


Facebook & Twitter Promotions

Grow and engage your fans and followers

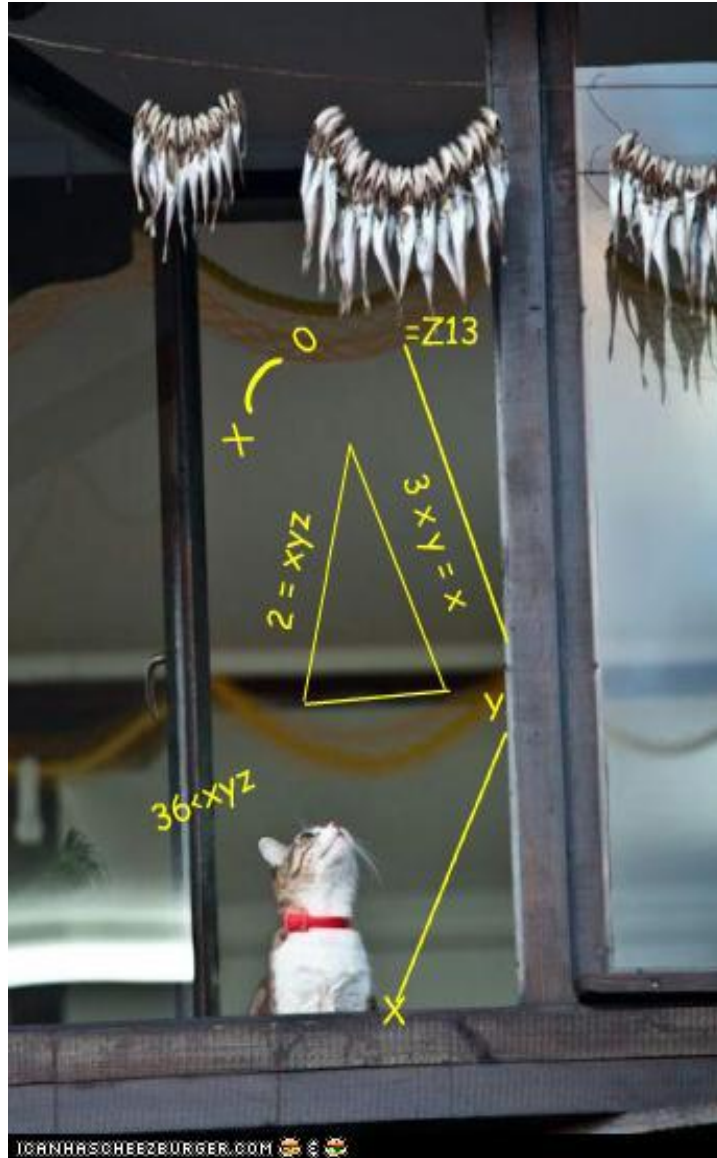


A “promotion” is a sweepstakes, contest or competition. In a sweepstakes, a winner is selected by chance and is awarded a prize. In a contest or competition, a winner is determined by skill or through the judging of specific criteria and is awarded a prize.

– Facebook



planning your promo



planning your promo

- **What are your goals?**
- **What are you promoting?**
- **What topics are relevant to your brand or cause?**
- **What motivates your community to act and share?**
- **Is your prize relevant?**
- **Is it fun?**



→ Facebook Compliance

- ④ Must be conducted through an app on Facebook
 - Not like, comment on, make or share a Timeline post
- ④ Cannot notify winners through Facebook
 - Collect their contact info at entry
- ④ Release Facebook from involvement
- ④ Cannot auto-enter someone into a contest using Facebook's functionality
- ④ Rules should be clearly visible prior to entry
- ④ Resource link: <http://ow.ly/cjel0>



