

Facebook Contests

A STEP-BY-STEP GUIDE FOR MARKETERS



shoutlet®
enterprise social management software

“LET’S RUN A FACEBOOK CONTEST.”

The decision to launch a Facebook contest starts a social media effort that can have a tremendous impact. Chances are, you have a Facebook Page that you’ve been using to connect with customers. You might need a way to engage those users further. You might have a new product or want to highlight a product line in a unique way. Or you might be in the planning stages of your social media program for the next six months.

No matter what reason you’re exploring the idea of a Facebook contest or sweepstakes, it’s a marketing tactic that countless companies have leveraged.

It’s no surprise: The number of Facebook users has jumped 45% over the past 12 months.¹ Facebook is now the most popular tool among marketers who use social media.²

While the payoff can be big, holding a successful contest takes in-depth planning. We’ll outline how to determine if you should do a contest and how to go about planning and executing your promotion.

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¹ Inside Facebook Gold <http://gold.insidenetwork.com/facebook>, as of June 1, 2011

² Social Media Marketing Industry Report, Social Media Examiner. April 2011

Should We or Shouldn't We? Making the Decision to Launch a Facebook Promotion

Before embarking on the process of doing a contest, it's important to know what contests can do for your brand or product.



WHAT A FACEBOOK CONTEST OR SWEEPSTAKES CAN DO:

Boost engagement with your current Likes: For those Facebook users who already Like your Page, a contest can bolster the connection they have with you, especially in the case of a contest based on user-generated content.

Help your EdgeRank and get future content seen more often: EdgeRank, the Facebook algorithm for determining which posts users see in their newsfeed, is based on how often that user interacts with your Page. A contest - and the Facebook activity related to it - can increase their level of interaction with your Facebook Page and help make sure future content is visible to them.

Incentivize new users to Like your Page: The idea of winning a prize is the reason contests have been able to reel in new Likes for brand Facebook Pages. Those who have a casual interest in your products or services can be influenced by a contest enough to Like your Page and be reminded of your brand.

Promote a new product: Use the allure of a promotion to introduce a new product line or highlight existing ones.

Build awareness: Although it can be argued that some users might not want to share contests and sweepstakes to increase their own chances of winning, contests are a wonderful reason to share - especially in the case of user-generated contests where winners are selected on the basis of community-submitted votes.



WHAT A FACEBOOK PROMOTION CAN'T DO:

Make up for a poor product or poor customer service: Looking to a wildly popular Facebook contest to help raise awareness of a sub-par product can backfire. It can potentially damage your brand further by the negative conversation it could spark - both offline and online.

Create an instant, loyal, engaged Facebook community: Building a highly engaged Facebook community isn't based on one campaign; it's based on a variety of factors, including consistent engagement, relevant content, quick and thoughtful response times, and understanding your audience.

QUESTIONS TO ASK: SHOULD YOU RUN A FACEBOOK CONTEST?

Q1

Do you have the time and resources to devote to the planning, management, and engagement that will be required?

Q2

Does your budget allow a prize(s) that will incentivize your audience to participate?

Q3

Will this contest be a supporting tactic in a larger integrated campaign? Although a stand-alone contest may work in some cases, using a Facebook promotion to support a larger campaign or initiative will provide Facebook Likes with a seamless experience with your brand.

Q4

Do you have clear goals for this contest?

Q5

Do you have a third-party app provider that you can use to administer the contest?

(This is required by Facebook. See page 9 for details.)

Q6

Do you have community guidelines in place and a moderation tool that can help you tackle not only the positive feedback you could receive on your Facebook Page, but any inappropriate or negative feedback as well?

(See page 11 for more details.)

Tackling Your Contest: A Step-by-Step Guide

You're ready to start the process of doing a Facebook contest. Now what? Here are eight important steps to consider:

1 STEP 1: SET GOALS

To set your contest up for success, picture yourself at the end of the promotion looking back at the impact. When the winners are announced and the contest ends, what are the results you want to see?

