

CASE STUDY

CHALLENGE

Amelia Kingston is a young artist from Melbourne, Australia. At the time, the only people liking her page were friends and this wasn't generating any new leads and sales. So her goal was to boost her Facebook and Etsy presence in order to get Likes from outside her immediate circle. She wanted to target people that would be interested in her artworks, so she turned to Wishpond to achieve that goal.

SOLUTION

She used Wishpond's Sweepstakes to give away a piece of her artwork. This caused great excitement, increased her fan base, and also gained public exposure to her work.

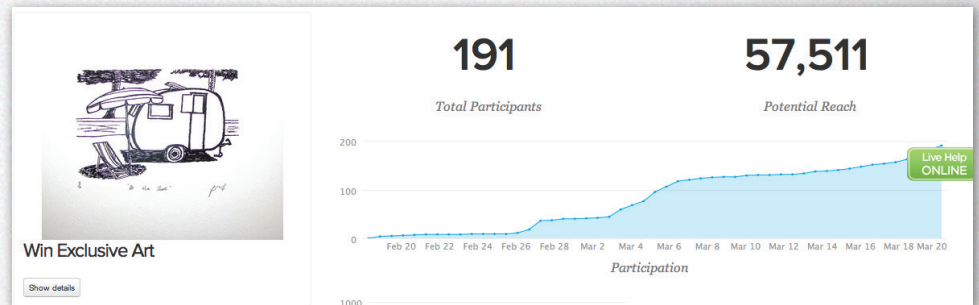
OUTCOME

By running it through Facebook, her reach has grown exponentially and in just one month, Amelia Kingston Art has succeeded to:

- Doubled her Facebook Fan Base
- Engaged her Etsy page
- Captured over 200 e-mails
- Accomplished a potential reach of over 55,000



Wishpond Sweepstake Contest Sharing Post



Wishpond Contact Database Analytics

Amelia was able to generate a potential reach of over 55,000 new fans and capture the data of key target entrants. Wishpond's platform gave her the ease and power she needed to achieve new leads. This excitement not only doubled her fan base but also drove more looks on her Etsy page and made her posts go viral.

“It seemed the easiest way, and when I looked into it, I discovered that if you don't run a Facebook campaign properly you can have your page shut down. I didn't want this to happen. Wishpond tools offered ease of use, and regular updates on my campaign, and a great support team.”

Amelia Kingston - Amelia Kingston Art

