



# tabsite

*Boost your Social Marketing*

## *How to Run a Successful Sweepstakes on Facebook*

## **How to Run a Successful Sweepstakes on Facebook**

*A quick guide to setup, details : Sweepstakes PLUS app*

Thanks for downloading and viewing this simple quick guide ebook.

This quick guide was compiled from a webinar by TabSite. View the full Webinar by the same title at: [www.TabSite.com/webinars](http://www.TabSite.com/webinars)



By  
Mike Gingerich  
TabSite Co-founder

# Table of Contents:

<b>Introduction.....</b>	<b>2</b>
<b>Why a Contest on Facebook.....</b>	<b>4</b>
<b>4 Primary Types of Facebook Promotion Apps.....</b>	<b>7</b>
<b>Sweepstakes PLUS app.....</b>	<b>8</b>
<b>Best Practices / Mobile Users .....</b>	<b>13</b>
<b>Tools &amp; Tips for Posting on Facebook.....</b>	<b>22</b>
<b>Sneak Peek of Website ReSizer App.....</b>	<b>24</b>

# Why run a contest or promotion on Facebook?

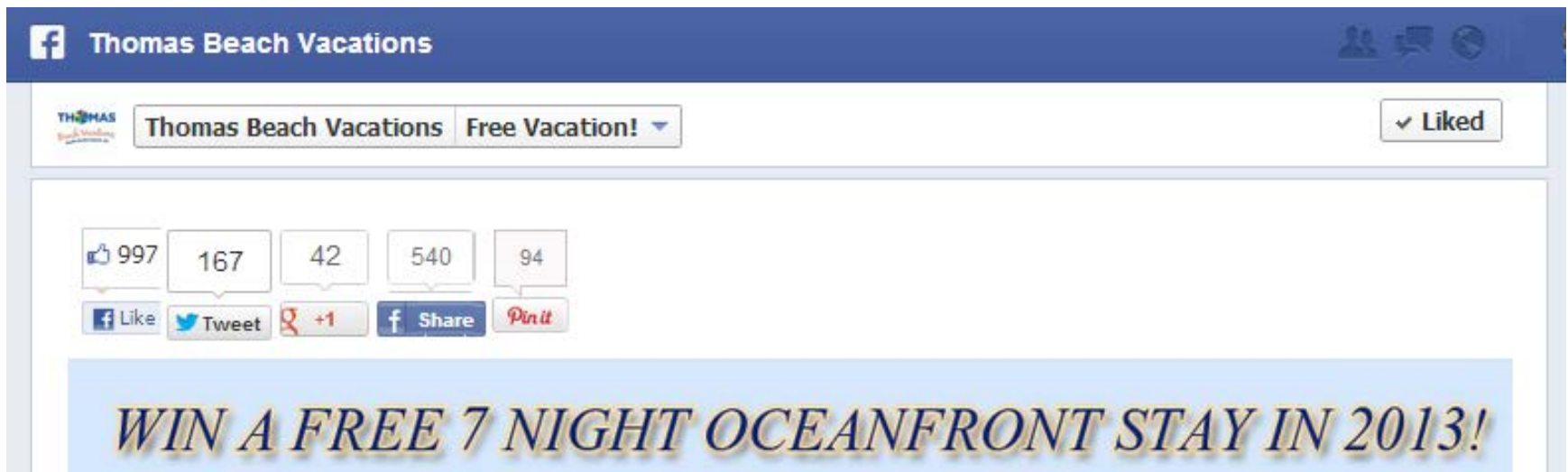
- **ANSWER:**

**Engagement  
INCREASES!**



# Why Promotions?

- Promotions lend themselves to Like's, Comments, and Shares. **ENGAGEMENT+**
- Promotions are social. Promotions are fun.



