

CONTESTS & INTERACTIVE ENGAGEMENT

Why are contests important for your business?

A Facebook contest is an easy way to engage with current followers as well as gain new followers. Contests and interactive engagement can provide a variety of marketing insights as well as an opt-in email list for you to build. Contests also give you the opportunity to drum up more business by sending out coupons, advertisements or specials directly to each entrant.

Before you begin.

- What are your goals for this contest or engagement? (gaining likes, boost awareness of a product, gathering data, marketing insight, etc.)
- What is the prize? What is the prizes value? How many winners would you like selected? (runners up?)
- What kind of contest or engagement would you like to run? (see types below)
- Do you have any design requests or ideas in mind for this product?

What will we do?

- Design and create a contest for your business based on your requests
- You will receive a proof with the contest design. This will include the contest entry page, thank you page, bounce back email, share page, promo post graphic (weekly post to promote the contest, winner announcement graphic, cover photo (if updating)
- Manage your contest including making any updates you would like to see and choosing a winner with all analytical information gathered through the duration of the contest

I just bought a contest. What's next?

- Your sales expert will submit an order for your contest to the fulfillment team and a fulfillment account manager will reach out to you.
- Your fulfillment account manager will reach out to you within 24-48 hours after the order is received to schedule a kick off call. During the kick off call all information from your sales expert will be verified. They will then conduct a general intake to gather information needed to start your product. You will also receive expectations on next steps, turnaround times and any additional information you may need while everything is setup.

I just sold a contest. What's next?

Step 1

What Your Sales Expert Will Do

- After a sale is made and an order is inputted into the CRM, an Account Manager is assigned to the account. They schedule a kick-off call and walk the customer through the entire setup process with fulfillment.
- The following information needed for the CRM:
 - **Contact Info**
 - Main Business Contact Person
 - Alt Business Contact Person
 - Main Business Contact Phone
 - Alt Business Contact Phone
 - Contact Email Address
 - **Business Info**
 - Business Name
 - Business Address
 - Business Phone
 - Mobile Phone (if applicable)
 - Toll Free Phone (if applicable)
 - Fax Number (if applicable)
 - Website URL (if applicable)
 - Social Media Links (if applicable)
 - **Sales Info**
 - Package Name
 - Package Price (fulfillment will have the proposal on file already)
 - Duration of Agreement
 - Date of Sale
 - Sales Representative First & Last Name
 - Sale Representative Phone
 - Sales Representative Email

Step 2

What Your Fulfillment Account Manager Will Do

- Once your order is received the fulfillment account manager will reach out to the customer within 24-48 hours to setup the kick-off call.
- The fulfillment account manager will gather all of the information needed to start on the customer's campaign.
- They will copy you on all communications when the call is complete.
- If they were unable to gather information during the time of the call.
- All proofing after the account have been distributed for fulfillment.

Step 3

What You Need to Prepare

- Once the program has been setup and is running, the fulfillment team will monitor the campaign for optimal performance and will copy you on all communications and proofs.
- Reporting can be pulled upon request
- All updates and inquiries can be submitted to support@amplifiedlocal.com

General intake

Define:

- **Goals**
 - What are your goals for this contest or engagement? (gaining likes, boost awareness of a product, gathering data, marketing insight, etc.)
- **Approval**
 - Would you like to approve the content and design prior to setting it live?
- **Cover photo**
 - Would you like your cover photo updated to promote the contest?
- **Contest or engagement type**
 - Would you like to run a contest with a prize or would you like to run an interactive engagement?
 - What kind of contest or interactive engagement would you like to run? (see contest and interactive engagement types)
- **Contest name**
 - Do you have an idea of what you would like to name this contest?
- **Age limit**
 - Do you need to put age restrictions on this contest?
- **Location**
 - Would you like to keep entrants restricted by location?
- **Prize (if applicable)**
 - What is the prize?
 - What is the value of the prize?
 - How many winners would you like chosen? (Runners up?)
- **Artwork design**
 - Do you have a design concept?
- **Sharing**
 - We have the option to give entrants the chance to earn additional entries with a successful share.
- **Sponsors**
 - Are there sponsors for this contest whose logos you would like displayed?
- **Coupon, offer, or advertisement**
 - Each entrant will receive a bounce back email after entering. Would you like to include anything in that email? Where would you prefer any responding email be directed?
- **Rules, terms & conditions, and privacy policy**
 - We have a basic template for each of these. After looking these over, is there anything additional you would like added?

