

CASE STUDY

CHALLENGE

Nordweg is a new online B2C luggage company. They wanted to increase their popularity amongst their targeted audience, increase their Facebook followers and capture key contact data to be able to directly market directly to them.

SOLUTION

Nordweg used Wishpond's Sweepstakes. They gave away a Nordweg Backpack to grow brand awareness and created a buzz and excitement for their product.

The Sweepstakes ran on Nordweg Facebook Page. It spread through friends of friends who entered, and gave Nordweg reach to their target market.

OUTCOME

In just one month Nordweg:

- Captured over 2,400 participants
- Doubled their Facebook fans
- Accomplished a potential reach of over 1.2 Million
- Increased their online sales



Contest Call to Action



Wishpond Contact Database

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

By using Wishpond's Sweepstakes they were able to generate a potential reach of over 1.2 Million and capture the data of 2,442 entrants. With Wishpond's easy-to-use apps they got the power and ease they needed to achieve an amazing increase in new leads and more awareness of their products.

Now that they have enlarged their fan base and captured key customer analytics Nordweg is able to reach out to their key targeted customers directly with specific emails and new upcoming social campaigns.

“What I found interesting was how easy and fast it was to get the campaign running and how it's all set up for making it go viral and spread quickly without me having to worry about all the logistics. I think it's a great tool and that it is accessible to anybody to increase their audience and sales with a very small investment. I'm excited to see the impact of our next campaign, as we have more than twice as many followers and potentially participants to start with and ignite the viral effect.”

Igor Gaelzer - Nordweg

