



## Sweepstakes Lead Generation & Social Media Engagement

### SITUATION

Brands were looking for a lead generation program that targeted specific groups of women. Brands were also in need of increasing social media engagement from new and current followers, as well as increasing brand awareness among a highly targeted group of customers who would be most likely to convert their engagement and participation into generating new or repeat sales.



### SOLUTION

Various sweepstakes programs are developed to target specific groups of women through the Facebook platform, increasing the likelihood that these women will convert to new or repeat customers. In one scenario, a 'Mom & Family Sweepstakes' was developed in collaboration with Kenmore, Johnson's, Overhead Door, Country Crock, Desitin, Boppy, SueBee and TRP with a retail value of over \$3,000 in products.



In another scenario, a 'Serta Perfect Sleeper Sweepstakes' was developed for Serta to target women looking for a better night's sleep and who were in an opportune life stage or transitional stage to purchase a mattress. The sweepstakes provided a \$2,000 giveaway value and touted Serta's elite standing as an 'America's Most Recommended' mattress and pillow brand to further drive customer loyalty keeping Serta top of mind when shopping for a new mattress.

### SUCCESS

The 'Mom & Family Sweepstakes' yielded over **30,000 entries, 2,500 Likes, 5,300 Shares and 128,300 Visits**.  
The 'Serta Perfect Sleeper Sweepstakes' yielded over **20,200 entries, 3,600 Likes, 1,800 Shares and 85,500 Visits**.

To learn more about our Lead Generation Programs, please email [info@womenschoiceaward.com](mailto:info@womenschoiceaward.com) or call (954) 922-0846.