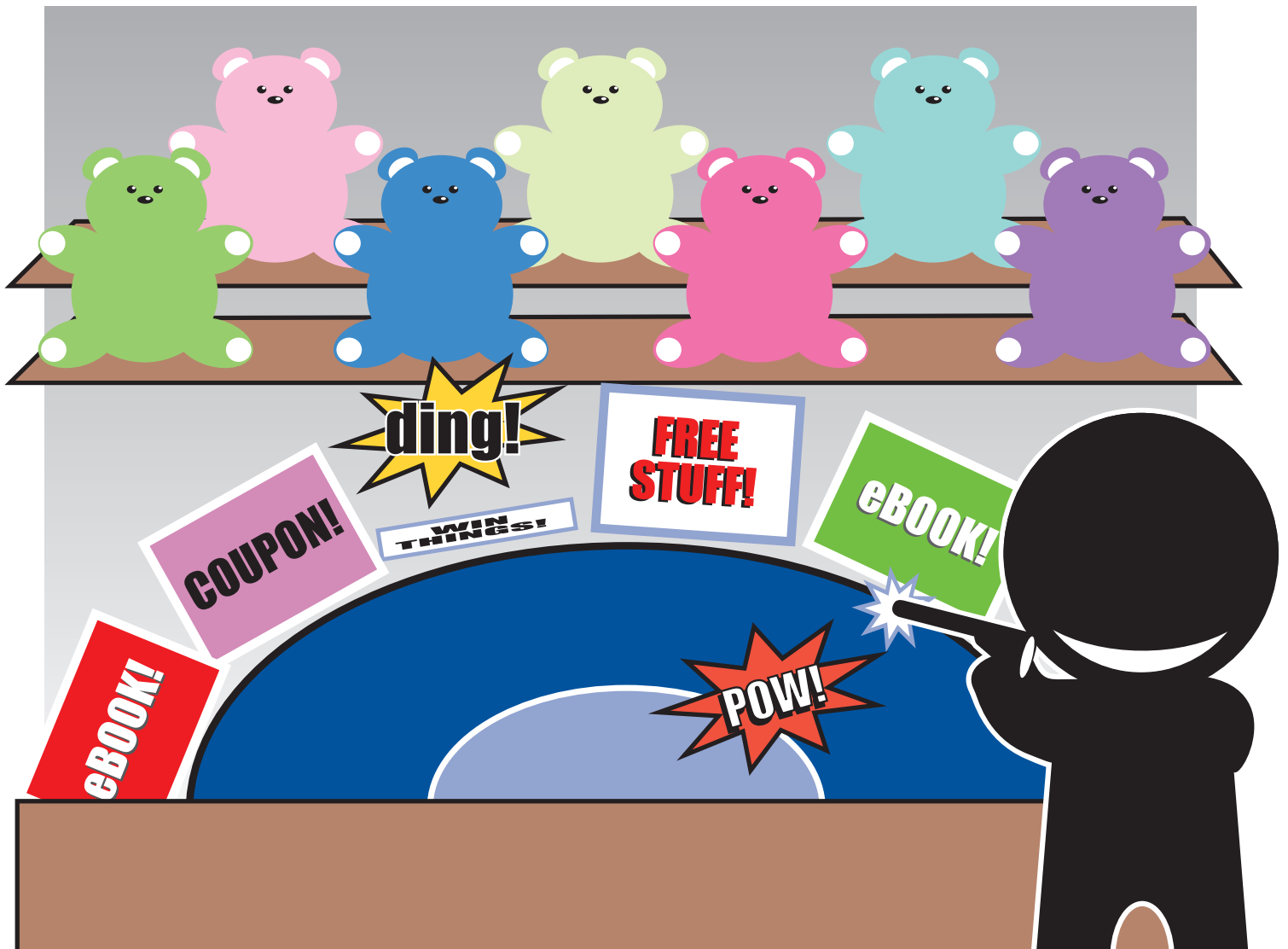


How to create a winning Facebook contest



Author:

David Steel



Author, motivational speaker, and sought-after sales and social media coach, David Steel is one of the nation's leading experts on sales motivation and leveraging social media to increase sales.

Widely recognized for his ability to energize sales teams and drive revenue results, David works with businesses and C-level executives on social media and sales strategies. Follow him on Twitter at [@dsteel](#).



