

Promotion: “How Well Do You Know Million Mile Secrets?”

Dates:

Primary Goal: To get people to opt-in to receive email newsletter.

Strategy: To increase email opt-ins, Million Mile Secrets will conduct a Facebook giveaway promotion with a one-month timeline.

Executive Summary

The “How Well Do You Know...” promotion is designed to increase the email newsletter list, as well as increase awareness and engagement. This promotion will also generate goodwill with fans, and create new fans.

This is a Facebook contest held on a tab on the Million Mile Secrets fan page, which will award a number of entrants a gift card. This is an end-of-the-year celebratory/thank you contest, so the prize amount should reflect that. I suggest either give 5 entrants each a \$200 gift card or one entrant a \$1,000 gift card. To enter the contest, entrants must follow these steps:

1. Enter Name and Email (can opt-in to the email newsletter).
2. Follow the Million Mile Secrets Facebook page.
3. Answer 5 questions that require entrants to go to the website to find the answers (top small business card, etc.)
4. Share with friends to receive additional entries.

The contact information will be kept in a database, and we’ll be able to tell who opted-in to receive the newsletter. Entering the giveaway will be promoted on all social media channels, and should be promoted on the blog. The winner(s) will be chosen randomly from all correct entries.

This contest will run from a chosen date in November to a chosen date in December.

The contest tab will include this disclaimer, as well as the rules:

<https://millionmilesecrets.com/millionmilesecrets-sweepstakes-rules/>

Disclaimer

This promotion is in no way sponsored, endorsed, or administered by, or associated with, Facebook. You understand that you are providing your information to Million Mile Secrets and not to Facebook. You must be 18 years or older to enter to win.