

“496 Targeted Leads In 24 Hours”

Active Subscribers ▾

May 29, 2018 – June 12, 2018

601



496 Targeted Leads In 24 Hours

How To Build A Fast Acting Marketing Machine
That Makes Sales While It Grows...

The Process...

Step 1



Engage The Market

Step 2



Make An Offer

Step 3



Subscribe For
Future (FREE) Marketing

Step 4



Viral Explosion

Step 5



Convert To Sale

YOU'RE ABOUT TO LEARN A EFFECTIVE WAY TO
GENERATE CUSTOMER LEADS AT WILL,
SO YOU CAN TAKE BETTER CONTROL OF YOUR SALES,
HAVE A CLEAR PATH AND A USABLE FRAMEWORK
FOR GROWTH...

**Why you should
consider this
for your
business...**

**Most Promotions are
“one off” ads without a
system or plan behind
them.**

Our framework given here gets leads excited, engaged and has a clear path to a multitude of sales... and it does it in as little as 24 hours!

PLUS: It gives the opportunity for future sales with no cost of advertising.

This case study was run using a Facebook contest with a retail business, but will work with any business, whether B2B, B2C, selling products or services.

While we generated 496 customer leads in 24 hours, we actually ran the campaign for 4 days and generated a total of 601.

Total Ad Spend: \$0.00 (Although you may need to allocate a small amount of money to get similar results for your business).

THE END RESULT:



We reached 11,035 people

1,511 people reacted

1,153 comments

= 601 total customer leads generated on a list we can reach out to again and again.

(Our total sales have not been determined as people are still coming in).

Performance for Your Post		
11,035 People Reached		
1,511 Reactions, Comments & Shares <small>i</small>		
231  Like	175 On Post	56 On Shares
41  Love	39 On Post	2 On Shares
1  Wow	0 On Post	1 On Shares
1,153 Comments	1,074 On Post	79 On Shares
85 Shares	83 On Post	2 On Shares
1,684 Post Clicks		
422 Photo Views	0 Link Clicks	1,262 Other Clicks <small>i</small>

The Campaign

We engaged people with a contest.

This concept is very attractive to potential customers, and:

1. You get the lead directly, so **you're in 100% control.**
2. You **only offer one giveaway.**
3. And you can **make sales within 1-4 days** of launching it.

The exact ad we ran:

