



INSTACONTEST

Easily contribute to Lithium photo contests
with your Instagram Account



Photo contests are a great way to engage your community

PROMPTING YOUR COMMUNITY TO SHARE PHOTOS IS GOOD FOR :

SHARING EXPERIENCE OF YOUR PRODUCTS

Have loyal customers talk about the way they use your product

Generate new and creative ideas on how to use your product

GENERATING VIRALITY FOR YOUR COMMUNITY

Pictures are usually good sharing material

Kudos based contests incentivizes sharing

But taking good pictures is not that easy



« Great #Hackathon
@Lithium »

Instagram filters magnify experience !

YOUR CUSTOMERS SHARE A **NICER EXPERIENCE** EXPERIENCE OF **YOUR PRODUCT** WHEN THEY ADD **FILTERS**

And they will be **happier to share** this nicer experience on social networks



And with 300 millions user and counting, a lot of your users are probably using it already

So we decided to hack Instagram into Lithium photo contests

<i>Lithium Photo Contest without Instagram</i>	<i>Lithium Photo Contest with Instagram</i>
<i>Normal pictures</i>	<i>Nicer pictures</i>
<i>not so mobile form based contribution</i>	<i>Mobile first sharing experience</i>
<i>Virality if users share</i>	<i>Virality as soon as users contribute</i>

And your community members will be able to enter future contests without even visiting the contest page (locally displayed contest for example)

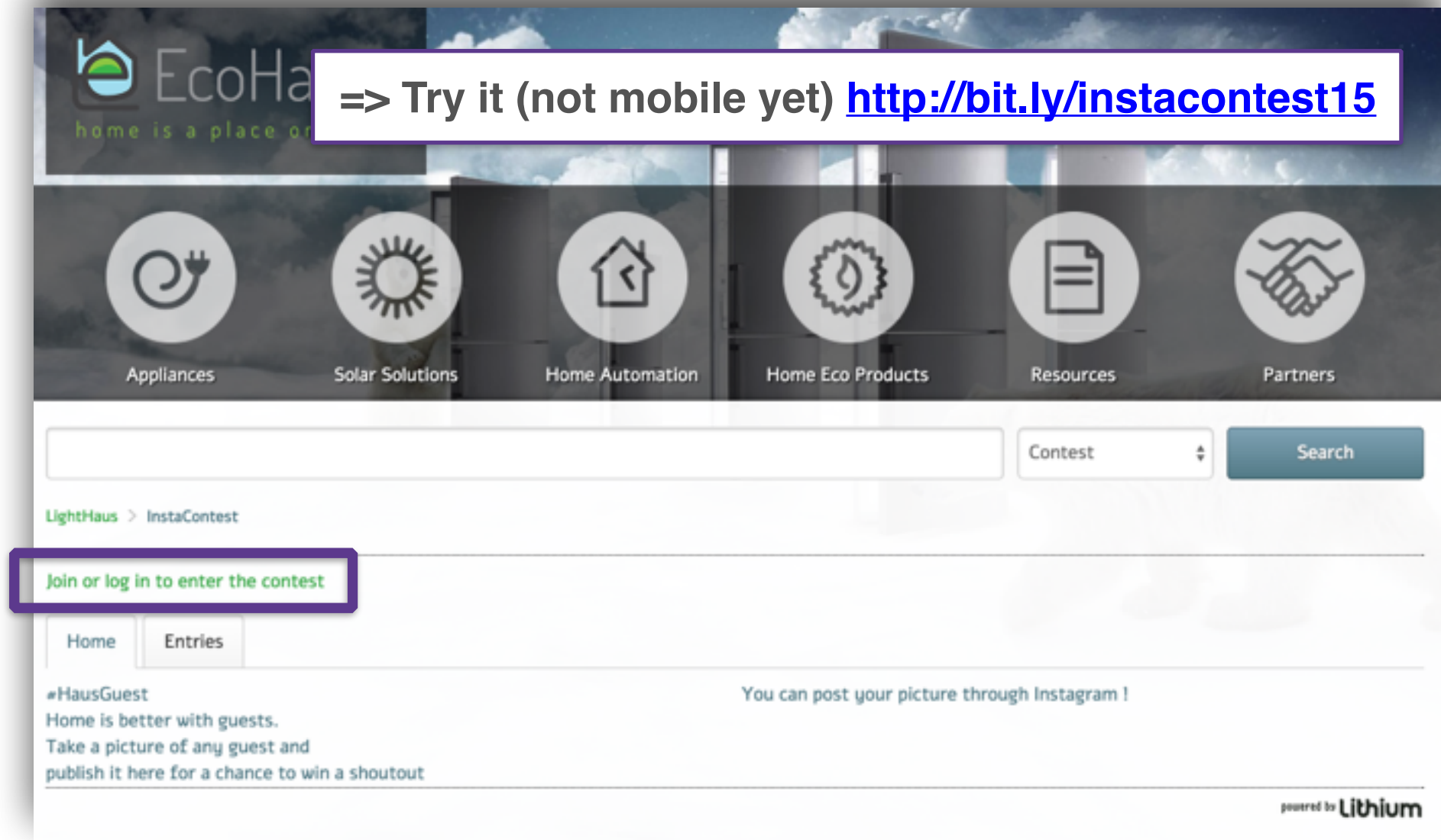
An easy small step towards Social Promoters Management