CONTESTS & INTERACTIVE ENGAGEMENT

Contests Types- Enter to Win

Sweepstakes

A submission form filled out by each entrant. Winners are selected either at random or arbitrarily.

Define:

- **Entry frequency**
 - How often would you like users to be able to enter?
- **Number of round(s) (one prize, a prize each round, etc.)**
 - Will there be more than one round of prizes and winners?
- **Entry form: Standard entry forms include first name, last name, email and phone**
 - Is there any more information you would like to collect from entrants?

Codeword Sweeps

A submission form with a required codeword for the users entry to be accepted. Winners are selected either at random or arbitrarily.

Define:

- **Entry frequency**
 - How often would you like users to be able to enter?
- **Number of round(s) (one prize, a prize each round, etc.)**
 - Will there be more than one round of prizes and winners?
- **Entry form: Standard entry forms include first name, last name, email and phone**
 - Is there any more information you would like to collect from entrants?
- **Codeword**
 - What would you like the codeword(s) to be?
 - Will there be new codewords daily or weekly?

Photo Sweeps

Entrants submit a photo. Winners are selected either at random or arbitrarily.

Define:

- **Entry frequency**
 - How often would you like users to be able to enter?
- **Entry form: Standard entry forms include first name, last name, email and phone**
 - Is there any more information you would like to collect from entrants?
- **Photo submission**
 - What type of photos would you like users to submit?

Video Sweeps

Entrants submit a video. Winners are selected either at random or arbitrarily.

Define:

- **Entry frequency**
 - How often would you like users to be able to enter?
- **Entry form: Standard entry forms include first name, last name, email and phone**
 - Is there any more information you would like to collect from entrants?
- **Video submission**
 - What type of videos would you like users to submit?

Contests Types- Voting & Judging

Photo Contest

Entrants submit a photo. Winner(s) with the most votes can be selected.

Define:

- **Voting frequency**
 - How often would you like users to be able to vote for a winner?
- **Entry form: Standard entry forms include first name, last name, email and phone**
 - Is there any more information you would like to collect from entrants?
- **Photo submission**
 - What type of photos would you like users to submit?

Video Contest

Entrants submit a video. Winner(s) with the most votes can be selected.

Define:

- **Voting frequency**
 - How often would you like users to be able to vote or a winner?
- **Entry form: Standard entry forms include first name, last name, email and phone**
 - Is there any more information you would like to collect from entrants?
- **Video submission**
 - What type of videos would you like users to submit?

Written Submissions

Entrants submit a written entry of some maximum lengths to be submitted. Winner(s) with the most votes can be selected.

Define:

- **Voter frequency**
 - How often would you like users to be able to vote for a winner?
- **Entry form: Standard entry forms include first name, last name, email and phone**
 - Is there any more information you would like to collect from entrants?

- **Written submission**
 - What type of essays would you like users to submit?
- **Length**
 - What length would you like to limit the essay?

Contests Types- Interactive Content

Community Gallery

Photos are submitted with hashtags specific to the customers' business or contest

Define:

- Photo
 - What type of photos would you like users to submit?
- Hashtag
 - What type of hashtag would you like users to submit with their photos?

Personality Quiz

Fun types of quizzes that assign a trait based on answers selected

Define:

- Type
 - What type of personality quiz would you like to activate?

Trivia Quiz

Tests the users knowledge regarding a specific subject

Define:

- Type
 - What type of trivia quiz would you like to activate?

Ballot

Allow users to cast their vote for either an entrant already listed on the ballot or submit a write-in if an option is not available.

Define:

- Nomination & Voting
 - Will you be holding both a nomination and voting period?
 - Do you want to add the option of a write-in?