Did you know that nearly 32% of all Facebook users have liked a page because of a contest on Facebook? These contests are a quick and easy way of not only getting more “likes” but also capturing user information. And, if done correctly, your contest has the chance of being shared widely, building loyalty, and creating brand ambassadors!

There are a wide variety of contests you can use to promote your business, an event, a product launch, etc. In this eBook, we'll also bring it back to the basics and share with you some techniques to make your Facebook contest a success.

Let's get started!



Figure out your objective

Are you looking to increase traffic, awareness of a new product, increase your subscribers, or generate customer referrals? It's important to figure out exactly what you hope to accomplish with this sweepstakes so you can make the biggest impact. Don't forget to set a goal and budget.

Think of the perfect prize for your audience

Though iPads and other electronics are sought-after for both young and old, think about whether or not this kind of prize would appeal to your target market. If, for example, you are the owner of a spa, you might want to create a spa package for two with massages, a mani/pedi, and an aromatherapy session. Consider a partnership with a brand that has a similar demographic since that company would then be posting your contest to their social media networks as well (double the exposure for the same amount of legwork)!



Create simple and shareable content

Whether you are building your contest from scratch or you are getting a bit of help from your favorite marketing agency (ahem...), it's important that you end up with a promotion that users can not only understand, but that they'll want to share with their friends. Facebook contests are a great way of getting your brand's name out there to the masses and you'll want to make sure you capitalize on the opportunity correctly.

Which brings us to our next point...

Make sure your contest is mobile-friendly



So many of us are glued to our phones throughout the day. We check our emails, respond to texts, surf the web on our lunch break... If a contestant stumbles upon your contest while on their phone and they can't like your page, chances are they won't return.



Use the power of social media

Post about your contest on Facebook at least two to three times per week. Think of creative ways to promote it in different ways and with fun pictures. But don't stop there—promote your contest on your website, in newsletters, on your other social media sites, and with ads!



Thank everyone for participating

When the contest has ended, notify the winner via email and update your social media pages (and website) with details. Make sure to thank everyone who has entered and consider asking for feedback for upcoming promotions.



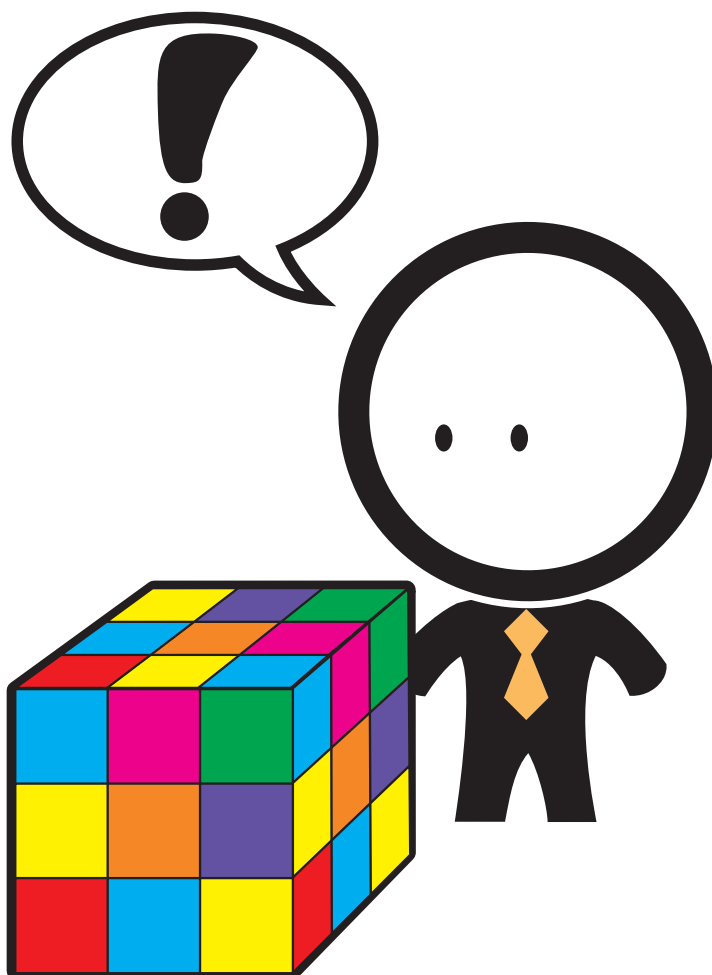
GroSocial

Here at Sneeze It, we utilize a management software device called GroSocial that is fully integrated with social media platforms like Facebook and Twitter. Of the many software tools currently available to create promotions and contests, we have found this to be the most intuitive and user friendly.

