

CASE STUDY

CHALLENGE

Frozen Yogurt Solutions had a Facebook dilemma. The only people who liked their Facebook page were employees and their friends this wasn't doing any good for generating new leads or sales. They wanted to boost their likes with targeted people that would be interested in the frozen yogurt industry. They turned to Wishpond's Sweepstakes to bring up their numbers and drive excitement around their business and their page.

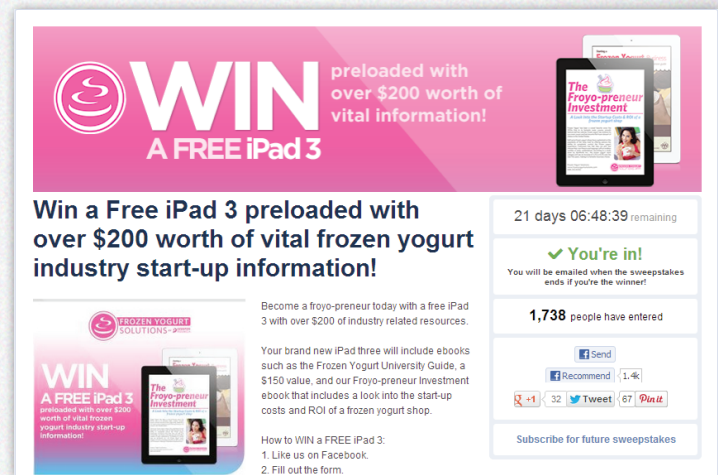
SOLUTION

FYS was smart. They specialized in helping people open frozen yogurt stores and they knew their customers would respond to an iPad equipped with their start up guides. By using Wishpond's Sweepstakes to promote this giveaway, they had a way to spread business excitement, increase fans and capture key target information.

OUTCOME

In less than a month, the Frozen Yogurt Solutions contest had:

- increased Facebook Fans by 40 times!
- grew fans from 50 to 2.352
- over 2.324 participants
- a potential reach of over 700.000



Wishpond Sweepstakes Contest



Wishpond Contact Database Analytics

FYS is proof that even with a small fan base you can achieve incredible numbers by using Social Promotions. By using a Sweepstakes, they grew their Fan Base over 40 times. Not only did they increase their fans, but also grew an excitement around their business and their page.

Due to the very smart implementation of their giveaway with their business aspect, they were able to target the right group of people who were interested in the frozen yogurt industry.

Wishpond's tools, such as Sweepstakes can increase the virality of your product or service. It's a great way to interactively market your services, even if you have a low fan base. FYS proves how this can be done.

“We were very happy with the process and would definitely recommend the program. It was really simple to setup but looked very professional on our page. We will be starting another campaign sometime this week for one of our other brands.”

Christy Reddington - Social Media Specialist Frozen Yogurt Solutions