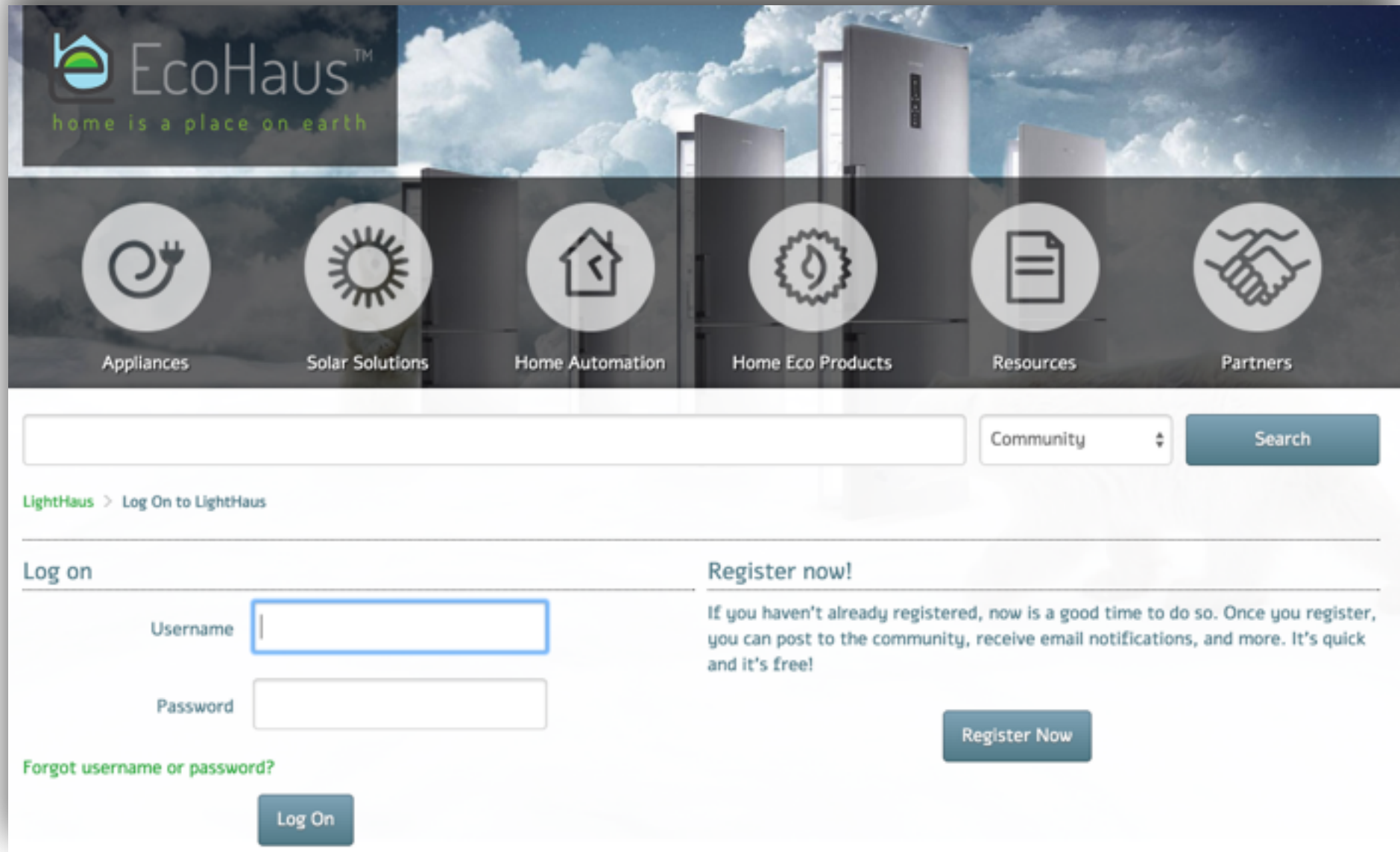
Greater Visibility on Social Networks



Photo Contest with Instagram home when not logged



So I'm not logged yet, our custom component prompts me to log in. I click.



The image shows the EcoHaus website's login and registration interface. At the top, the EcoHaus logo is displayed with the tagline "home is a place on earth". Below the logo is a navigation bar with six icons: Appliances (lightning bolt), Solar Solutions (sun), Home Automation (house with arrow), Home Eco Products (leaf), Resources (document), and Partners (handshake). Below the navigation bar is a search bar with a dropdown menu set to "Community" and a "Search" button. Below the search