

CASE STUDY

CHALLENGE

Nerdogy is a young and innovative End2End digital marketing firm. They were looking for a cool, fun way to grab the attention of business owners and decision makers to market their services. They were looking for a way to share their energetic, free-spirited company with the world.

SOLUTION

Being an innovative marketing company, Nerdogy wanted to use innovative marketing solutions. They chose Wishpond's social Sweepstakes. They ran their Sweepstakes through the Nerdogy Facebook Page and included links back to their website. By running the Sweepstakes through Facebook, it spread through friends of friends who entered, reaching their target market. They also promoted the contest through targeted Facebook ads.

OUTCOME

In just one month using Wishpond's tools Nerdogy generated:

- 5 new BIG leads (of which they have closed 60%)
- Over 600 new Facebook likes
- A potential reach of 183,000
- More and more eyeballs on their Website and Facebook page



Wishpond Sweepstakes Contest



Wishpond Contact Database

The Nerdogy case is proof that a smart marketing agency can generate new fans, leads, and ultimately sales, using social promotions. They prove how this can be done both successfully and very quickly.

Out of all of our marketing apps, the Wishpond Sweepstakes tool gave them a very easy-to-share marketing solution. With easy-to-use apps, and a bit of marketing savvy, they created a campaign that fit with their innovative brand. By running it through their Facebook Page, their brand generated 610 more Facebook Likes, and a potential reach to friends of friends of over 183,000. Additionally, click throughs to their Website increased, creating even more awareness of their new services.

Sweepstakes are great way to reach out to a new fan base, generate big leads, and successfully gain new sales. Nerdogy shows how this is done.

“ We're web designers/developers so we know a good site when we see it. Wishpond is designed nicely. It's intuitive wizard step-by-step process guides you through perfectly, especially for a person who isn't familiar with the structure of a Sweepstakes... Wishpond has enabled us to take our marketing to the next level, and contend with the top dogs. We're definitely going to run more sweepstakes campaigns through Wishpond. ”

Nam Vo - CEO Nerdogy

