**Facebook Contest Ideas**

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**1. Fun and challenging trivia.**

Post an update with a tough/fun/random piece of auto-related trivia offering to give out prize to the first person to answer correctly.

*Ex. Q: 55% of the automobiles in 1916 were of what model?*

*Model T Ford! Give me a cloth!*

**2. Figure out the picture.**

Post an extreme close up photo of an object and award a prize to the person that first guesses what it is.

*Ex. That’s gotta be a carbon fiber hood!*

**3. Complete a short survey.**

Hold a short survey on a site like SurveyMonkey.com and incentivize people to complete it with prizes.

**4. Have people post a personal anecdote about a specific brand.**

Most original anecdotes about a specific brand get prizes.

*Ex. Honda – When I was a teenager I took my parents’ Honda Accord out on a road trip without them knowing only to total the car before I left the driveway!*

**5. Have people post photos of themselves with the company name/logo involved.**

Almost everyone has a webcam, let’s take advantage of that and create some loyalty amongst customers. A simple ‘I <3 CollisionBuzz’ scribbled on a piece of paper in a photo with me will suffice.