Outlining your goals for this Facebook promotion will shape the contest, from its design to the metrics you track.

ASK: What are you hoping to accomplish?

This question is often answered by looking at your goals for social media. Aligning your contest goals with your social media goals will help ensure it's contributing to the larger objective of your social program.

Choosing specific goals will make selecting appropriate metrics to gauge the impact of your Facebook contest much easier.

2 STEP 2: DEFINE THE DETAILS

The details of your Facebook contest have the potential to make or break its success.

Tailoring the specifics of the promotion to your goals, your target audience, and the message you're promoting is key.

Before you begin building your contest or sweepstakes, you must:

Choose a contest format.

Which of the following contest formats make the most sense for your goals? Contests primarily fall into one of these four categories of promotion:

1. Photo uploads
2. Video uploads
3. Essay or "story" submissions
4. Sweepstakes - users enter information and winners are selected at random on the basis of chance.

"Facebook and other social platforms have helped us increase sales, improve product development and foster an ongoing dialog with our consumers," said Chris Eichman, Rayovac Social Media Coordinator. "Each online contest focuses on different goals ranging from brand awareness, fan acquisition, fan retention and promoting new product launches."

trekwomen **RAYOVAC**

GO BY BIKE
ENTER FOR A CHANCE TO WIN
A MOTHER & CHILD PRIZE PACKAGE!

Trek FX 73 WSD
Trek Kids FX Boy's
FX Girl's also available

ENTER HERE!

Full Name:

Email:

Zip Code:

Gender Preference for Kid's Bike M/F:

I am 18 or older
 I've read and agree to the official rules

Rayovac's Go By Bike Contest
facebook.com/rayovac

Taking your customer base and target audience into account is also important. Look carefully at the lifestyles and demographics of the users you are trying to reach. Are they likely to take part in this type of contest? Researching the behaviors of your target group on Facebook and drawing on what you know about your current customers can determine what will work best for your brand. For example, do busy moms have time to film their families performing a 3-minute skit?

Matching Your Objective with Your Contest Format: HuHot Mongolian Grill

For HuHot Mongolian Grill, running a promotion to select the name of a new sauce fit perfectly with the brand's fun, warrior theme and tapped into people's love of the brand.

From Monica Minford, HuHot Mongolian Grill Director of Web Development:

"The HuHot restaurant experience is very interactive. People create their own meals from a wide selection of fresh ingredients, and then watch as their meal is cooked. We wanted to extend this feeling of being involved in the creation one step further.

Each quarter HuHot introduces a 'Sauce of the Season'. We knew the summer 2011 sauce would be a traditional Asian orange sauce, but we didn't know what we'd name it.

We decided to crowdsource the name of the next quarter's sauce by creating a contest for our Facebook fans. Getting our Facebook fans in on the process allows them to feel even more involved in the brand and take some ownership of the sauce name.

When the new sauce debuts, our Facebook fans are already familiar with it, and will want to go try this sauce they've been hearing about for the last month or two.

I'd recommend using the 'submit then vote' model of contests. We've seen the contest winners go out there and ask their friends to vote, and a few of them have started mini-viral campaigns for their sauce names. It makes the reach of the contest extend much farther than just among our Facebook fans."

INTRODUCING
SAUCE OF THE SEASON
NAMING CONTEST

Win a \$25 gift card or PARTY for 10!

THIS SUMMER'S SAUCE OF THE SEASON WILL BE A TRADITIONAL ASIAN ORANGE SAUCE FEATURING SWEET CITRUS FLAVORS BALANCED WITH A TANGY AND SPICY KICK.

Enter your sauce name by May 11th.

first
last
e-mail
SAUCE NAME

I agree (click for complete rules)

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ABOVE ALL, KEEP YOUR CONTEST SIMPLE.

The fewer hurdles you present to your audience, the better. Lengthy entry forms, complicated requirements for entry, poor design and messaging – all of these can decrease participation and negatively impact your results.