# Why Promotions for Facebook Pages?

- **79%** of Facebook fans are more likely to purchase from a brand they have Liked
- **Promotions and Game tools draw people in to a page. It's a reason to come.**

# The 4 Primary Types of Facebook Promotions



1. **Sweepstakes**
2. **Deals and Offers**
3. **Contests**
4. **Multi-Social Network**

Read about each at:

[www.mikegingerich.com/5-ways-facebook-contests-boost-a-fan-page/](http://www.mikegingerich.com/5-ways-facebook-contests-boost-a-fan-page/)



# Sweepstakes

- Chance-Based
- Random winner
- Simple Entry Process
- Great Lead Capture
- Can work for many Industries


**Thomas Beach Vacations**
Thomas Beach Vacations
Free Vacation!
Liked

997
167
42
540
94

Like
Tweet
+1
Share
Pin it

*WIN A FREE 7 NIGHT OCEANFRONT STAY IN 2013!*





*Vacation Madness Giveaway!*

**WIN A FREE 7NIGHT OCEANFRONT STAY!**

Your free vacation will consist of an oceanfront two bedroom condominium complete with linens and departure cleaning or another property of comparable value and is valid for stays between September 15th and May 1st, excluding the Easter holiday period. By submitting this form you are opting in to receive emails about Thomas Beach Vacations properties and exclusive savings.

Fill out the form below



Double your chances to win by posting a message on **Twitter** with a link to this page or by pinning our Vacation Madness picture on **Pinterest**

First Name\*

Last Name\*

Email\*



## Sweepstakes PLUS overview:

- Increase viral sharing by fans by incentivizing them to share
- No limits on how many total times a fan can share!
- All sharing is tracked in TabSite Manager, and Winner Generator tool available.



## Sweepstakes Plus

**Fan Enters = +1**

**Shares with Friend = +1**

**Friend comes to tab = +1**

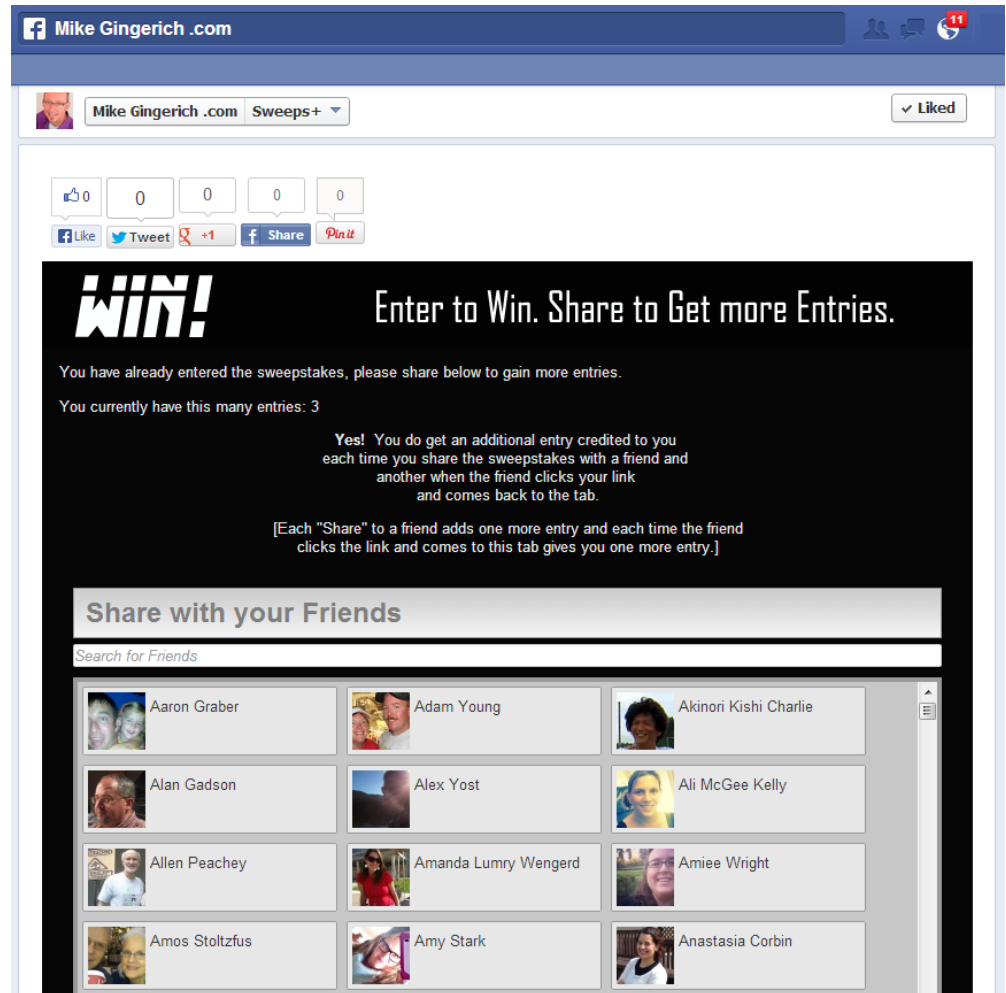
**3 Entries for this fan (more exposure for your Page!)**

