

## CASE STUDY

### CHALLENGE

Before the I do's is an online B2C Wedding Accessories company. They wanted to grow visibility and interaction with new and existing clients to drive traffic to their Website and online sales. They needed a solution that would address a very specific target group and touch base with them even when their wedding day was over.

### SOLUTION

Before the I do's used Wishpond's Sweepstakes. By giving away a gift voucher for their online store they grew brand awareness and created a buzz and excitement. They posted their Sweepstakes on Facebook, their Website and used Facebook ads to give additional boost. Additionally they sent out emails to existing clients with a link to their Contest. They used savvy content to keep their new fans engaged and by posting 3 times a day their FB engagement grew consistently.

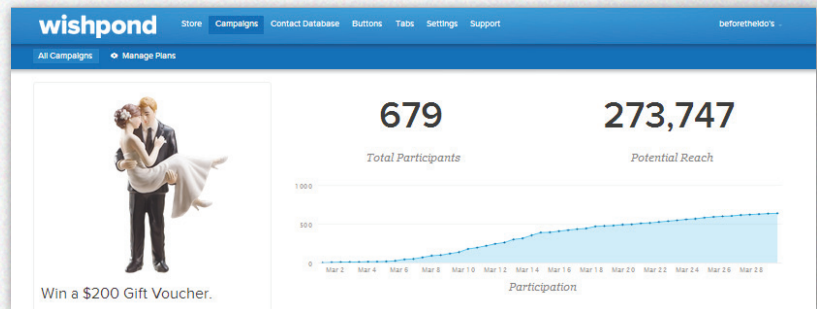
### OUTCOME

In just one month Before the I do's:

- grew online sales and traffic on their Website
- added over 1300 new fans
- increased Fan engagement 10 times
- captured over 670 participants
- accomplished a potential reach of over 270,000

The screenshot shows a Facebook post for a sweepstakes contest. At the top, it says "Before the I Do's" and "Enter Sweepstakes". The main image features a bride and groom in a heart shape, with the text "Enter to Win a \$200 Gift Voucher!". Below the image, it says "Win a \$200 Gift Voucher." and "10 days 04:02:48 remaining". There is a "You're in!" notification and "526 people have entered". Social sharing buttons for Facebook, Twitter, and Pinterest are visible.

### Wishpond Sweepstakes Contest



### Wishpond Social Contact Database

Before the I do's is proof that using Social Media to drive online sales and Website traffic is easy. By using Wishpond's Sweepstakes combined with savvy posts they were able to generate a potential reach of over 270,000 new fans and capture the data of 679 entrants.

Wishpond's platform gave them the power and ease they needed to achieve an amazing increase in new leads. That excitement not only increased their fan base but also enlarged their engagement by 10 times!

Now that they have extended their fan base and captured key customer analytics Before the I do's is able to reach out to key targeted customers directly with specific emails and social campaigns.

“After much research, we chose Wishpond based on their experience and their previous client case studies. And we couldn't be happier with our decision. Wishpond was very easy to work with throughout the entire Facebook Sweepstakes. They guided us when we asked for it, and they always responded to our emails promptly. Two thumbs up!”

**Alycia Palmer** - Before the I do's

before the I do's  
Celebrating you and all your life's events.