Many of your contestants will be interacting with your brand on Facebook for the first time. Making the process effortless eliminates the chances they will become frustrated and have a negative experience with your company on Facebook.

Choose your prize.

Next, the prize. What should you offer as a reward?

First, examine your internal resources. What does your budget look like? What is the most intriguing prize you can afford while still retaining a budget for promotional support, such as Facebook ads or email marketing? Consider the level of difficulty your team will have in fulfilling the prizes you will offer. Also be sure to take into account legal regulations for prizes you can disperse (see more on Page 8).

Second, take your target audience into account. What will incentivize this group? The prize can attract the type of audience you're going for and entice the Likes you already have. What piques the interest of outdoor enthusiasts might be much different than what intrigues tech-savvy electronics buyers. Choose a prize(s) that matches the interests of your audience - and makes sense for your brand. This will not only help spark participation, but can also help encourage social sharing.

In terms of incentive, think about how the perceived odds of winning may impact the decision to enter and share the contest with friends. Additional ideas to consider:

- Tiered prizes (e.g. 1st, 2nd, and 3rd place prizes). This can work especially well for contest winners that are selected based on community vote.
- Automatic giveaways to all entrants. In addition to primary prizes, giving something to all participants, such as a free sample or coupon, can boost participation.

In addition to a grand prize, Remington Beard-A-Thon Photo Face-Off offered a sample of a new product, a 'King of Shaves' razor, to all participants.

Define how winners will be selected.

Will your Facebook community choose the winners, such as in a video or photo contest, or will your team select the winner? Make sure the rules are clearly stated at the onset and the process for choosing a winner is clearly defined. The path you choose will also help shape your contest promotion plan (see more on Page 10 about getting the word out about your contest).

Decide what personal information you will gather.

Part of soliciting contest entries is gathering entry information. Collect the information you need for administering the contest, such as an email address to notify the winner(s). Ask for other information only as needed, keeping in mind that like all online forms, too much information will cause abandonment. Again, keep it simple. Don't create too many hurdles for users.

BEARD-A-THON
GROW ONE FOR THE TEAM

PHOTO FACE-OFF

Show us your beard!

Just for uploading a photo of your playoff beard we'll send you a **FREE King of Shaves** razor from our new line straight from the UK.*

The most popular photo (as voted on by the community) will get a...

\$200 Walmart Gift Card!

Vote NOW

Full Name:

Address:

Address 2:

City:

State:

Zip:

Email:

Choose an image: **Browse...**

Enter Contest

*While supplies last

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REMINGTON

Terms & Conditions

REMINGTON

Terms & Conditions

3

STEP 3: GET LEGAL - AND FACEBOOK-COMPLIANT

Once you outline the details of your contest, it's time for the fine print. Contest terms and conditions are a vital and required part of running a contest. There are two sets of requirements: standard legal ones and Facebook's own promotional guidelines. You must ensure you are following both sets of guidelines when running a contest on Facebook.

The Legal Rules

The legalese surrounding a contest can include a variety of topics and must include certain rules. Your Terms & Conditions might be required to include:

- Entry regulations based on a participant's state or country of residence
- Selection of winners and how winners are to be notified
- Restrictions on how certain groups can participate (e.g. age)
- How entries can be used by the company in the future
- Alternative modes of entry



Don't take your chances. Terms & Conditions need to be reviewed, if not wholly drafted, by a legal representative.

The Facebook Rules

Facebook has specific rules that govern the administration of contests on their platform. The most recent changes to this policy were released in May 2011. These can change at a moment's notice. Please refer to the guidelines again when launching your contest http://www.facebook.com/promotions_guidelines.php and remember you must also abide by Facebook's Statement of Rights and Responsibilities, the Ad Guidelines, the Platform Policies, and all other applicable Facebook policies.

The primary theme of the Facebook promotions rules is that most of Facebook's platform functionality cannot be used to administer a promotion. Facebook, as a company, cannot be perceived as a partner that condones the promotion in any way.

