



## **Social Media – Contests**

### **Introduction**

A great way to market your gift cards, is through the use of our Contests functionality. This is also a very effective way of collecting “opted in” contact information, which you can use for your future marketing efforts as well.

## How contests work

You access the contest functionality through the “Social” section of the dashboard.

Step 1: You create your contest, and specify a number of settings, including:

- A banner picture ... the contest page shows this picture, and allows you to attract an entry (you also specify where you want the picture (top or bottom – that is, either before or after the description; you also specify how to “scale” the picture)
- General Settings:
  - Name of the contest
  - Start date
  - End date
  - The associated Card that the contest winner will win
- Restrictions (all optional):
  - Maximum total entries that you're willing to receive (unlimited is allowed)
  - Limit of # of entries per EMAIL address (and/or per EMAIL address per day)
  - Age limitations of submitter
  - In-country limitations
- Information Collected (all contest entrants must submit at least their first and last name as well as e-mail):
  - Birth date (will be required if you've specified that there are age limitations)
  - Phone number
  - Full home address (will be required if you've specified that there are in-country limitations)
  - Story – specify whether the entrant must submit some comments in order to enter (and if so, you also specify a “Heading” such as “Tell us why you like our town”)
  - Picture – specify whether the entrant must submit a picture with their entry
- Description / rules:
  - General description ... example: “Enter our contest to win a \$100.00 gift card to be used at any participating business in our area”
  - Rules ... full contest rules ... note that we have a template already built-in that you can customize for your needs

Step 2: Promote your contest

Each contest has its own web page, and that page has been pre-formatted so that you can use the navigation bar that's built-in to “post” it to Facebook, etc.

Step 3: Accept/Reject contest entries

Next to the contest in question, click on the “Entries” button. On the pop-up screen, you go through each entry (a preview is shown including picture, personal information of submitter, and any comments they've submitted), and you either “Accept” or “Reject” the entry.

Step 4: Close the contest

After you've either reached the maximum total of entries, or the end date has passed, you can choose to specifically select the winner, or let the system choose from among all of the entries that you've accepted.

Step 5: Notify the winner

Note that the system does **not** automatically notify the winner ... once a winner is assigned, however, the “recipient” e-mail on the associated Gift Card is updated. You should first communicate with the winner (using their e-mail address, phone number, etc.) letting them know they've won, and that you will be sending them an e-mail that contains their gift card. After you've had that conversation, simply find that gift card (through the Gift Cards section of the dashboard) and click on the card and in the pop-up screen click on the Send button.