Here are some of the different types of contests we have the ability to make using this amazing software:

Puzzle Promos

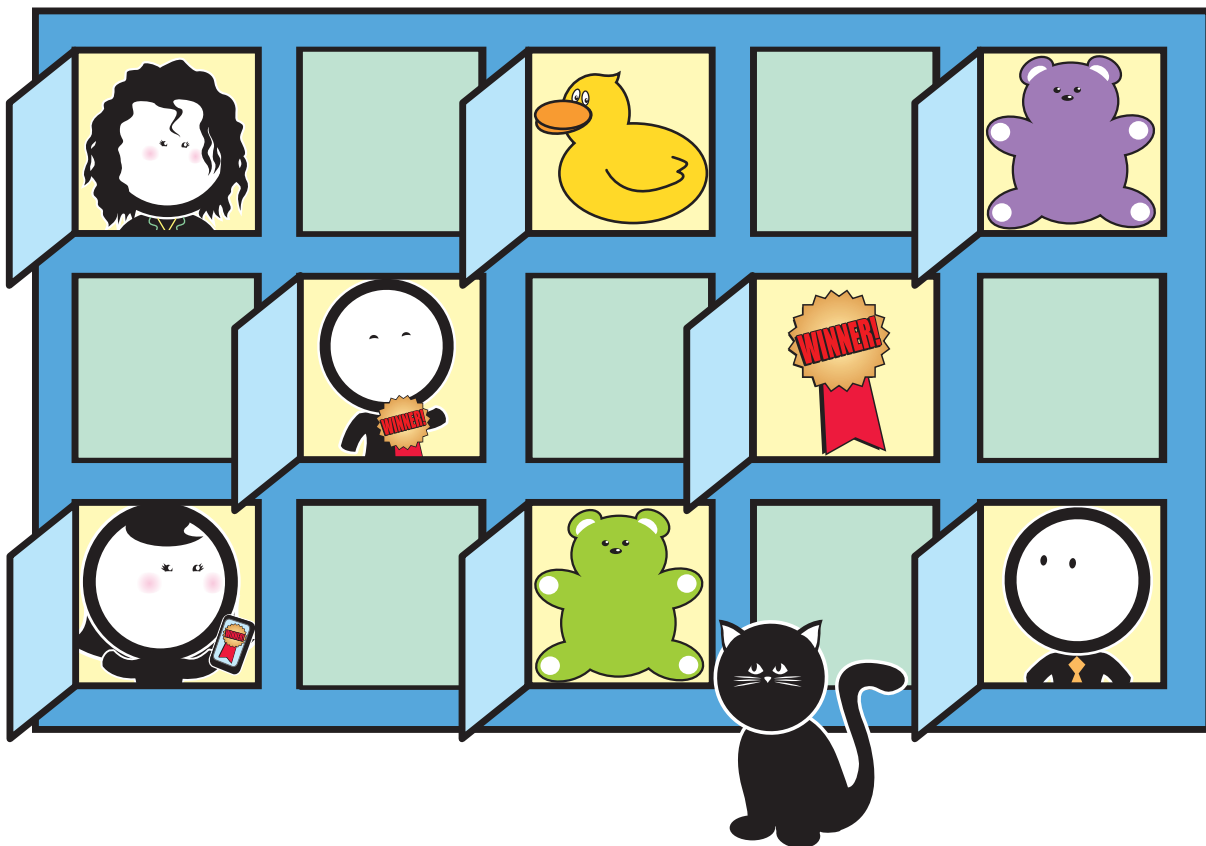
This promo tool requires users to “like” several Facebook pages before entering, which unveils prize packages piece by piece. A Puzzle Promo is an incredibly powerful way to have multiple organizations team up and share their social followings, and when done correctly, it can generate hundreds or even thousands of qualified leads for all participating pages.



Advent Calendars

Advent calendars are now available year-round! This exciting Facebook promo will make an effective part of your social media strategy because your leads will come back each day to see which part of the calendar is clickable and the new prizes that are revealed. Users have an incentive to return to your Facebook page every day, which gives you exposure as well as new likes, leads, and shares!

Please note: it's important to understand the regional and social media platform rules pertaining to sweepstakes so you comply with all regulations.



Contact us today for your Facebook promo needs!

Email us today to learn more about our Facebook contests and ways we can create buzz for your upcoming promotion!