bar is a breadcrumb trail: "LightHaus > Log On to LightHaus". The main content area is divided into two sections: "Log on" and "Register now!". The "Log on" section has fields for "Username" and "Password", a "Forgot username or password?" link, and a "Log On" button. The "Register now!" section has a "Register Now" button. The background of the website features a blue sky with clouds and a modern building.

EcoHaus™
home is a place on earth

Appliances Solar Solutions Home Automation Home Eco Products Resources Partners

Community Search

LightHaus > Log On to LightHaus

Log on

Username

Password

[Forgot username or password?](#)

Log On

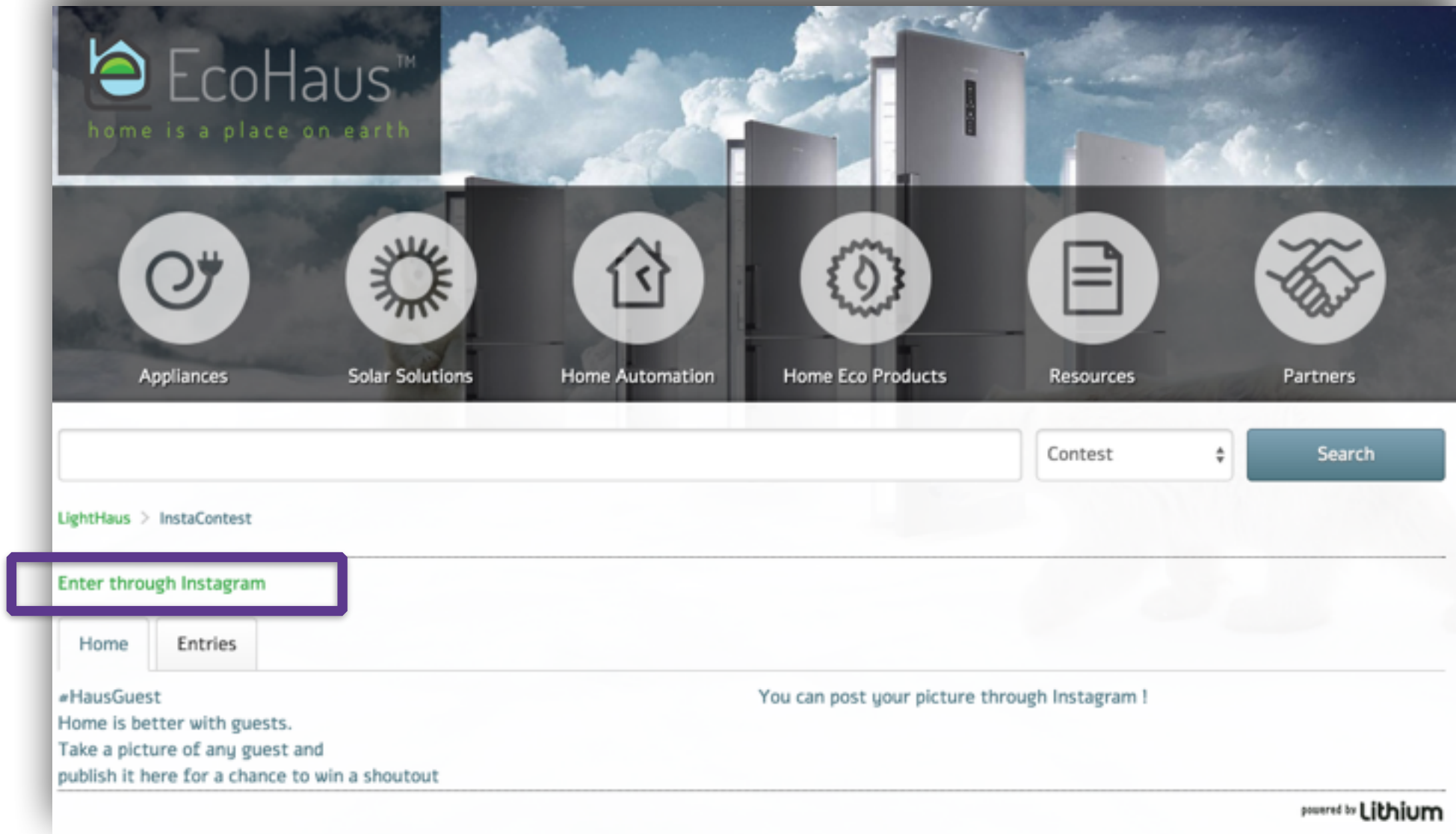
Register now!

