

Success Story

promotion

Sweeps Generates Many New Customer Leads



BACKGROUND

A local chiropractic and wellness center was looking for a unique way to attract new customers and gain consumer insights.

OBJECTIVE & GOALS

- Grow Their Database
- Generating Awareness and Engagement
- Gain Consumer Information
- Generate New Customer Leads

CHALLENGES

Finding a single solution, for a niche business, that can achieve all of the client's goals with one campaign.

SOLUTIONS

The "Healthy Living Giveaway" was created, encouraging readers to enter everyday to win one of three great prizes. A fully-integrated and targeted campaign was developed to provide multiple opportunities to reach their intended target. Specific questions were crafted to gather consumer insight. Ability to request an appointment was also worked into the contest.

PRODUCTS

- Turnkey Sweepstakes Creation and Execution
- ROP Print and ROS Digital Ads
- Logo Inclusion on Promotional Ads
- Social Posts on Facebook
- Direct Emails / Custom Emails
- Branded Online Sweepstakes Page
- Home Page Promotion on rrstar.com

RESULTS

- 632 Total Entries
- 345 People Entered
- 150 People Opted-in for Offers
- 10 new patients, each worth \$2,000 minimum, requested appointments.

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