



Raffle Rewards

ANNUAL RAFFLE PRIZE

Cost

Approximately 3 management hours to implement

£150 design time for promotional widget design and content page

OPTIONAL EXTRA: Email and site comms to advertise the launch at £200

Prize to be determined by client (Trip / Tech etc)

Audience

All audiences on all online programmes

Timescale to implement

2 weeks from sign off, no downtime needed, time to source prize dependent.

Objective

To engage users in the programme and offer exclusive aspirational prizes

Encouraging sale of raffle tickets and points burn.

Mechanics

Using the reward catalogue create a small denomination value reward raffle ticket. At the end of the year (or promo period) the prize is drawn from those who have redeemed. We would source prizes from a supplier and anything over the cost of the product can be given to charity to avoid gambling legalities.

Measurement

Measuring the amount of points burn / increase in redemptions and site activity deems the promotion a success.

Reward

Can be anything from free supplier gifts, to trips and events.