If you haven't already registered, now is a good time to do so. Once you register, you can post to the community, receive email notifications, and more. It's quick and it's free!

Register Now

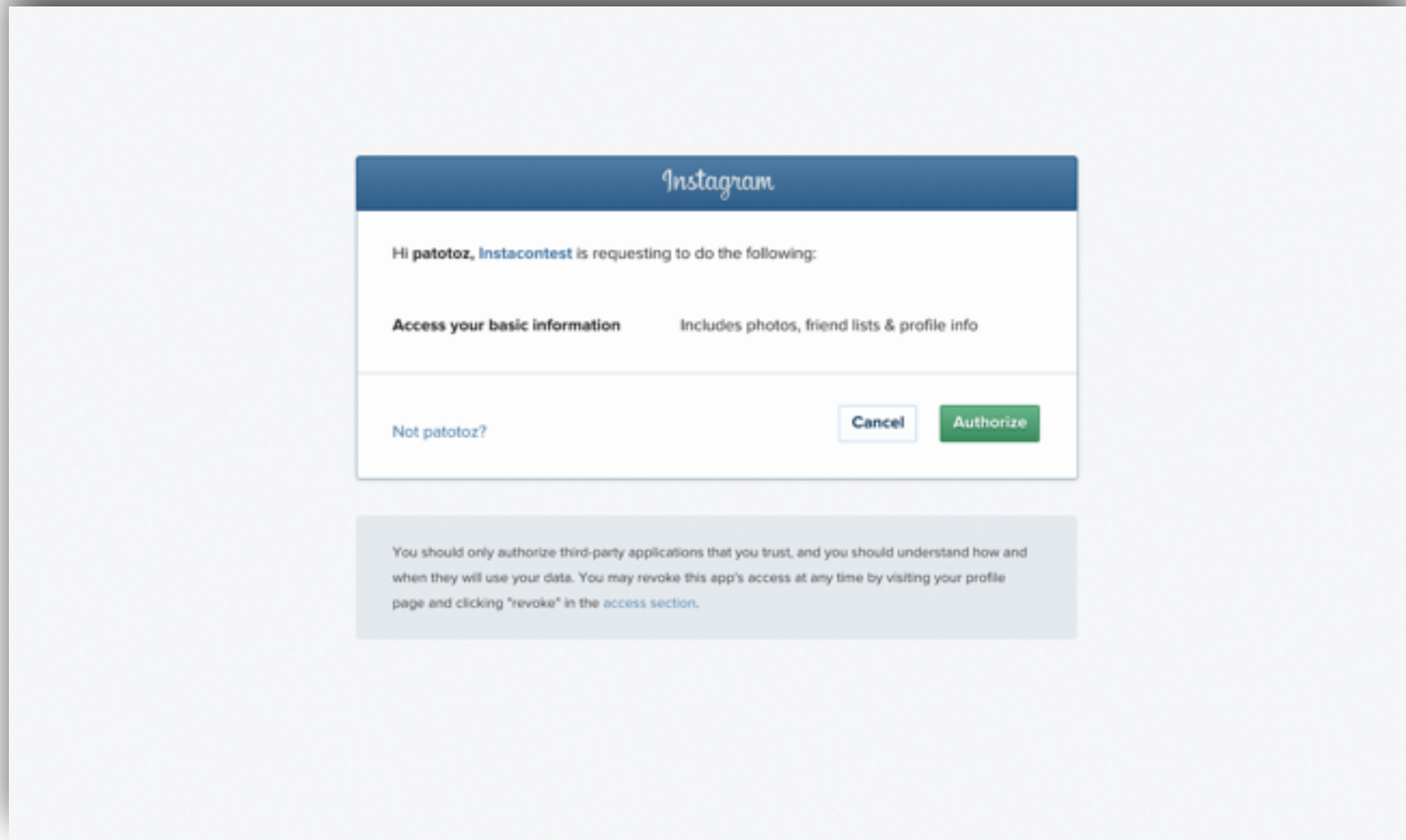
Let's log in

Photo Contest with Instagram home when logged



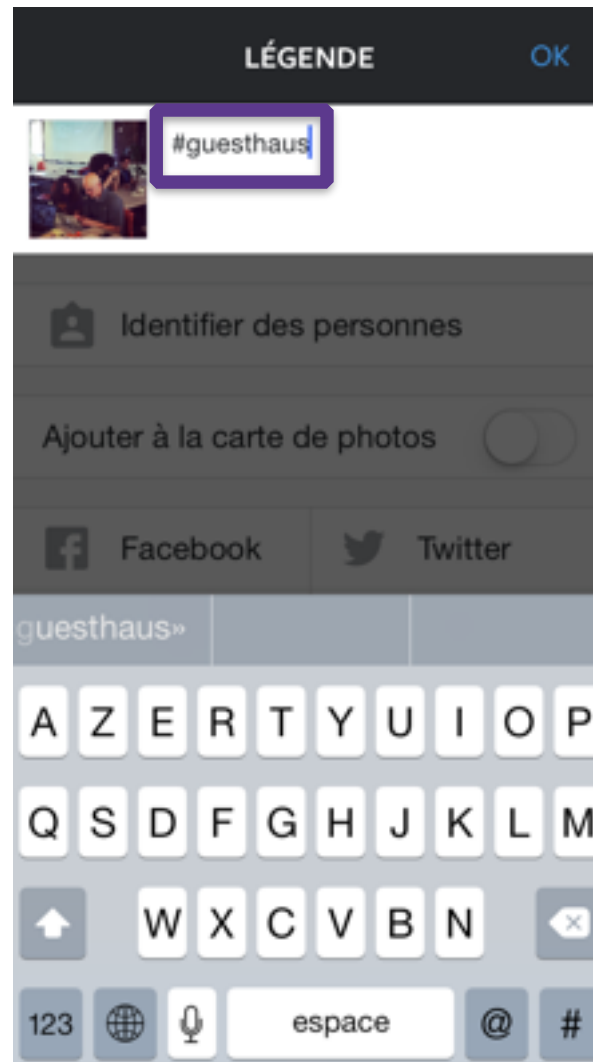
*Now the custom component prompts me to enter the contest through Instagram
Sounds like a good idea, I click*

Instagram Authorization



A custom page allows me to link my Instagram account with my Lithium account

In case of demo effect



I get on my mobile and post an Instagram picture with #guesthaus

And a few minutes later, tadam !


LightHaus > InstaContest : Entries

Enter through Instagram

Home Entries





Hot Entries New Entries Top Entries

New Entry Options | ▾


#hausguest
Pato
06-01-2015 05:23 |
(1 View)

Announcement

FOLLOW US!

Latest Entries

- #hausguest
- #<Hashie::Mash created_ti
me="1433203681" from=#<Ha...
- #<Hashie::Mash created_ti
me="1433203681" from=#<Ha...

Here I am