

CASE STUDY

CHALLENGE

The Tattoo Shop provides tattoo equipment and supplies to studios in Europe. Feeling that their social media posts were getting stale, they needed an edge to increase engagement through Facebook and Twitter to direct more sales to their online store.

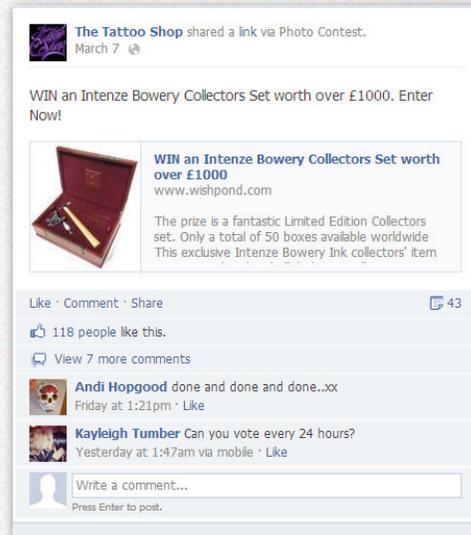
SOLUTION

The Tattoo Shop created a buzz in their community by engaging their customers with a body art photo contest for the chance to win a collectable tattooing kit. Not only did this let their customers show off their work online, but it generated excitement as their customers and entrants could vote on their favourites too.

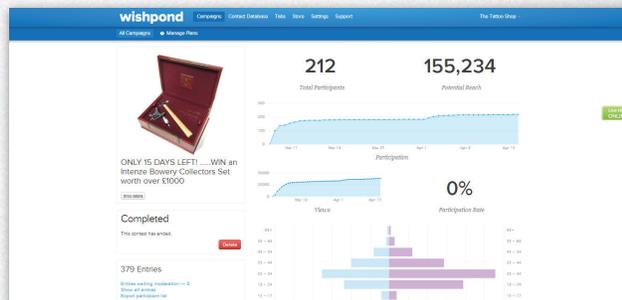
OUTCOME

In just one month using Wishpond's tools The Tattoo Shop generated:

- Over 212 photos
- A potential reach of over 155,000
- Over 1700 votes
- A great new target audience



Wishpond Photo Contest



Wishpond Social Analytics

The Tattoo Shop proves that you can increase business clients and collect great user-generated content through social media. Additionally by savvy designs between businesses they created new and innovative ideas amongst them.

Wishpond's simple-to-use photo contests gave them the platform they needed. The Tattoo Shop generated over 155,000 potential new Fans over 212 photos in the contest, and had over 1700 participants voting for their favourite body art work.

Now that The Tattoo Shop has built up their fan base they are continuing their customer's engagement by using Wishpond's video contest to generate 'buzz' about their tattoo products and boost their YouTube presence.

“It is so easy to set up campaigns and the results are encouraging. I'm sure at some point we will be using all the other elements of Wishpond to see what else we can do to make things more interesting.”

Stephen Heap - The Tattoo Shop