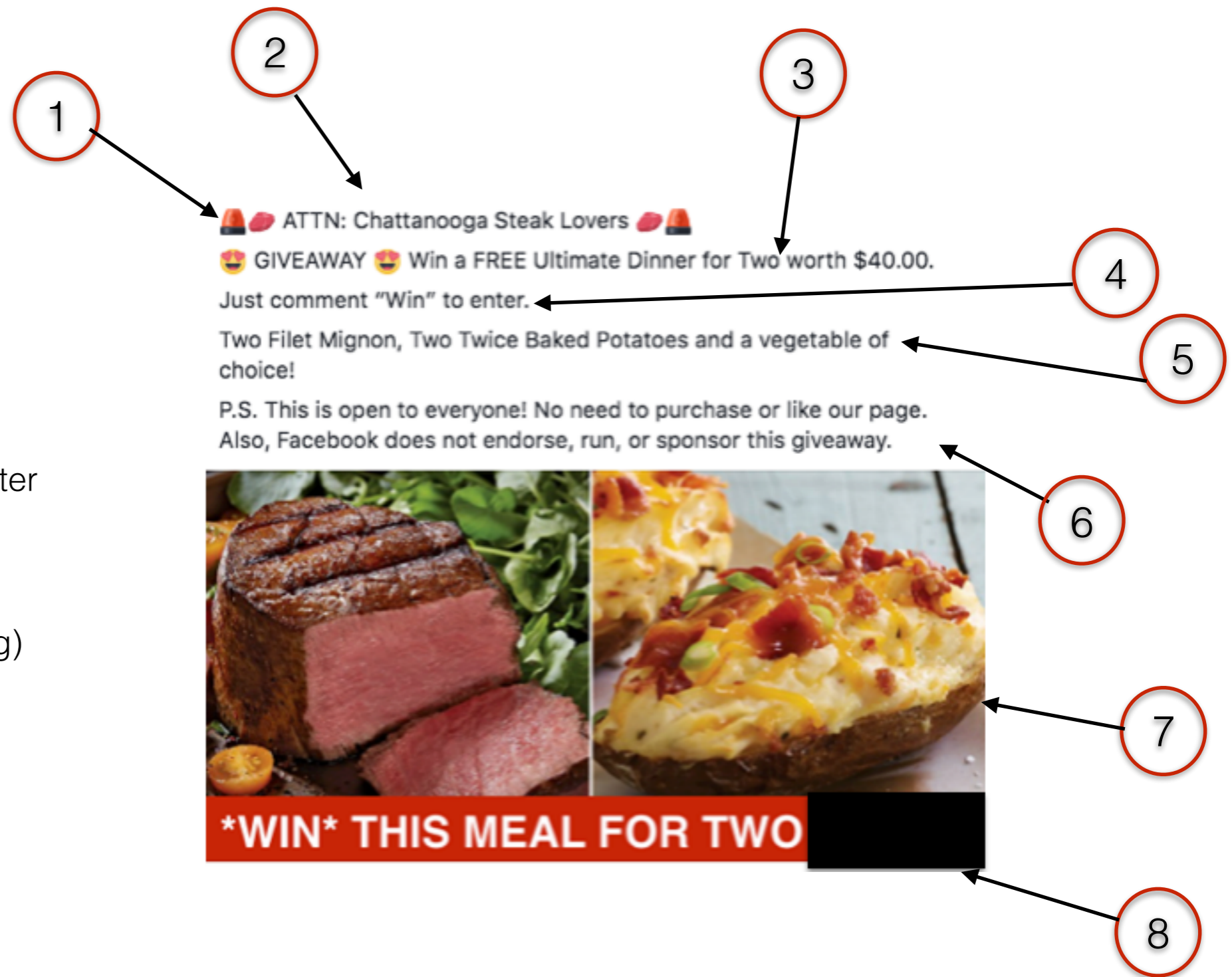
🔥🍖 ATTN: Chattanooga Steak Lovers 🍖🔥
🎉 GIVEAWAY 🎉 Win a FREE Ultimate Dinner for Two worth \$40.00.
Just comment "Win" to enter.
Two Filet Mignon, Two Twice Baked Potatoes and a vegetable of choice!
P.S. This is open to everyone! No need to purchase or like our page.
Also, Facebook does not endorse, run, or sponsor this giveaway.



(Client identifiable logo blanked out)


Ad breakdown:

1. Attention grabbing emojis
2. Call out target market
3. Very hard to pass up offer
4. Easy and convenient to enter
5. Giveaway description
6. Rules
7. Eye catching graphic
8. Logo (optional for branding)



The diagram shows a Facebook ad with eight numbered callouts (1-8) pointing to specific elements. Callout 1 points to the first emoji (🍔), callout 2 to the text 'ATTN: Chattanooga Steak Lovers', callout 3 to the second emoji (🍔), callout 4 to the text 'GIVEAWAY', callout 5 to the text 'Win a FREE Ultimate Dinner for Two worth \$40.00.', callout 6 to the text 'Just comment "Win" to enter.', callout 7 to the text 'Two Filet Mignon, Two Twice Baked Potatoes and a vegetable of choice!', and callout 8 to the text 'P.S. This is open to everyone! No need to purchase or like our page. Also, Facebook does not endorse, run, or sponsor this giveaway.'

🍔🍔 ATTN: Chattanooga Steak Lovers 🍔🍔
🎉 GIVEAWAY 🎉 Win a FREE Ultimate Dinner for Two worth \$40.00.
Just comment "Win" to enter.
Two Filet Mignon, Two Twice Baked Potatoes and a vegetable of choice!
P.S. This is open to everyone! No need to purchase or like our page.
Also, Facebook does not endorse, run, or sponsor this giveaway.



