

## EarthBox a Day Giveaway

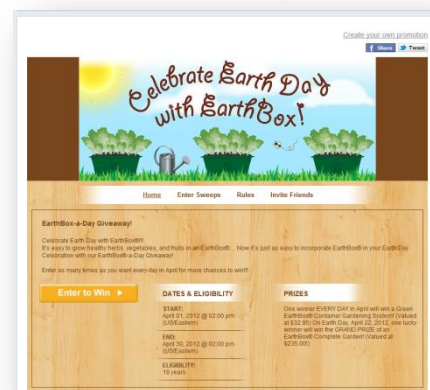
### Objectives

EarthBox wanted to engage their Facebook audience with an Earth Day promotion that would also increase their Facebook likes. They needed a simple solution that would allow them to create a sweepstakes application themselves.




### Solution

EarthBox utilized the Votigo platform to create a like-gated sweepstakes. Utilizing a theme and uploading a custom graphic they were able to create a branded promotion.



### Details

- 1 prize awarded each day for the entire Month of April
- A grand prize given away on Earth Day
- Daily winner announcements on Facebook
- Promoted through email newsletter blast

### Results (4 weeks)

- 6,550 entries