Contests Types- Prediction

Pick'em

Sports contests, ballot contests where one answer is chosen (Oscar, Emmys etc.), multiple choice

Define:

- Contest type
 - What type of pick'em contest would you like to run (Oscar, Emmy etc)

Tournament Bracket

Tournament challenges, or battle of bands, best song, etc. and the most votes advances

Define:

- Contest type
 - What type of tournament will you be running?

Elimination (Reality Show)

Follow along with reality tv show and guess which contestant will be eliminated each week. At the end, the users will guess the winner of the final contestants.

Define:

- Show
 - What show will your users be following along with?

Contest Types- Forms

Survey

Allows you to poll the audience by creating a list of questions or form for users to complete.

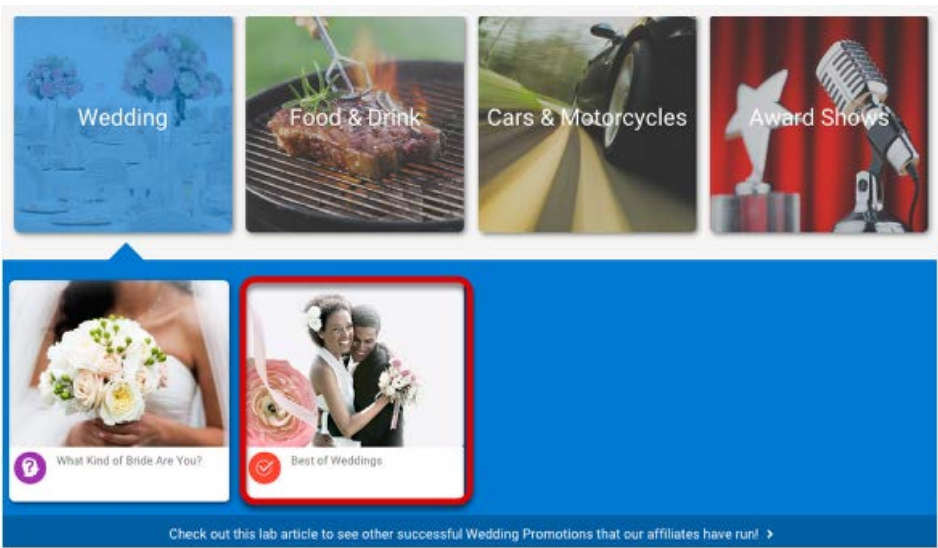
Define:

- Type
 - What type of survey questions/marketing insight are you looking to gain with this survey?


Contest Types- Turnkeys


Turnkeys

Premade contests and engagements sorted by categories.



EXAMPLES





Tara Point Inn
Getaway
*Win a free one night stay at
Tara Point Inn*


First Name Required

Last Name Required

City, State Required

Email Required


By clicking the button below, I agree to the [Terms of Service](#), [Privacy Policy](#), and [Rules](#)





Tara Point Inn
Like Page 2.2K likes

SUBMIT

Earn extra entries with each successful share!





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WIN TICKETS TO
LOUIS C.K.

LOUIS C.K. brings his critically acclaimed comedy show to Dallas. Appearing at Music Hall at Fair Park on November 9 & 10. We're giving away 2 tickets to each show! Winners will be announced November 7.

First Name Required

Last Name Required

Email Required

Phone Required

Birthdate Required

By clicking the button below, I agree to the [Terms of Service](#), [Privacy Policy](#), and [Rules](#)



Steve Litman Presents

Like Page 241 likes

SUBMIT

TWO NIGHTS, TWO CHANCES TO WIN TWO TICKETS

LOUIS C.K.

NOVEMBER 9 & 10 | 8PM | MUSIC HALL AT FAIR PARK
TICKETS ON SALE NOW! WWW.LIVEATTHEMUSICHALL.COM #LOUSICKLIVE



Email bounce back

Thanks for Entering!
The Tara Point Inn & Cottages Getaway Giveaway

{{User.Name}},

We've received your entry to the Getaway Giveaway brought to you by Tara Point Inn & Cottages.

Be sure to take advantage of our Winter 2 for 1 special at the Tara Point Inn Cottages!



Tara Point Inn gift cards make great gifts for the hard to shop friends and family in your life!



Earn extra entries when friends enter from your share!
Share how to enter with your friends:



Or copy and paste this URL:

[fb:sc:826811007](#)