**tabsite**

# Sweepstakes Plus

Details:

[bit.ly/SweepsPLUS](http://bit.ly/SweepsPLUS)















The screenshot shows a Facebook post from Mike Gingerich .com. The post is titled "Sweeps+" and has a "Liked" button. Below the title, there are four icons for Like, Comment, Retweet, and Share, each with a count of 0. Below these icons are buttons for "Like", "Tweet", "+1", "Share", and "Pin it".








The main content of the post is a black box with white text. It starts with "WIN!" in large, bold letters. To the right of "WIN!" is the text "Enter to Win. Share to Get more Entries." Below this, it says "You have already entered the sweepstakes, please share below to gain more entries." and "You currently have this many entries: 3".









Then, it says "Yes! You do get an additional entry credited to you each time you share the sweepstakes with a friend and another when the friend clicks your link and comes back to the tab." Below this, it says "[Each 'Share' to a friend adds one more entry and each time the friend clicks the link and comes to this tab gives you one more entry.]".

Below the black box is a section titled "Share with your Friends". It has a search bar labeled "Search for Friends". Below the search bar is a grid of 12 friend suggestions, each with a profile picture and a name:

 Aaron Graber	 Adam Young	 Akinori Kishi Charlie
 Alan Gadson	 Alex Yost	 Ali McGee Kelly
 Allen Peachey	 Amanda Lumry Wengerd	 Amiee Wright
 Amos Stoltzfus	 Amy Stark	 Anastasia Corbin

# TabSite Engagement Apps

Coupon	
Social Reviews	
Contests	
Sweepstakes	
Gallery	
ProductShow	
PhotoShow	

Friend Share Deal Download	
Friend Share Deal Reveal	
Brand VidMaker	
Group Deal	
Pin Deal	
Pinterest	
Instagram	
Instagram Contest	

[www.tabsite.com/engagementapps](http://www.tabsite.com/engagementapps)

# How to Select the Right Promo

- **What is your Goal?**
  - **Capture Email address info?**
    - *Use Deals, Sweepstakes*
  - **Get fan image content with your product?**
    - *Use Photo Contest*
  - **Build following on other social network?**
    - *Use Pin Deal or Instagram Contest*