WIN THIS MEAL FOR TWO

The Secret Weapon

With 1153 comments and people simply typing the word “Win” to enter.

We used an automation software to put the entire campaign on autopilot.



ManyChat is a software referred to as a ChatBot. It's relatively new technology, but very powerful as you'll soon see.

It automatically responded within the Facebook messenger platform to every person who commented "Win", saving us an infinite amount of time and making it easy for people to enter.

It also requested their consent to receive messages from us and when consent was given, recorded them as a "subscriber" so we could continue to communicate with them for the contest and in the future.

ManyChat does a lot more, but for this case study, this was it's only function.

Here's the actual messaging we used and what happened after someone commented "Win":

Asked Consent To Message



Facebook Comments

Settings Auto-response Opt-In Actions

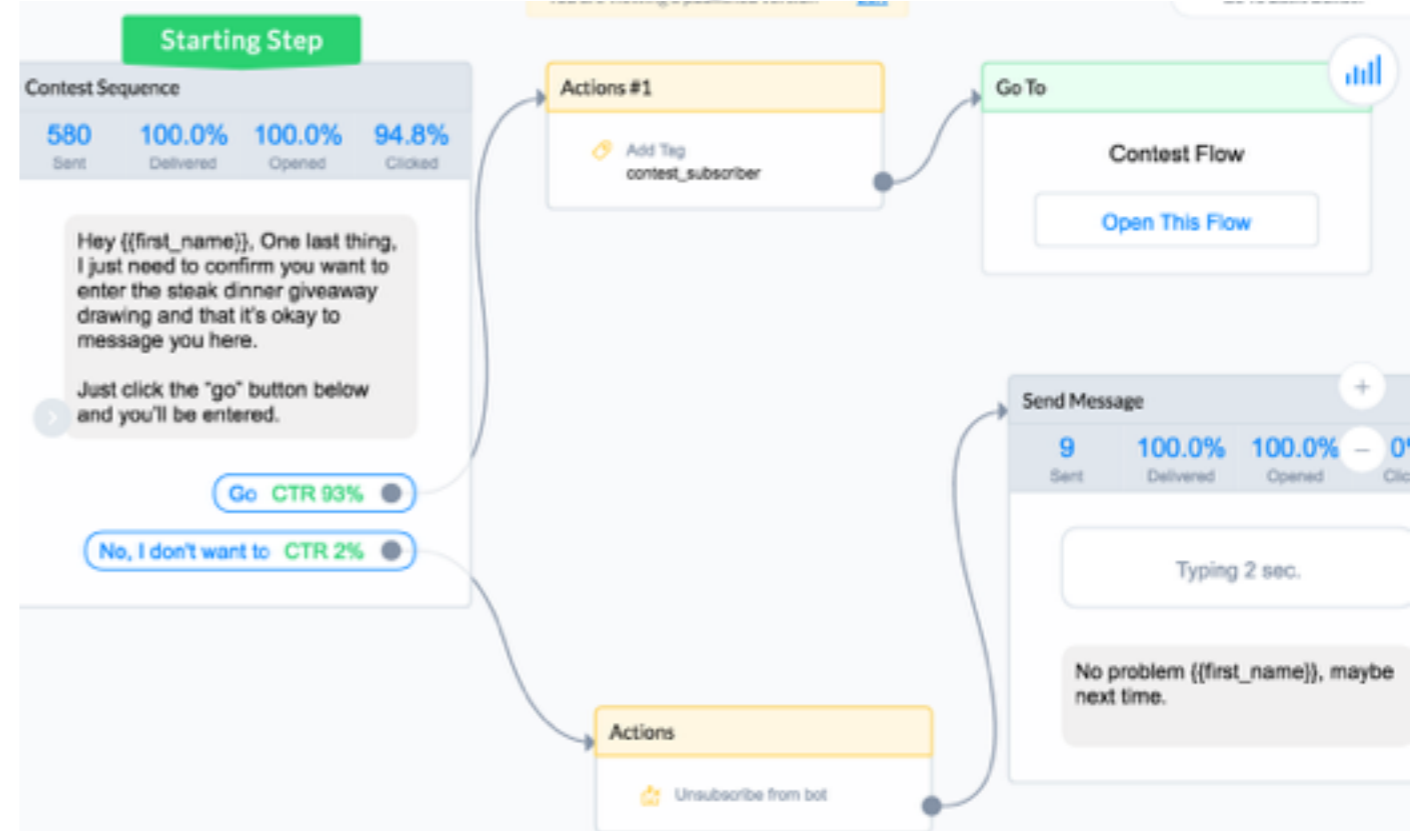
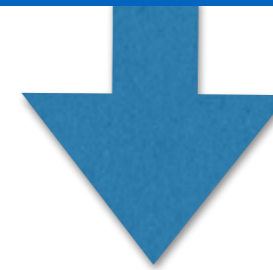
Message to commenters

