Facebook Post

Bellevue residents –  
LinkMeUp is running its first online contest. If you can see this post, you’re eligible to enter!

To participate, just get the LinkMeUp iPhone app. We’ll email a $20 Amazon Gift Card to 1 out of every 20 people who send a YouTube video link to a friend through LinkMeUp.

Only the first 1,000 people to send links will be entered in the drawing to receive prizes, so don’t delay!

Make sure to like our Facebook page to continue getting updates about the contest. If you have any questions, feel free to email us at contact@linkmeupmessenger.com.

Samvit Jain

Founder/CEO – LinkMeUp

To those whose aren’t familiar, LinkMeUp is a music and video-messaging app – the fastest way, in fact, to send YouTube links to your friends.

Edited Post

We are now expanding LinkMeUp’s First Online Contest and Giveaway to both the Greater Seattle Area and the San Francisco Bay Area!

Details

Who to show the post to

* Residents of Sammamish or Redmond WA
  + Add “Based in Seattle, WA” to landing page
* Ages 13 – 18
* (Optional) Friends with someone who likes the Facebook page

Editing Facebook post and updates

* Stop promotion (“delete boost”), edit post, and then re-promote

How to track in Parse

* Link table, sorted by createdAt, sender does not equal ZEQEIkpgPV
* User table, sorted by createdAt, look at recentRecipients
* Copy over emails manually?

How to do random drawing

* Write simple program to pick 1 out of every 20 user objectIds

Update Facebook page as winners are announced

* Post names / usernames of winners?

Apology email to contest participants who don’t win

How to send gift card

* Email Amazon gift card to winner

How to encourage people to share contest with friends

* Track sharing of link to www.facebook.com/linkmessaging
* Only incentivize public Shares

How to get people to continue using the app after the contest

* Track who deleted the app afterwards?

Email – New Account Creation

Email – Did Not Win

Email – Winner!