

CASE STUDY

CHALLENGE

The Studio is an established locally-based business with a reputation for quality photography. Their main market is high school seniors. Due to the cyclical nature of this revenue stream, they needed a way to promote additional services to keep their business and staff busy.

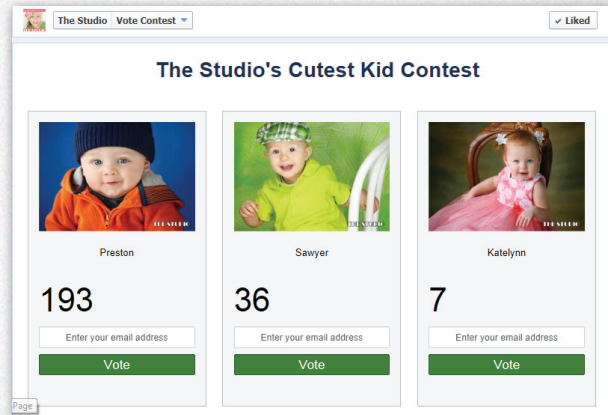
SOLUTION

In their “slow time” The Studio ramped up their online marketing efforts using Wishpond’s Tools. They ran a Social Vote Contest to promote their kids’ photography services - to gain more business. They posted 41 of their cutest kids portraits, and participants voted on their favourite. This both showcased their work and created greater exposure for their business.

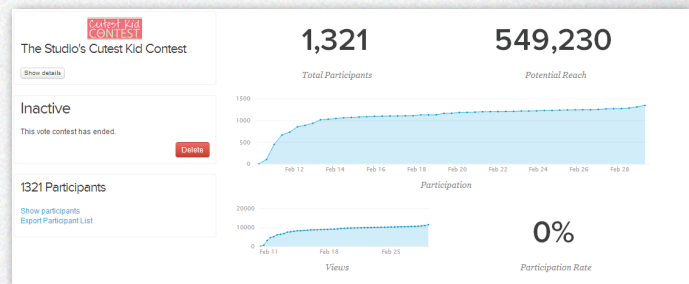
OUTCOME

In less than a month, The Studio Vote Contest had:

- Over 1300 participants
- A potential reach of over half a million
- 227 FB likes
- Happy parents



Wishpond Vote Contest



Participants Reach

The Studio case is proof that it is easy to diversify your markets and increase sales with Social Promotions. Wishpond’s tools made it easy. By using a Vote Contest, and having entrants click on their favourite photo, The Studio not only created a buzz around their children’s photography services, but they were able to showcase their work to increase their client community.

The Vote Contest was easy to set up, and easy for participants to take part. The Contest was held on their Facebook page and on their company Blog. Through our Vote Contest app, The Studio was able to capture entrants analytics, and emails for future follow-ups.

Wishpond’s tools, such as Social Voting, can increase the virality of your product or service. It’s a great way to interactively market your services, especially for companies with high and low seasons. The Studio proves how this can be done.

“This has probably been the best experience in contests we have ever had. We made it easy to do and made them look forward to their next contest. It couldn’t have been smoother. Well done, well done with your product.”

Susan - The Studio