→ Twitter Compliance

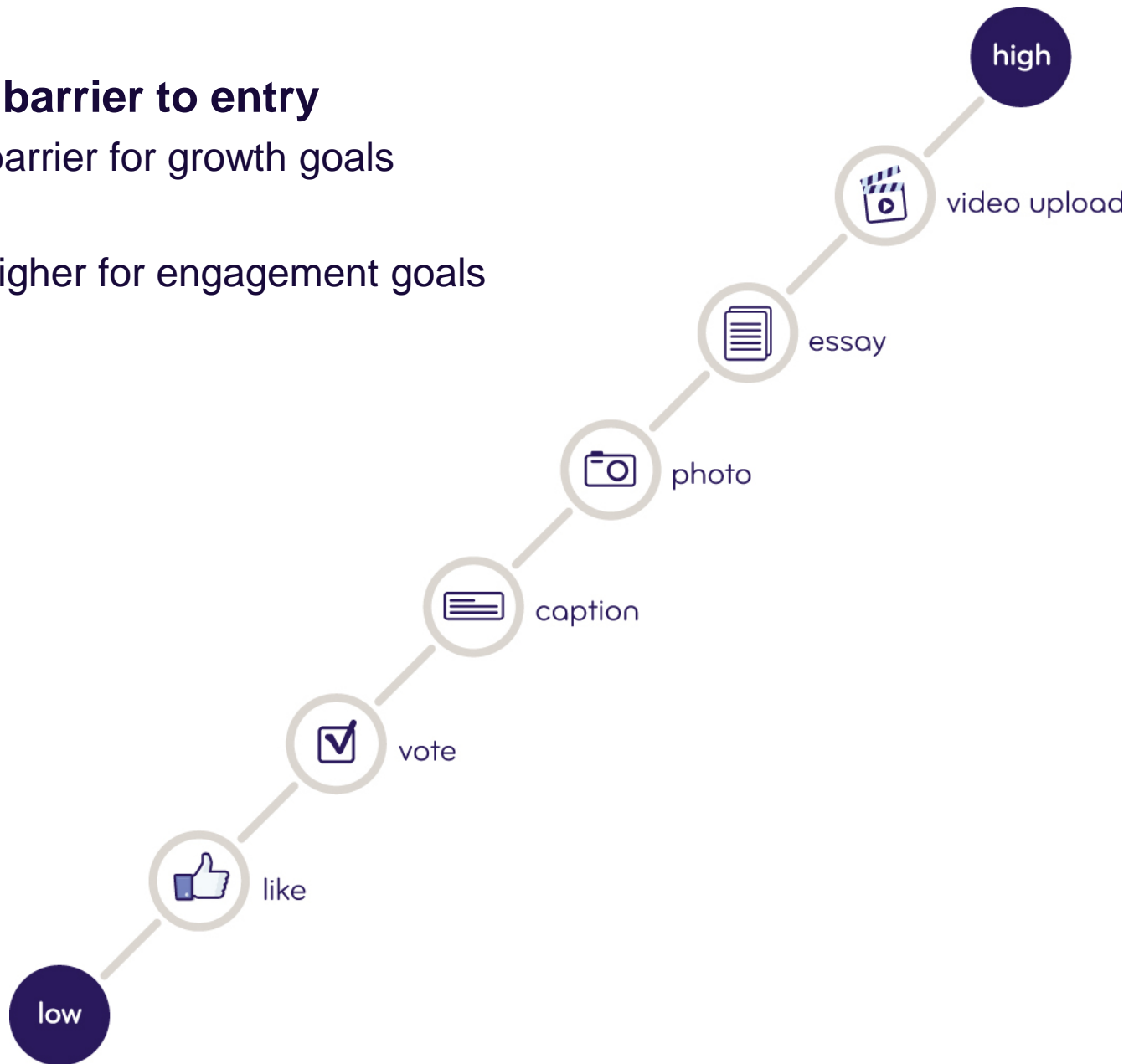
- ④ Include a link to the rules in each tweet with a shortened link
 - Some try to put the rules in multiple successive tweets.
- ④ Buck wild tweeting is ok! Just do not
 - Ask users to repeat the same post
 - Allow multiple entries per day
 - Encourage users to make multiple accounts to enter
- ④ Resource Link: <http://ow.ly/cerqE>





→ Consider the barrier to entry

- Lower the barrier for growth goals
- Go a little higher for engagement goals



→ Facebook Tips

- ④ Mandatory like to enter
- ④ Keep Entry forms as short as possible
- ④ When you give a reason to return, you give a reason to share
 - Voting, goal meters
 - Remind users to share at the confirmation page
 - Share buttons
- ④ Take advantage of Timeline's visuals
 - Pin a new contest posts to the top of your page 1-2x/week
 - Have an interesting app tile image



→ Twitter Tips

- ④ Be extremely clear and simple in your CTA
- ④ Choose a distinct hashtag
- ④ Decide whether you will gather mentions or need a microsite
 - If you want to gather more information from users or give more detail about a campaign, a microsite might be necessary
- ④ Give a reason to
 - Follow
 - Tweet fresh, new tweets often