Hey **First Name** ! You're almost there. But first I need to ask: can we message you here? Just type the word "Yes" and we'll take you to the giveaway!

P.S. If you ever want to unsubscribe, you can just type "stop"

P.P.S. Reply here with the word "Yes" and we'll take you to the giveaway!

Automation After They Said "Yes" To: "Can we message you here"



Notice the 100% open rate and 94.8% clicked. This is what makes Facebook messenger so strong.

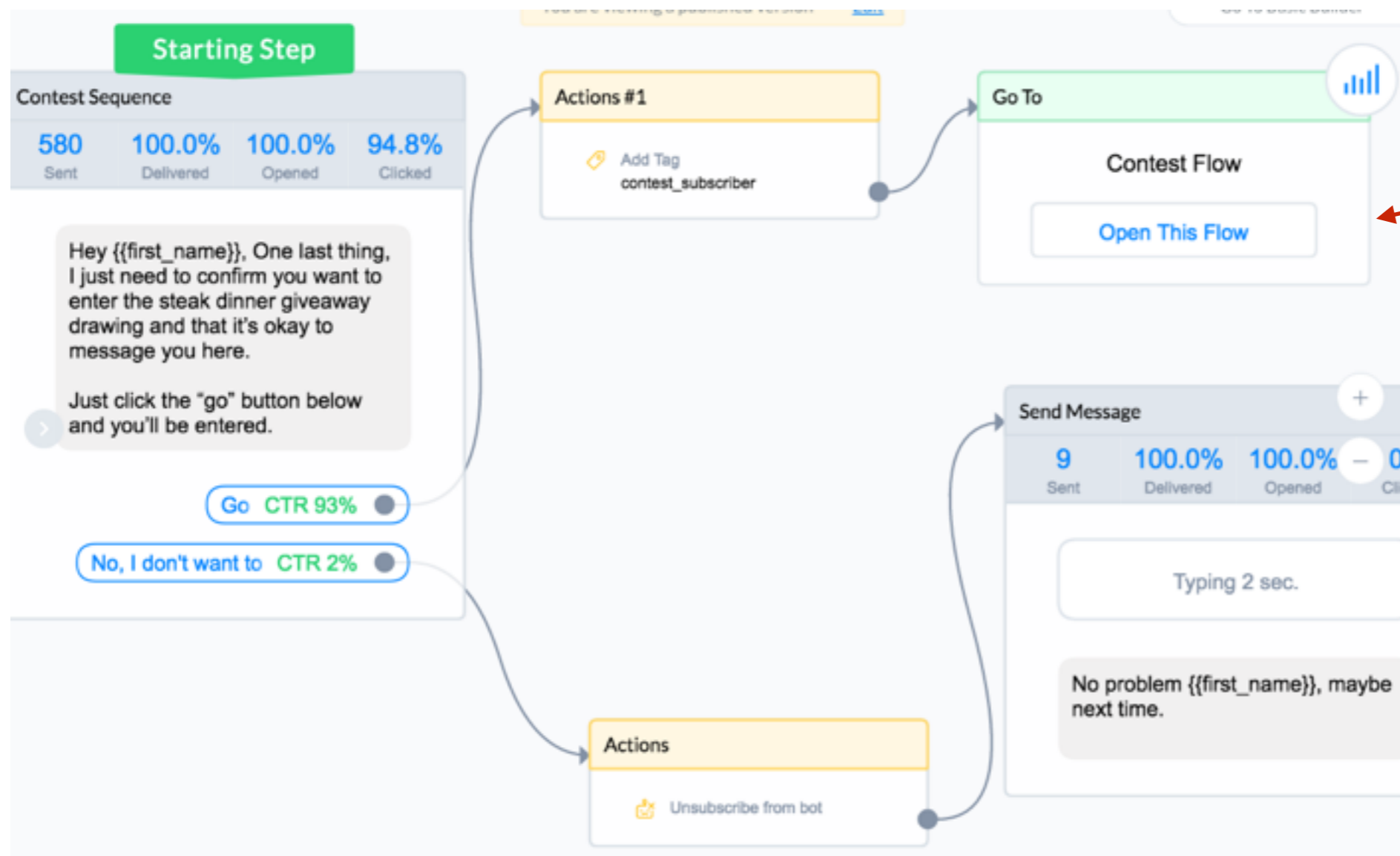
(Also, there is a little redundancy in the messaging which can be eliminated with a paid version of the software.)

