

## Success Story

promotion

# ROI on Sweepstakes for Construction Company Tops \$50K



“

We generated more than \$50,000 in new business through our partnership with SouthCoast Media Group and anticipate more. We're open to their suggestions and always willing to hear what exciting things they have to offer.

DAVID CUDDY

”

### BACKGROUND

[REDACTED] has been in business for over 25 years and have recently started to up their marketing efforts through promotions. They wanted to give back to the community by taking part in GateHouse's biggest sweepstakes of the year which gave away a free VIP vacation. This also helped promote their [REDACTED] "Cares" image of being a family owned and community focused business. They loved the idea of promoting their image while also gathering emails for clients looking to do home improvement projects.

### OBJECTIVE & GOALS

- Build their Email Database
- Generate Customer Leads
- Increase Awareness
- Create Goodwill
- Gain Consumer Insight

### CHALLENGES

Taking a national Gatehouse promotion and customizing it to have a local relevance beyond the national reach.

### SOLUTIONS

[REDACTED] sponsored of the "Ultimate Bucket List Sweepstakes" where members of the community entered to win an ultimate VIP trip. A fully-integrated campaign was developed, and ran across multiple platforms, to reach a vast amount of people. Every entry received a coupon for \$1,000 off services from [REDACTED]

### PRODUCTS

- ROP Print Ads in New Bedford Standard Times
- Digital Ads on SouthCoastToday.com
- Logo Inclusion on Promotional Ads
- Posts on Standard Times Facebook Page
- Direct Emails
- Branded Online Sweepstakes Page
- Home Page Promotion on SouthCoastToday.com

### RESULTS

- Over \$50K in Sales Generated from Leads
- Over 1,353 Entries Were Received
- 810 People Entered
- 468 People Opted-in for future Emails
- 47 people asked for a free pre-winter inspection