

promotion

Sweeps Helps Local Franchise Gains Customers and Sales



BACKGROUND

The 2017 holiday season was fast approaching and the [REDACTED] was looking for unique ways to market their products during this peak time of year.

OBJECTIVE & GOALS

- Increase Brand Awareness
- Collect New Email Addresses/Leads
- Increase Sales
- Drive Site Traffic

CHALLENGES

Designing a marketing package that reached and engaged their target audience across all platforms.

SOLUTIONS

The "Thanksgiving Dinner" Sweepstakes was created, encouraging members of the community to enter to win a free [REDACTED] and more. A fully-integrated and targeted campaign - featuring high-impact digital ads, print and direct email - was developed to provide multiple opportunities to reach their intended target. A link was also provided to drive traffic to their website to download coupons.

PRODUCTS

- Digital Display Ads
- Direct/Custom Emails
- ROP Print Ads
- Social Media Posts

RESULTS

- 2,569 Entries
- 1,553 Participants
- 73% of Participants opted in to receive emails
- Directed over 900 individuals to their website to download coupons for Hams.