The automation confirms either they want to enter the contest or not.

If yes or “Go” is selected they are tagged as a “contest_subscriber” within the software

If “No, I don’t want to” is selected they are automatically unsubscribed from the bot and will not receive any further messaging from us.

This keeps people happy and complaints to a minimum. It’s never good to aggravate your potential customers. ;-)



Contest Flow Shown on next page.


Contest flow:

Starting Step

Contest confirmation request

545	100.0%	100.0%	47.3%
Sent	Delivered	Opened	Closed

Typing 2 sec.



Typing 1 sec.

Success {{first_name}}, you're entered!

I'll announce the winner on June 11, 2018.

Good Luck!

Typing 30 sec.

Almost forgot to tell you. Tag friends in the post to increase your chances of winning.

For every friend you Tag, you get an extra entry!

Typing 1 sec.

Here's a link to the post. 😊

Tag Friend CTR 47% 📄 😊

The “Viral Magic” of the Contest flow:

Notice the CTR (Click through rate) of 47% to “Tag a Friend”

This is what caused it to go viral. 47% of our contestants went back to tag friends which triggered them to come and sign up too.

Which made the contest go viral and get the maximum registrants with the least amount of ad money spent. (In our case no ad money was spent. However, most contests will require at least a small ad budget to get them started)

Results: 496 Subscribers in just 24 hours... 601 in 4 days

Active Subscribers ▾

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How this campaign made money?

After the contest winner was drawn and announced, we thanked all the registrants and offered a percentage off of their next purchase.

The benefit here is getting the people who have not done business with you to give you a try.

If you give them a good or preferably *great* experience, now all you have to do is bring them back again and again, making them a regular customer.

Note: This technique has booked businesses with customers for months with just a single contest.

Now, what is it that you could use as a contest offer to build your own list of hot customer prospects and generate sales so you can reap the rewards for yourself?

Feel free to use any of the ideas and verbiage contained within this case study for your own business and/or contest.

Also, please feel free to share this case study with the following requirement: It must be left fully in tact and attribution to Marketing-Velocity.com must remain as it appears within.

Disclaimer:

RESULTS ARE NOT TYPICAL

The contest highlighted within was setup and run by a professional marketing company.

The results shown are only meant to explain the methods used within the Facebook contest framework.

Results are not guaranteed whatsoever, and in fact, as with any marketing, the possibility exists that you may lose money trying this.