

**POLLS:**

- Entrants would vote in a poll on a tab and enter contact information (name and email). They would be able to opt-in to newsletter.
- Entrants can receive extra entries for sharing with friends. Entrants can also vote once per day for the duration of the contest (this keeps the contest top-of-mind).
- The poll could be fun (related to travel) or enable us to gather valuable insights.
- Rationale: Promotes goodwill. Super easy to enter, so people are more likely to enter. The sharing aspect will increase reach and awareness.

**Example Poll Questions:**

What would you like to read more about?

- (a) Beginner tips & tricks
- (b) Advanced tips & tricks
- (c) Comparison blogs (comparing cards)
- (d) How to get to specific destinations for less
- (e) Team member secrets (the cards they have, what they'd do with a card bonus, etc.)

How would you like us to present miles & points tips and tricks?

- (a) Infographics (visually display information)
- (b) How-to Videos (showcase step-by-step instructions)
- (c) Photos detailing steps
- (d) Numbered Lists
- (e) Text-only

Ideal fall travel destination?

- (a)

What destination do you hope (specific airline) adds next?

- (a)

Favorite destination featured in a popular movie? (would include film clips)

**SHORT ANSWER:**

- Very similar to the poll, except for entrants would input a short answer to a number of questions (or just one question).
- Entrants can share with friends to gain extra entries.
- We could utilize fun (travel-related) questions or gain valuable insights.
- This could be a quick contest directly on the Facebook timeline OR on a Facebook tab (we'd be able to collect contact information and give entrants the option to opt-in).
- We'd randomly choose the winner to be awarded a prize.

- Rationale: Promotes goodwill. Super easy to enter, so people are more likely to enter. The sharing aspect will increase reach and awareness.

### **Sample Questions:**

Ideal/favorite fall travel destination?

What destination do you hope (specific airline) adds next?

What do you want to read more about on the Million Mile Secrets blog?

What under-the-radar card do you wish we'd write about?

How do you better retain information when reading a blog (text, images, infographics, videos)?

### **Scavenger Hunt:**

- This would be a quiz where fans would have to find answers on the blog.
- Fans would enter their answers on a contest Facebook tab.
- They would also fill out contact information (Name and Email).
- They would be able to opt-in to the newsletter (but don't have to).
- One entrant would be randomly chosen to win a prize out of all correct entries.
- Rationale: Promotes goodwill and encourages people to visit/revisit blog to find answers.

Here are some question ideas (I'm not sure if this would cause an issue with compliance. If so, we can change the questions to be more inspiration-based.)

1. What's Million Mile Secrets #1 small business card recommendation for October? (HINT: Check out the "Small Business Owners" section.)
2. What's Million Mile Secrets #1 travel rewards card for October? (HINT: Check out our "Top Travel Rewards Cards For October" post)
3. What's Million Mile Secrets top card for miles and points beginners? (HINT: Check out our "Favorite Cards" section)
4. Which card is the easiest to redeem? (HINT: Check out our "Favorite Cards" section)
5. What do we consider the "Best Deal In Travel?" (HINT: We write about this a lot)

## **GENERAL IDEAS**

### **Facebook Fan Of The Week/Month:**

- Choose a Facebook fan who regularly comments, shares, likes, etc.
- Announce them as the "Million Mile Secret Agent" of the Week or Month
- Message them and get contact information
- Send them a gift card (can be as small as \$20), since they don't have to do anything special to enter (just being a super fan!)

- We could do this each week for \$20 or once a month for \$100
- Rationale: Promotes goodwill and encourages fans to actively engage with posts.

#### **Facebook Live Contest:**

- Tease that there will be a contest announcement during a Facebook Live.
- Promote the contest at the beginning of the Facebook Live (but don't provide prize details).
- Explain that the contest details and prize will be announced at the END of the Facebook Live.
- At the end detail that a fan who shares the Facebook Live post will be randomly awarded a prize (gift card, points/miles).
- Rationale: Engages audience and they are encouraged to watch the entire Facebook Live to get contest details. Increases awareness as fans will share the Facebook Live with friends.

#### **HOLIDAY-THEMED CONTESTS:**

##### **Halloween -**

##### **Travel-Related:**

- Poll where entrants can vote for their favorite "haunted" travel destination. Entrants would vote in the poll and enter some information and could choose to opt-in to receive emails.
- Story contest where entrants would describe their "scariest" travel moment.
- Simple timeline contest where fans would comment with their favorite fall travel destination

##### **Just For Fun:**

- Costume contest - Fans submit photos of them in costume and the most votes wins.
- Favorite scary movie poll - Would include film clips and entrants would vote for their favorite (random winner).

##### **Thanksgiving:**

- Sweepstakes: "We're thankful for our fans, so we're giving 5 amazing fans (prize)!"
- Simple timeline contest: "Which travel buddy are you most thankful for?" - entrants would tag the person they're most thankful for and we would choose winners randomly.

**Christmas:**

**Travel-related:**

- Who most deserves a vacation?
- Entrants the person in their life who is most deserving of a vacation
- They would enter that person's email/contact information and a short paragraph of why that person is deserving.
- We'd choose who we feel is most deserving.
- Not sure of the prize (probably bigger than our typical prize)

**Just For Fun:**

- "Ugliest Sweater" (giveaway 5-10 gift cards); Have the team take photos of themselves in their ugliest Christmas sweater, and have fans vote on their favorites.
- Sweepstakes: Same concept as the Thanksgiving sweepstakes. We've had a wonderful year, thanks to our fans! So, we're rewarding 5 of you with a gift card to help with holiday shopping or travel.