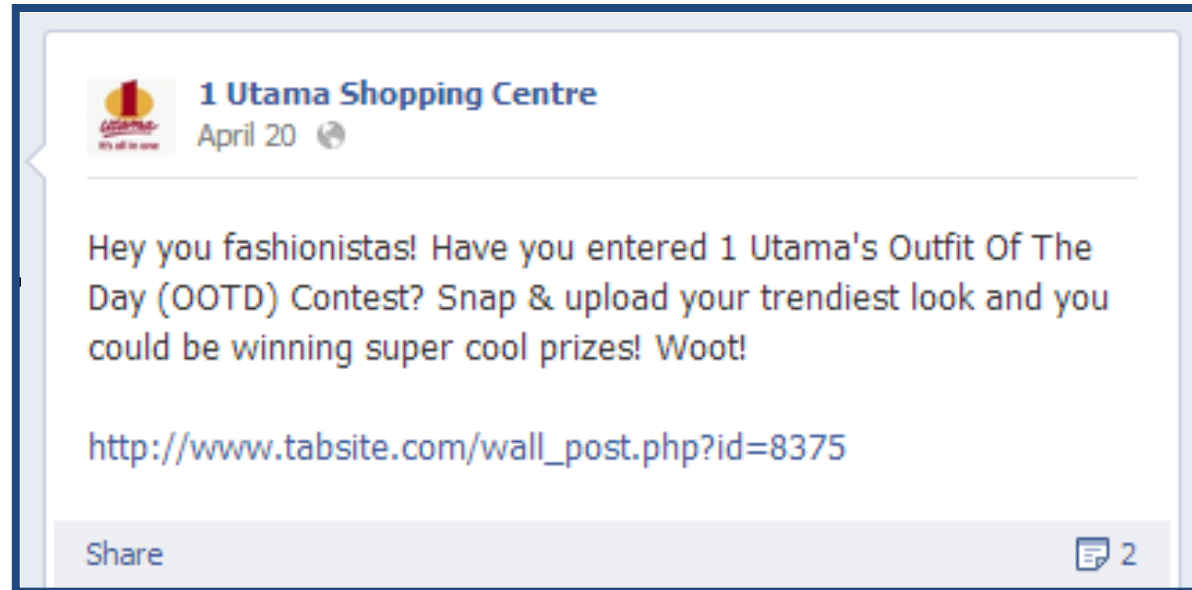
# Best Practices For PROMOTING



# Where do Facebook users spend time?