→ Get traffic

- ② Facebook ads, sponsored stories & promoted posts
- ② Promoted tweets
- ② Communicate to customers
- ② Partner with other relevant communities and influencers
- ② Leverage your other networks (Facebook, Twitter, Pinterest, Google+, blog) to promote your sweeps/contest



time to launch



→ Build your Facebook promotion

⌚ Wildfire

- Facebook promotions app
- Subscription
- Custom work

⌚ Facebook's Preferred Marketing Developer Directory

- <https://developers.facebook.com/preferredmarketingdevelopers/directory/>

→ Build your Twitter promotion

⌚ Gather all those entries

- Set an Archive in Hootsuite
- Set a tag in your social media monitoring platform (Sysomos, Radian6)
- Capture on your microsite



→ Measure your results

→ Entry rate

→ Reach

→ People Talking About This

→ Invites/shares/retweets/votes/pins

→ Website visits

→ Leads

→ Growth (fans/followers)

→ Demographic changes in community

→ Online mentions



Share the Love Campaign

→ For each Like, Esurance donated \$10 to The Trevor Project.

→ Met our goal in 2 weeks

→ 6,500 new fans

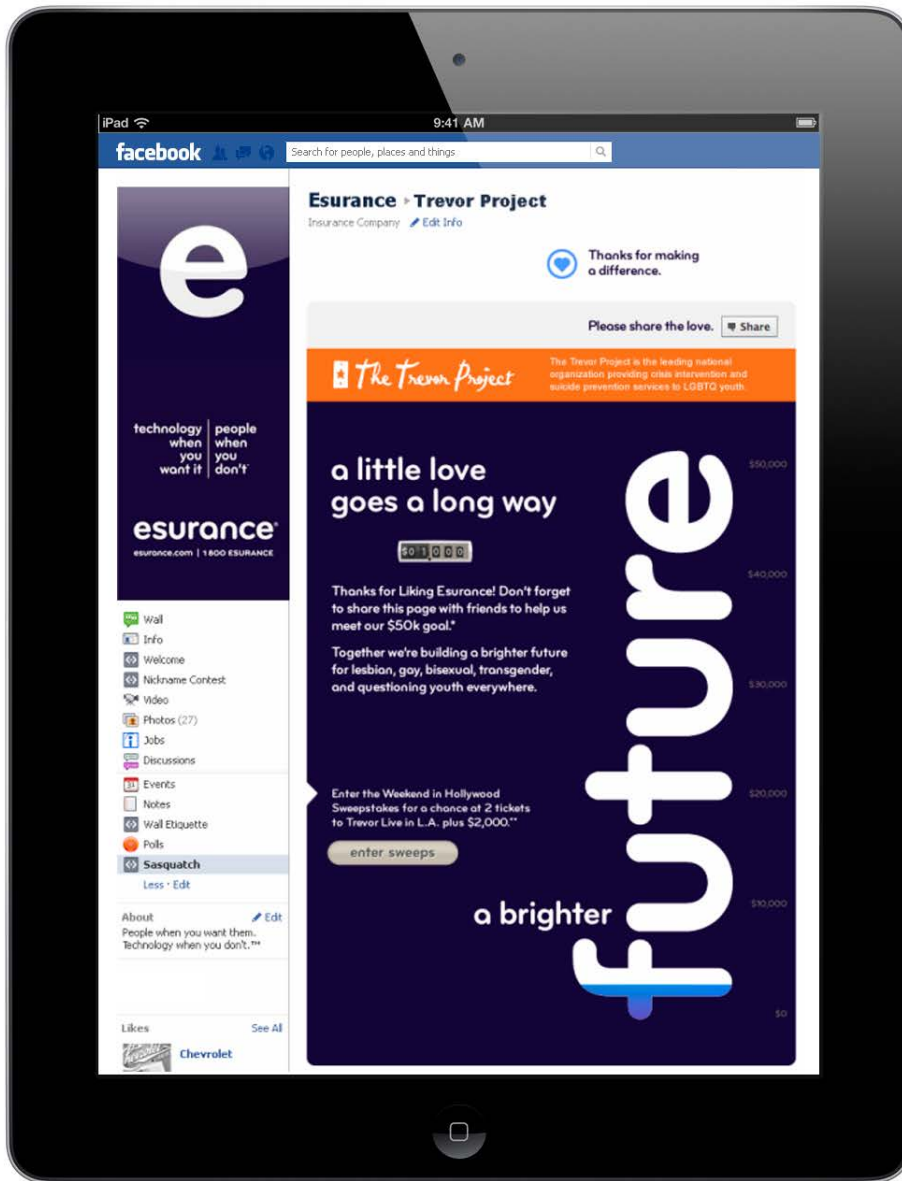
→ \$50,000 total donation

→ Awards

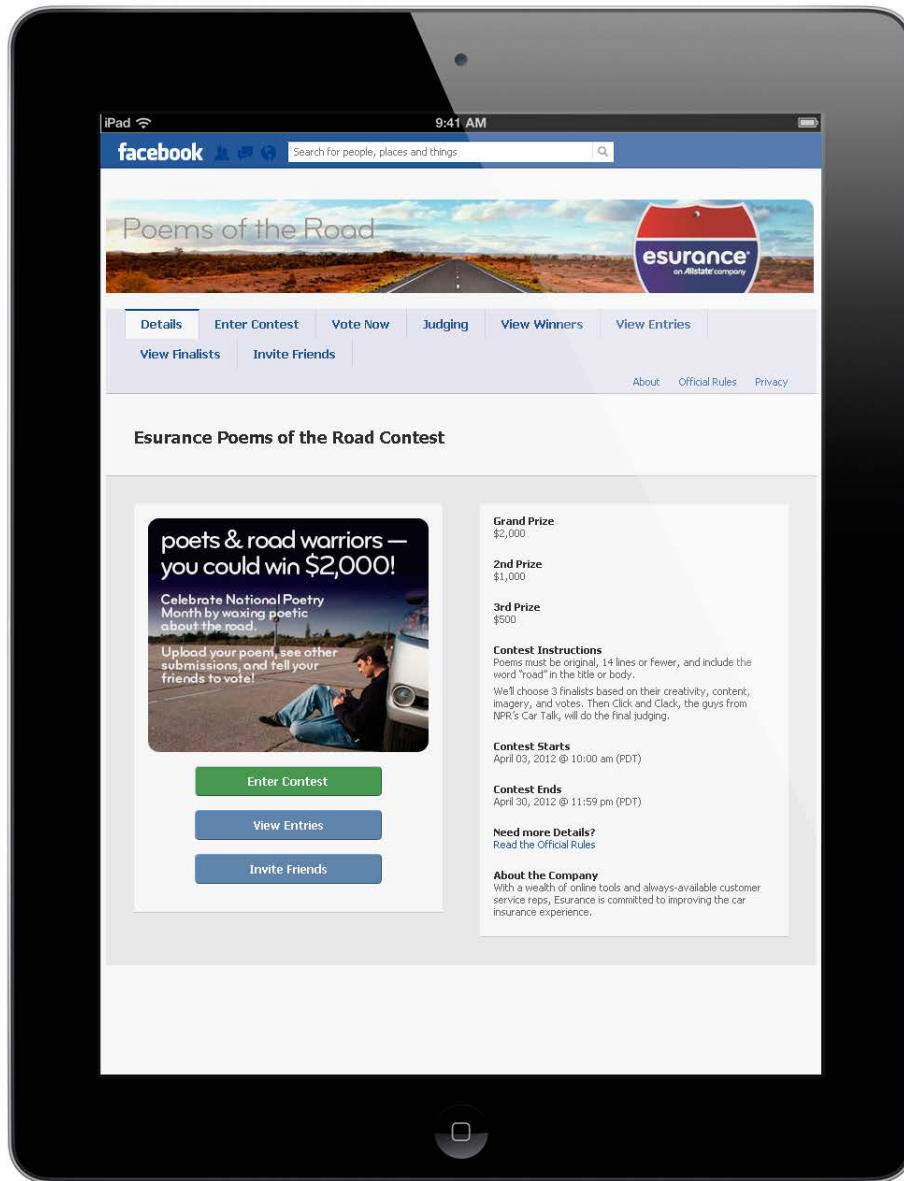
→ 2011 Earnie Award for Best Connection to Twitter, LinkedIn or Facebook Audience.

→ 2012 PR Platinum PR Award Finalist

→ 2012 Regan Employee Communications Award for Best Community facebook Building honorable mention



Poems of the Road Contest



→ Goal

- Build engagement

→ How it worked

- Submit a poem using the word "road" for a chance to win cash and blog fame.
- Users voted for favorites

→ Results

- 1,300 submissions
- 2,089 new fans
- 14,192 votes
- 26,842 shares
- 49,249 visits



Outside Lands Insider Contest



→ Goal

- Promote our Outside Lands sponsorship

→ How it worked

- We tweeted 2 questions/day about San Francisco & Outside Lands
- Users answered our Insider questions using #InsideOutside for a chance to win a VIP Outside Lands experience.
- Winner chosen at random

→ Results

- 409 tweets
- 204 new followers
- 2.06% promoted tweet engagement rate
- Reached about 50,000 accounts



thank you

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