**Business Plan: Sales Promotion Method - Social Media Contests and Giveaways**

**Objective:**  
To boost social media engagement, increase brand visibility, and attract new members by hosting interactive contests and giveaways that reward participants with free memberships or other prizes.

**1. Overview of the Offer**

* **Promotion Name:** "Celebrate Grandparenting: Share & Win!"
* **Offer Details:**
  + Participants engage in contests such as photo submissions, storytelling, and hashtag challenges.
  + Winners receive prizes like free premium memberships, exclusive content access, or branded merchandise.
  + Example campaigns:
    - *Photo Contest:* "Share your favourite grandparent memory to win 6 months free!"
    - *Hashtag Challenge:* "Use #GrandhubMemories and tag us for a chance to win a premium subscription."
  + Weekly or monthly contests to maintain engagement.

**2. Goals**

* Increase social media followers by 30% within six months.
* Boost engagement (likes, shares, and comments) by 50%.
* Convert at least 15% of contest participants into paying members.

**3. Target Audience**

* **Primary Audience:** Grandparents and family members active on social media who enjoy sharing personal stories and photos.
* **Secondary Audience:** Younger family members who engage on behalf of their grandparents and help spread awareness.

**4. Implementation Plan**

**4.1. Marketing Channels**

1. **Social Media Platforms:**
   * **Facebook & Instagram:** Primary platforms for photo contests and hashtag campaigns.
   * **Twitter & LinkedIn:** Used for storytelling contests and expert-led discussions.
   * **YouTube & TikTok:** Engaging video-based contest challenges.
2. **Website:**
   * Create a dedicated contest page showcasing rules, past winners, and upcoming contests.
   * Feature user-generated content from past campaigns to inspire new participants.
3. **Email Marketing:**
   * Notify existing members about upcoming contests and encourage participation.
   * Send follow-ups with contest results and promotional offers.
4. **Influencer and Partner Collaborations:**
   * Partner with family bloggers and senior influencers to amplify reach.
   * Offer co-branded giveaways with relevant partners.

**5. Metrics for Success**

|  |  |
| --- | --- |
| **Metric** | **Target** |
| Increase in social media followers | 30% growth in 6 months |
| Engagement rate (likes, shares, comments) | 50% increase |
| Conversion of participants to premium members | 15% |
| Website traffic from social media | 40% growth |

**6. Budget**

* Prize costs (free memberships, merchandise): $2,500
* Social media ad promotion: $3,500
* Influencer partnerships: $2,000
* Graphic design and video content: $1,000
* Miscellaneous costs: $500

**Total Estimated Budget:** $9,500

**7. Timeline**

|  |  |
| --- | --- |
| Task | Deadline |
| Design contest page and marketing materials | Week 1 |
| Launch first social media contest | Week 2 |
| Promote contest via email and paid ads | Week 3-4 |
| Announce winners and share testimonials | Week 5 |
| Repeat contest cycle and optimize strategy | Ongoing |

**8. Action Plan**

1. **Pre-Launch (Weeks 1-2):**
   * Develop contest guidelines and visuals.
   * Set up tracking tools to measure engagement and participation.
   * Secure sponsorships and partnerships for added value.
2. **Launch (Weeks 2-4):**
   * Start the first contest and promote heavily on social media.
   * Use paid ads to target potential participants.
   * Engage with users by liking, commenting, and resharing entries.
3. **Mid-Campaign Activities (Weeks 5-12):**
   * Announce winners and feature their content prominently.
   * Share user-generated content to encourage more participation.
   * Offer exclusive discounts to contest participants.
4. **Optimization and Retargeting (Weeks 13-24):**
   * Introduce new contest themes to keep engagement high.
   * Run retargeting ads to previous participants.
   * Survey participants for feedback and improvement ideas.
5. **Post-Campaign Analysis:**
   * Review performance metrics and adjust strategies for future contests.
   * Identify high-performing content formats and expand on them.
   * Plan for long-term engagement initiatives, such as an annual Grandhub contest.

**9. Post-Promotion Strategy**

* Continue running seasonal contests to maintain engagement.
* Expand partnerships with other organizations for bigger prize offerings.
* Create a loyalty program where frequent contest participants earn additional perks.

This social media contest strategy will help Grandhub grow its online presence, build a strong community, and convert engaged users into loyal paying members.