

Sweepstakes, Contests, and Viral Acquisition Campaigns

Email acquisition via sweepstakes, contests, and other viral campaigns is a double-edged sword. On the one hand it's a fast and easy way to grow your lists. On the other, it can be a risky endeavor if not handled correctly as many of the new subscribers could be more interested in the prize than your ongoing communications. The use of any type of contest increases the likelihood of bounces, unsubscribes, and complaints; and, therefore, you must be careful when implementing this strategy.

Listrak has perfected the process through its targeted Sweepstakes Solution. We'll develop a personalized sweepstakes for your organization, maximizing the viral components of the message while ensuring that the audience is made up of people who are interested in your brand, not just the contest. We do this through a combination of strategy, technology, and creative design, resulting in an increase in subscriber value, a decrease in list churn, and a prolonging of the customer lifecycle.

Increase subscriber value,
decrease list churn, and
lengthen customer lifecycles

Elements of the Sweepstakes Solution include:

- Creation and execution of sweepstakes, including online forms, data capture, and landing pages
- Development and tracking of multi-branch automated emails promoting the sweepstakes – including SecondPass for non-openers, welcome series for new subscribers, and social elements for easy pass-along
- Research, design, and implement banner ads, search, and other promotional materials
- Seamless integration with email preference centers
- List hygiene and data overlay to ensure deliverability
- Lifecycle management to monitor engagement, bounces, complaints, inactivity, and unsubscribes
- CAN-SPAM compliance

About Listrak

Listrak is an email marketing firm providing the solutions, software, and services to optimize the value of email. Listrak works with clients to develop engaging email marketing to deliver the extra percent in effectiveness and ROI.