468 Insider User Competition

Step By Step

Process

- Post on social media to inform/create buzz about upcoming competition
- Send email to all current app users informing them of the upcoming competition (access email addresses via User tab in admin tool)
- Add competition to (monthly/yearly/quarterly) newsletter/print advertising
- Pitch news coverage of the competition
- Simultaneously launch competition among businesses for most visited location
- Send out promotional packets to reward/collection locations
- Post competition leaderboard on your website and/or social media
- Track progress of competition and post updates on social media
- Contact winners and award prizes
- Promote winners via press, social media, website, newsletter, at events
- Repeat with new prize next month

Set up

1. Decide on prizes for upcoming competition
2. Decide if you are going to sell materials to businesses to promote the app
   i. Create handout cards
   ii. Create Window hangers for businesses
   iii. Contact 468 For pricing
3. Decide what you are going to use as your criteria (point collection/ point redemption/ both)
4. Call 468 If you have any questions 206-448-2122

Step 1

1. Reach out to businesses to inform them about the upcoming competition (Email template #2)
2. Teaser post on social media informing users of upcoming challenge (Social Media Post #1)
3. Add competition to any upcoming newsletters/paper publications
4. Call 468 if you have any questions 206-849-2122

Step 2

(One week before launch)

1. Announce what the prizes are for winners of competition on social media (Social Media Template #2)
2. If local news company/newspaper is interested in the story have them publish it at this time (1st month only)
3. Call 468 if you have any questions 206-849-2122

Step 3

(Launch Day)

1. Social media post promoting start of contest! (Social media template #3)
2. Email all current app users that competition has begun (Email template #3)
3. Call 468 if you have any questions 206-849-2122

Step 4

(After launch)

1. Leaderboard updates weekly during competition (Social media templates #4-#8)
2. 7 days into the month reach out to local businesses to see if they have any questions (Email template #4)
3. Post on social media one day before competition ends (Social media templates #9)
4. Begin working on next month's competition (repeat steps Set up-Step 2 above)
5. Call 468 if you have any questions 206-849-2122

Step 5

(End of competition)

1. Social media post announcing winners of the Community competition (Social media template #10)
2. Fill out survey provided by 468 (Document #4)
3. Launch next month's competitions (repeat steps 4-5)
4. Call 468 if you have any questions 206-849-2122