Silver Ankh Pendant Giveaway

* Website must educate potential buyers about their opportunity to win a free silver Egyptian ankh pendant
* Website must also have a scrolling feed on the right side showing the Instagram posts or Etsy pictures, with links to each page so that they can click a photo and be redirected to @davidebbinghousefinejewelry or etsy.com/shop/davidebbinghouse

Main objective:

* Make them “opt-in” to our giveaway to be entered on the main “landing page”
* Must input their name and email address so that we can follow up with them
* Sign up for our email list and receive exclusive content
* After they enter their information and hit the “opt-in” button, must transfer them to a “thank you” page after
* Thank you page says something like, “thank you for entering! look for an email in about 1 day”
* Preps them for what happens in the next appointment
* Reference the etsy page, Instagram, and facebook accounts on the thank you page and try to redirect back to the main website davidebbinghouse.com

Formula:

1. Run a promoted Ad on Instagram with a link to the landing page announcing the giveaway for the Ankh pendant
2. Landing page allows the person to opt-in with their name and email
3. Transfers them to the thank you page afterwards
4. Email marketing campaign

Domain name ideas?

1. silverpendantgiveaway.com 2. silverpendantgiveaway.com/thankyou
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