**Majority of user  
time is spent in**

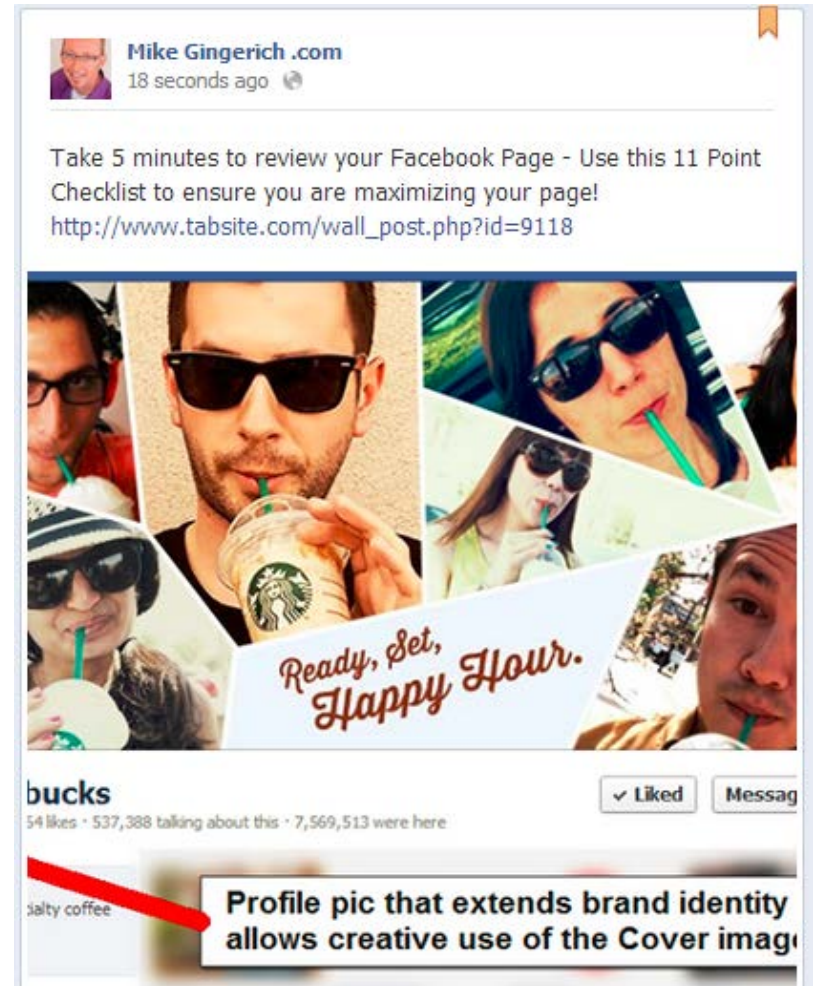
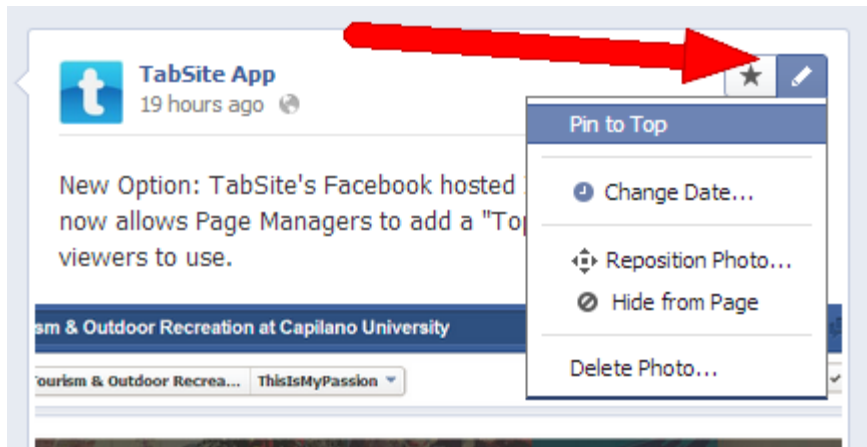
.....