Facebook's Rules for Promotions, a Breakdown:

- Contests on Facebook must be run through a third-party application. You must run your promotion through Apps on Facebook.com, either on a Canvas Page or an app on a Page Tab. These third-party applications can be apps your company has custom developed for the contest or ones provide by third-party vendors, such as Shoutlet®.
- You cannot use Facebook features and functionality as part of the contest mechanism: asking participants to use Facebook functionality to enter your contest is prohibited. For instance, users cannot be automatically entered into a contest by checking in to a Facebook Place, posting a photo directly to Facebook, making a comment on a post, tagging a brand's Page or photo, or using similar Facebook features.

Other than three activities - Liking a Page, connecting to an app, or checking in to a Place - these features also cannot be used as a condition of entry. For instance, requiring users to add their email to an app and also commenting on a Wall post is prohibited.

- There are several rules on contest management: 1) You can't use the Facebook "Like" button as a means of collecting votes on entries. 2) You can't notify winners on Facebook, such as through a Wall post, message, or in chat.
- Be clear that Facebook does not condone your contest. Make sure users understand Facebook is not liable:

Here is what Facebook says must be disclosed:

"Promotions on Facebook must include the following:

- A complete release of Facebook by each entrant or participant.*
- Acknowledgment that the promotion is in no way sponsored, endorsed, or administered by, or associated with, Facebook.*
- Disclosure that the participant is providing information to [disclose recipient(s) of information] and not to Facebook."*

In fact, this disclosure is also the only place you can mention Facebook:

"Facebook's name, trademarks, trade names, copyrights, or any other intellectual property in connection with a promotion or mention Facebook in the rules or materials relating to the promotion".

You might be asking this question, "But I've seen other brands do this, why can't I?"

Although many of these rules have been in place for more than 12 months, Facebook Pages administrators have continued to bend the rules.

In short, it's not worth the risk. If Facebook is an important enough social network for your company to consider investing in, make sure you're not doing anything to jeopardize the resources you've already dedicated to connecting with customers in this space.

4

STEP 4: PREPARE TO PROMOTE AND CONVERSE

PROMOTE: You've planned your contest, and now it's time to craft a plan for promoting it. Having a plan (and budget) for getting the word out about your contest is as important as the contest itself. Before you launch, scope out a plan for promoting it.

CONVERSE: Also, be prepared for an uptick in conversations on your Facebook Page. Set up a social media response plan that outlines the response workflows for certain types of comments and questions. A Facebook moderation tool that includes task management functionality can help your team efficiently moderate your Page.



PROMOTE!



CONVERSE!

10 WAYS TO PROMOTE YOUR FACEBOOK CONTEST

1. Kick-off the contest promotion by enlisting your current fans and email marketing database. Alert your active email lists about the contest to encourage their participation and help you spread the initial word. Break the news of the contest to your existing fans before launch through a Facebook Wall post to give them an exclusive sneak peek.

2. Promote with Facebook ads. Try targeting current Likes who might not have had frequent interaction with your brand recently, as well as other Facebook users in your demographic.

3. Cross-promote. Don't limit your promotional efforts to the Facebook platform itself. Leverage your Twitter feed, YouTube channel, website, blog, and other places you communicate.

4. Use user-generated entries to promote the contest. Pull selected photos or videos from your entries to help promote the contest. (Check with your legal representative about how to include language related to the use of this material in your Terms & Conditions.)

5. Fan-gate your contest. Make your contest tab your landing tab and require a Like to view the contest details. This allows new Likes to see other contest-related posts, which they can share with others.

6. Enlist e-commerce customers. Add a link to the contest checkout pages or order confirmation emails.

7. Make it shareable. Add social sharing options to your contest Facebook tab to make the process of spreading the word seamless.

8. Think offline. Brainstorm ways to use offline messaging, such as notes printed on store receipts at your brick-and-mortar locations.

9. Add to your website. Don't rely only on Facebook icons on your website to drive traffic to your page during this time. Add messaging that promotes your contest there as well.

