

# Wildfire Promotion Builder

With Wildfire Promotion Builder companies can easily create and deliver interactive promotions on the social web.

**Wildfire Interactive, Inc.**

922 Florence Lane, Suite #4  
Menlo Park, CA 94025

+1 (888) 274-0929

[info@wildfireapp.com](mailto:info@wildfireapp.com)

<http://www.wildfireapp.com>

# Sweepstakes Promotions

## Sweepstakes vs. Contests - what's the difference?

In a sweepstakes the winners are selected by a random draw. In a contest the winners are selected either by a jury or audience voting or a combination of both and the entries are evaluated according to the skill of the submission (e.g. a photo contest).

## Why run a sweepstakes?

Sweepstakes are a powerful way to:

- build your email or mailing list
- increase your fan base on your company social network page
- drive traffic to your social network page or website
- gather survey data (e.g. entrant must complete a brief survey before entering the sweeps)
- educate customers (e.g. entrants must watch a brief movie before entering the sweeps)
- build brand awareness

## Benefits of running a sweepstakes on Social Networks?

Social networks offers a more powerful way to spread the word about sweepstakes thanks to:

- *Friend invites*: users can easily invite their fb friends to join the sweeps
- *News feeds & Mini feeds*: for every person entering the sweeps, potentially scores more will learn about it via newsfeeds
- Ability for entrants to download banners to their profile pages

## How it works

*Step 1:* Company, agency or Wildfire Interactive sets up the sweepstakes using our simple set-up wizard.

*Step 2:* The sweepstakes application is published in various social networks and/or on the company's website

*Step 3:* Users learn about the sweeps via social network ads, the company's social network page, friend invites, newsfeeds or the company's newsletter or website.

*Step 4:* After entering, users can easily invite their Facebook friends.

*Step 5:* Newsfeeds & minifeeds are generated promoting the sweepstakes.

*Step 6:* Users can either enter once during the sweepstakes or daily, depending on what the company prefers

## Product Features

- Easy set-up enables sweeps to be running within minutes
- Upload custom artwork, logos or CSS
- Define eligibility according to age, country or US state
- Create fully custom entry form, including survey questions
- Option to upload a video that entrants must watch

## Product Features (continued)

- Option to simultaneously run sweeps in multiple social networks & on company's website.

## Brand Control

Companies using our white-label solutions have considerable control over the branding of their promotion:

- Full control over the look and feel of the promotion (via custom CSS upload)
- Ability to upload custom artwork and logos
- Fully customizable entry form layout and fields
- Full control over the name and branding of the promotion app
- Company controls where users are directed after they complete their entry
- No 3rd party advertising

## How to make the sweepstakes more viral

Spam-free ways to encourage viral spread:

- offer an aspirational prize (e.g. backstage passes, autographed products, dream vacations)
- offer a prize to be shared with friends. For example:
  - "invite the 10 friends you'd want to invite if you win your dream party"
  - "invite your friends and if one of them wins, you'll get to accompany them to the event"

## Additional services

We can provide assistance with the drafting of official rules, fulfillment of prizes and graphic design via our non-exclusive partners. For details, email us at [sales@wildfireapp.com](mailto:sales@wildfireapp.com)

## Pricing options

See our pricing online at [www.wildfireapp.com/pricing](http://www.wildfireapp.com/pricing)

## Next Steps

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# Contest Promotions

## What is a user-generated contest?

Entrants submit their original work (e.g. photo, video, essay, recipe, t-shirt design, etc.) and either public voting, the company, or a combination of both will determine the winner(s).

## Available contest formats

- Video contests
- Image contests (e.g. photo, logo, design)
- Essay contests (e.g. story, recipe, poem, idea)
- Multi-media contests (combination of essays, photos and/or videos)

## Why run a contest?

Contests are a powerful way to:

- increase brand awareness
- build a sense of community around your brand
- gather customer stories and identify ardent fans
- increase your fan base on your company Facebook page
- drive traffic to your Facebook page or website

## Why run a contest on social networks?

Social networks offer a more powerful way to spread the word about contests thanks to:

- *Newsfeeds & Minifeeds*: generated when people upload submissions or vote. Users' video or photo submissions are embedded in the newsfeeds
- *Comments*: (1) public can comment on submissions, (2) posting of comments generates newsfeeds & notifications
- *Share button*: users can easily share their favorite submissions with friends
- *Friend invites*: users can easily invite their friends to enter and/or vote

## How it works

*Step 1*: Company, agency or Wildfire sets up the contest using our simple set-up wizard.

*Step 2*: The contest application is published in various social networks and/or on the company's website

*Step 3*: Users can enter the contest during the time period specified by the company.

*Step 4*: Users' submissions are either displayed immediately or are "quarantined" until the company okays them.

*Step 5*: The public can vote during the time period specified by the company and using the voting method specified by the company.

*Step 6*: The company reviews the entries and the votes and determines the winners.

*Step 7*: The winning entries are displayed until the end date chosen by the company.

## Product Features

- Easy set-up enables contests to be running within minutes
- Upload custom artwork, logos or CSS
- Variety of winner-selection options: public voting, jury, or both
- Variety of voting formats: thumbs up/down, ballot, vote-daily, vote once per contest
- High level of control - review entries before they are published, "report abuse" button, disqualify/re-qualify entries
- Define eligibility according to age, country or US state
- Create fully custom entry form, including survey questions
- Option to simultaneously run contest on multiple social networks & on company's website

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# eCoupon Promotions\*

## What is an eCoupon?

An eCoupon is a unique code or ID that recipients input into a company's online shopping cart in order to receive a discount

## Why distribute eCoupons?

- to build brand awareness
- to encourage purchases of a newly launched product
- to encourage sales of excess inventory
- to drive traffic to the company's website

## Why distribute e-coupons on social networks?

Social networks offers a more powerful way to distribute eCoupons and promote your brand thanks to:

- *Newsfeeds & Minifeeds:* (1) generated when people download an eCoupon, (2) so for every person downloading an eCoupon, potentially scores more will read about the offer & and the company's brand
- *Friend invites:* users can easily invite their social network friends to receive coupons
- *"Gift" button:* users can gift eCoupons to their friends

## How it works

*Step 1:* Company, agency or Wildfire sets up their eCoupon promotion using our simple set-up wizard

*Step 2:* Company uploads the unique discount codes generated by its shopping cart provider

*Step 3:* The company's e-coupon promotion is published in various social networks and/or the company's web site.

*Step 4:* Users learn about the e-coupon offer via social network ads, the company's social network page(s), friend invites, newsfeeds, company newsletter or company website.

*Step 5:* The user provides their email address and any other data requested by the company

*Step 6:* The user receives a unique discount code, both onscreen and in an automatically-delivered email

*Step 7:* The user can invite his/her friends to join the promotion

*Step 8:* The user can also gift the coupon to his/her friends in the form of a virtual gift

*Step 9:* Newsfeeds & minifeeds are generated

*Step 10:* The promotion ends either when the promotion end date is reached or when the coupon-download maximum is reached

## Product Features

- Easy set-up enables eCoupon promotions to be running within minutes
- Upload custom coupon-design, banners, logos or CSS
- Define eligibility according to age, country or US state
- Easy upload of unique discount codes
- Create fully custom entry form, including survey questions
- Option to upload a video that entrants must watch before redeeming their eCoupon
- Option to simultaneously run promotion on multiple social networks & on company's website

## Brand Control

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\* Available January 2009. Printable coupons also available in early 2009