**SO POSTING Is VITAL.**

**This is how you “*get seen*”**

# Best Practice Pin the Post





# Use Smart URL that is Mobile Friendly



Contest URL: [http://www.tabsite.com/wall\\_post.php?id=6346](http://www.tabsite.com/wall_post.php?id=6346)

Facebook does not give mobile users native access to tab apps. However, if using the TabSite Smart URL this situation is overcome and any user on any device can access the tab. View details: <http://tabsite.com/blog/mobile-solution-for-facebook->

[www.tabsite.com](http://www.tabsite.com)

# Smart URL that is Mobile Friendly

## Promotional Tools area

### Promotion Tools

#### Blog/Web Callout Tool

Create a promotional call-out! Upload an image below to automatically generate an embed code you can place on your website, blog, or elsewhere that will have your call-out image and, when clicked, will bring them to your Facebook tab.

DRAG & DROP  
FILES HERE



OR

CLICK TO  
BROWSE



```
<a href="http://www.tabsite.com/wall_post.php?id=3738"></a>
```

#### Smart URL for Mobile/PC

Click the button below to generate a Smart URL. Use this URL in all public posts so that mobile and PC users can access your Facebook tab.

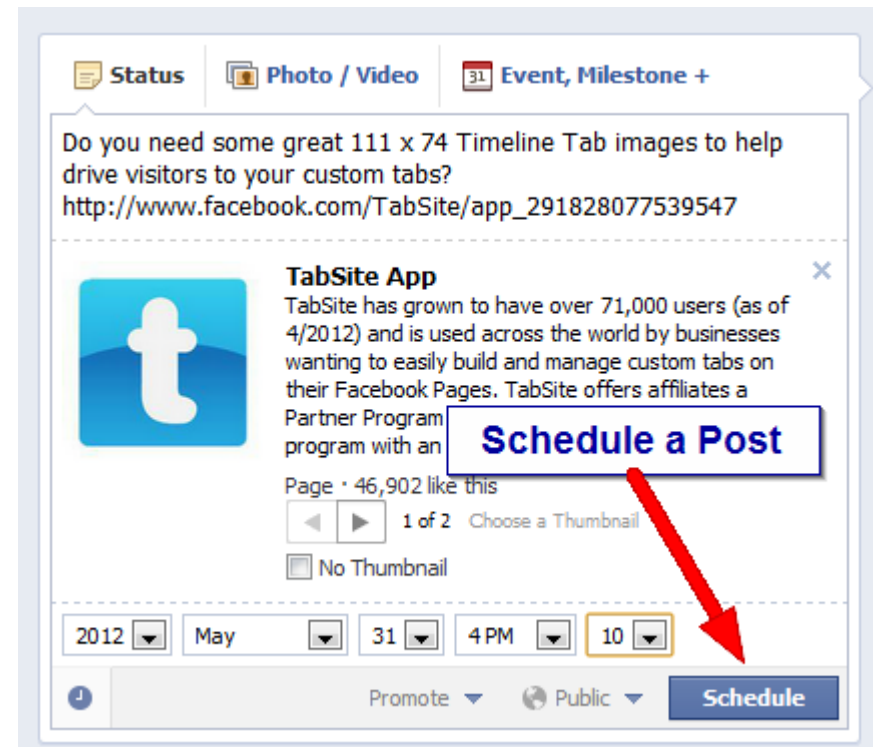
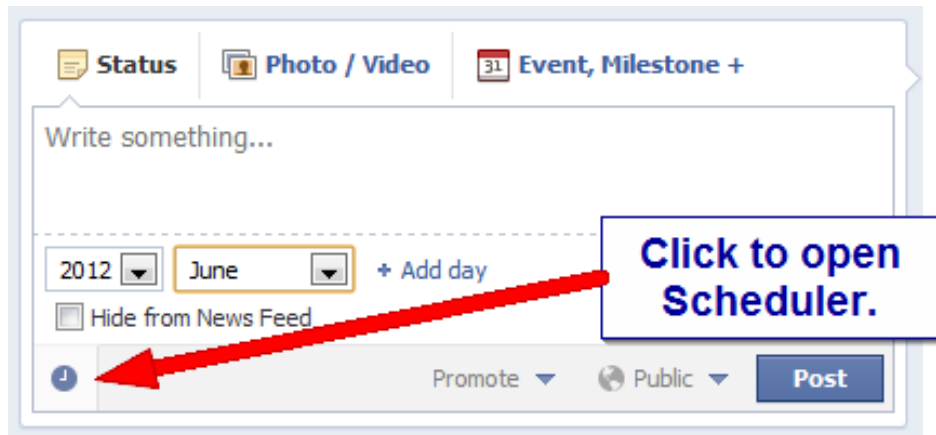
Generate URL

Use this URL (click to copy): [http://www.tabsite.com/wall\\_post.php?id=3738](http://www.tabsite.com/wall_post.php?id=3738)



# Schedule Posts for Prime Times

## Use Facebook's Page Scheduler or Tools within TabSite



# Schedule Posts for Prime Times

## Promotional Tools area

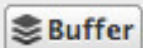
## Use Facebook's Page Scheduler or Tools within TabSite

**Buffer, Sendible, HootSuite, PlanYourPost**

### Post Planning

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Use Buffer, Sendible, HootSuite or Plan Your Post to schedule a post to your Facebook Page Timeline, Profile, Twitter, & more! Make sure to save your page FIRST & then click a service below. The URL we display is the SMART URL to use in posting as it is mobile and PC friendly. It leads to the Facebook tab you have created, even for mobile users.



# **BEST PRACTICE OUTLINE:**

## **1. Announce Upcoming Promotion**

via Facebook, Twitter, Blog, Google+, Email

## **2. Then announce the launch of Promo**

## **3. Repeat Launch Announcement**

# **BEST PRACTICES cont.**

- 4. Daily Reminder Posts**
- 5. Update Status of Promotion Post**
- 6. Nearing End Reminder Posts**
- 7. Announce Winners Posts**

