

Viral Sweepstakes CASE STUDY

How **Triad Multimedia** Generated

\$90,585

in Lifetime Value and a

Thousand New Social Media Followers

in 30 Days with Only \$400 in Ad Spend



“SociollQ is making me money because I’m giving my clients great value.. I’m generating leads, and I’m able to show them everything with the reports. It’s saving money because I don’t need to use different softwares to run contests.”



Dimitar Nikolov
CEO, TRIAD MEDIA

THE CHALLENGE

Dimitar, the owner of Triad Multimedia, had one more shot at this.

Previous attempts at using sweepstakes to drive ticket sales for his client, a theme park in the midwest, hadn't gone well. But he knew it was possible to make this work, so he had to give it another chance.

The software they were using for viral contests was expensive and difficult to use. It also required a lot of effort for the entrants to participate, which caused them to be discouraged from joining. Even the ones who joined weren't sharing enough to give it that viral effect that he needed to make it a financial success.



With email or SMS campaigns, I was collecting very little information, and The contests were not Viral at all. With the Ambassadors app we got in too much trouble because people needed to download and Install an app on their phone and it was one more extra step for them.



Because he was using a number of different tools to create, promote and manage the sweepstakes, it was difficult to maintain GDPR and Facebook TOS compliance and generate accurate reports for the client.

The client was counting on him to build a marketing list, promote an event, and grow social media followers and subscribers. Oh yeah, and they only gave him \$400 to spend on ads!

THE SOLUTION

Dimitar took a chance on a new type of social media contest called a Viral Sweepstakes, where the participants are encouraged to share a link back to the contest website and perform other actions to earn bonus entries with the hope of beating out other participants for the big prize.

SociollQ was chosen to create, promote and manage the Viral Sweepstakes. Dimitar was delighted to find this social tool that had all the features he was looking for and yet it wasn't complicated to use especially for his campaign entrants.

He promoted the sweepstakes with organic social media and paid ads on Facebook and Instagram with a modest \$400 budget. No other paid advertising was used.

Here's how Dimitar used **SociollQ** to launch, promote and manage the campaign:

-  01 He selected a **SociollQ** campaign template suited for his goal and customized it for his audience.
-  02 He set up automated emails for **SociollQ** to send out to participants to encourage sharing.
-  03 To build the client's social following, he offered a number of bonus entry opportunities, like following the client on Instagram, TikTok and other networks.
-  04 He installed the **SociollQ** pixel on the client's website to automatically track & optimize conversions.
-  05 To generate traffic to the campaign, he ran Facebook and Instagram ads to the target audience with a \$400 budget.

Here is a list of the bonus actions that he added to the campaign that added so much additional value to the client



Follow us on Instagram for **20 entries**



Repost this on Instagram for **20 entries**



Subscribe to our Youtube channel for **10 entries**



Watch this video on Youtube for **10 entries**



Comment & Thumbs Up this Video for **10 entries**



Post and tag us on Instagram for **10 entries**



Follow us on TikTok for **20 entries**

The prize was
2 FREE TICKETS
to the theme park.



THE RESULTS

He pulled it off and the client was thrilled!

In under 30 days, the campaign generated over **1k email subscribers, over 1k SMS subscribers and 1k followers** from 3 social networks. Results started coming in the first day, here are the details:



\$90,585

in Lifetime Value from
the new customers



7,674

Campaign
Views



1,484

Campaign
Submissions



748

Referred
Visits



545

New Instagram
Followers



261

New YouTube
Subscribers



1,093

New Email
Subscribers



1,231

New SMS
Subscribers



174

New Tiktok
Signups

“

With SociIQ, I didn't need to download the entrants and upload to some randomizer to select winners. Also, I could schedule posts to all Facebook pages, Facebook Groups and Instagram profiles from one dashboard, and track the results from the posts.

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About the

AGENCY

Triad Multimedia is dedicated to helping small businesses of different industries to generate leads and revenue, particularly those who are in the Events and Local Business industry.

Launch a **Viral Sweepstakes Campaign** for Your Business Today!

SociollQ has you covered from campaign creation and design, to managing entrants, and selecting winners. We will even host your campaign microsite page and campaign autoresponders for you. With our Enterprise plan, you can even take advantage of consulting with your very own account manager should you need help in any stages of your campaign. We've got your back all the way through!

www.SociollQ.com