10. Explore word-of-mouth and influencer outreach. Unique contests and promotions can gain traction with bloggers and other influencers in your industry.

5

STEP 5: LAUNCH!

Your Terms & Conditions are finalized. Your plans are complete. It's time to launch your Facebook contest!

6

STEP 6: MANAGE YOUR CONTEST

Your contest is running! Managing your contest requires not only administration of the contest itself, but also continued promotion and response to Facebook comments and other activity on your Facebook Wall or other social platforms, such as Twitter.

Safeguarding your contest from inappropriate content or abuse of the voting process can prevent issues during the promotion. Some third-party applications that companies use to run contests on Facebook have built-in functionality to review user-generated content before it's submitted for public viewing. Third-party applications often have features that restrict too many votes from one user to ensure voting isn't deliberately skewed.

7

STEP 7: ANALYZE THE RESULTS

Did you set goals before your contest began and choose metrics that will tell you if you've achieved those goals? The metrics you track will help you see if you've achieved your objective. From the growth rate of your Facebook Likes to website traffic generated from Facebook, analyzing these metrics is crucial - not only for determining if your return on investment is positive, but also to ensure that future social media efforts receive similar internal support.

In addition to studying the specific metrics you've chosen to track, look at your contest as a whole after its conclusion. There might be rich qualitative insights to glean from the activity you've seen during your promotion:

- What are topics of conversation or types of questions were asked on your Facebook Wall? Do any of these surprise you?
- If your contest called for user-generated content, the entries themselves can give you a glimpse into customer views of your products or brand.
- Social media monitoring data can reveal if conversations outside of Facebook have been sparked by your contest.

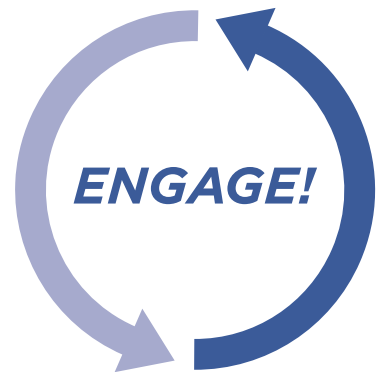


8

STEP 8: BEGIN THE REAL WORK: ENGAGE

Now comes the real work. You've managed to entice users to either Like your Facebook Page for the first time or re-engage with your brand. How you interact with this community after the promotion will determine how many people stay engaged.

You'll almost certainly lose fans who have only Liked your Page for the chance to win something. But for those who have a real interest in your brand, this can be the beginning of a lasting relationship. The two-way conversations that can happen in social media between brands and consumers generate trust, brand loyalty, and ultimately, increased sales. This kind of social media relationship-building happens every day without a Facebook contest. But promotions like contests and sweepstakes can kick-start this valuable interaction with your brand.

**CONCLUSION**

Facebook contests and promotions can be extremely beneficial. With detailed planning and great execution, you can infuse your Facebook Page with a fun campaign that creates fan interaction and generates long-term relationships with your customers in social media.



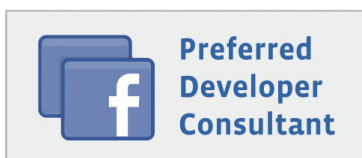
About Shoutlet®

Shoutlet provides enterprise social management software for companies to engage consumers online and monetize their social media communication. It includes Facebook, Twitter and YouTube management, Social CRM, a contest platform, HTML5 web app building, email and mobile marketing, social commerce, and real-time analytics in one easy-to-use interface.

The Shoutlet contest platform allows customers to launch and manage sweepstakes and photo, video, and text-based contests on Facebook and their websites.

The platform gives brands and agencies the tools to create, manage, and measure their entire social media communications. Companies using Shoutlet's platform are able to better design and implement highly targeted campaigns and ultimately improve the business impact of their social media programs.

Connect with Shoutlet on Facebook and Twitter to keep up on social media news and trends. To learn more about Shoutlet or register for a demo, visit our website: www.shoutlet.com.



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