# **When to Post is Critical to Success**

**Links posted from 1pm to 4pm  
result in the highest clicks**

**Peak time of the week is.....  
Wednesday at 3pm**

Source Bitly, May 2012



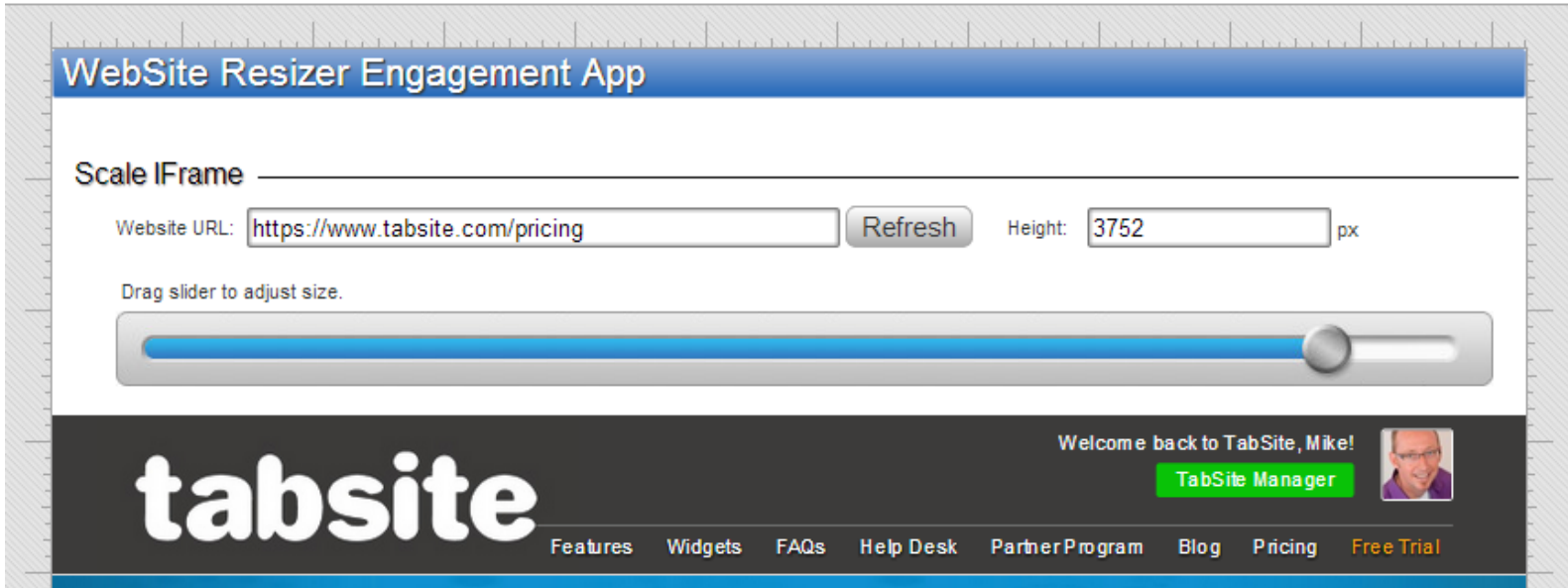
# **When to Post is Critical to Success**

**However. This can vary by industry and page.**

**It depends on when your audience is (1) On Facebook, and (2) Most likely to engage.**

**Plus, the type of post (image, text, call to action, can impact engagement.)**

## *Have you seen the Website Resizer App?*



The screenshot shows a web application titled "WebSite Resizer Engagement App". It features a "Scale IFrame" section with a "Website URL" input field containing "https://www.tabsite.com/pricing", a "Refresh" button, and a "Height" input field set to "3752" px. Below this is a slider control with the instruction "Drag slider to adjust size." The bottom of the interface displays the "tabsite" logo, a welcome message "Welcome back to TabSite, Mike!" with a "TabSite Manager" button and a user profile picture, and a navigation menu with links: "Features", "Widgets", "FAQs", "Help Desk", "Partner Program", "Blog", "Pricing", and "Free Trial".

***Add ANY web page or website to your Facebook page***  
***This makes E-commerce on Facebook available to all***  
***Restaurants and Hotels can add their Reservation pages.***

# ***Website Resizer App***

***Any web page***

***E-commerce on Facebook!***

***Landing Pages from your website***

***Reservation pages. Etc.***



**TabSite offers contest, deal, and promotion apps for Facebook Pages.**

**Plus, with the Website ReSizer App, any web page can be added to a Facebook page.**

**14 Day Free Trial on any Plan. Try today!**

**[www.Facebook.com/TabSite](http://www.Facebook.com/TabSite)**

**[www.TabSite.com](http://www.TabSite.com)**