

CASE STUDY

CHALLENGE

Diamond Candles needed to increase brand awareness and sales. Their fan-base wasn't very large. Past attempts to use other campaign tools had fallen short. The company was unable to engage users to communicate with them. They needed a solution that boosted their numbers quickly.

SOLUTION

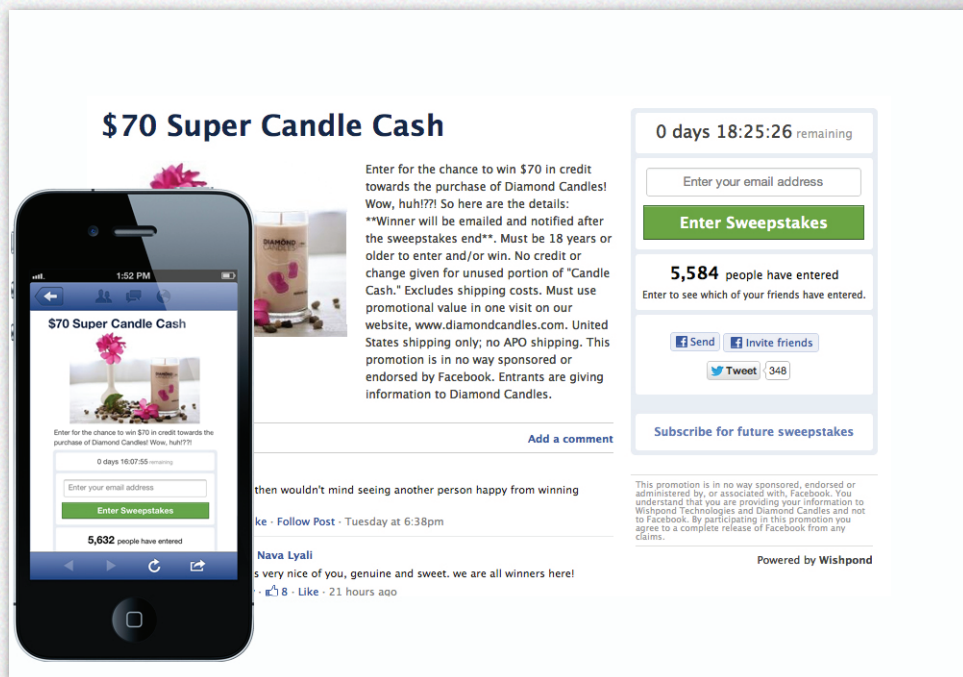
Every week Diamond Candles ran a Wishpond Sweepstake on their Facebook Page. They created a habit, engagement, expectation, excitement and turned fans into fanatics for their products.

Users could win a giveaway of \$25 – \$70 for merchandise from their store. They targeted contests to their targeted demographics. They pushed their entrants to go the extra mile and Tweet about their Sweepstakes.

OUTCOME

In just 6 weeks of using Wishpond, Diamond Candles generated over 30,000 leads – without using any additional advertising.

- 30,000 New leads
- 40,000 Repeat Participants
- + 148,000 Facebook Fans
- 35% from Mobile



Wishpond Sweepstakes Contest

Diamond Candles proves that you don't need to giveaway \$1000's to get people's attention. By using simple tools across key channels and targeting to the right demographics they increased their brand awareness, new customer leads and sales long-term.

Wishpond Social Sweepstakes is the simplest type of contest – users submit their email address, click "Enter Contest" and they're entered into a random drawing for a prize. It is an easy way to build giveaway contest that spread organically through social networks. This was the best type of contest to start with because Diamond Candles' engagement on Facebook was low. Users simply needed to enter their contact info and click a button to participate.

Diamond Candles has regular Sweepstakes running. This keeps their customers coming back again and again. This is great use of the Wishpond Marketing Suite because the more times a person comes to your Facebook Page or website, the more likely they are to buy your products.

“Because of Wishpond, we were able to run our contests and promote them consistently across all channels. Wishpond's multi-channel approach has helped us increase engagement more than any other tool we have tried in the past. One of the best attributes is that we have finally found a way to engage people on mobile which is huge for us and the holy grail for retailers.”

Josh Beaty - Diamond Candles' Vice President of Community

