

The Quicken logo is displayed inside a thin grey circle. The word "Quicken" is in a red, sans-serif font.

## How We Helped Quicken Attract the Right Audience

### Here's what they wanted:

#### 1 Growth.

Quicken wanted to grow their Facebook presence through a sweepstake competition.

#### 2 Budget.

The growth achieved through the sweepstakes had to be cost-effective.

#### 3 Quality.

The new followers must hit targeted personas.

### Here was the plan:

We created the Vacation From Your Bills Sweepstake. The prize package included \$5,000 cash to be put towards paying off the winner's bills, as well as a copy of Quicken Deluxe. The winner would also receive a free consultation with a dedicated Quicken expert who would show them how to use Quick Deluxe to track their personal finances. The prize package would help us attract our targeted personas, as well as connect personal finance needs with using Quicken Deluxe.

Besides offering a great prize package, we wanted to incentivize sharing. Upon entering the sweepstake, participants had the option to share the sweepstake with their friends. If the friends entered, the original entrant would get additional entry opportunities.



### And here's how it went:

#### 1 Growth.

The Quicken fan base grew by over 60%.

#### 2 Quality.

Our targeted persona demographics grew by almost 200%.

#### 3 Engagement.

Over 40% of folks who viewed the sweepstakes entered.

#### 4 Exposure.

Over 50% of folks shared the sweepstake.

#### CONTACT

(360) 207-4583

hello@brandglue.com

