The Growth Series

Viralsweep has partnered with JewelScent to help them hit their 2014 revenue and marketing goals utilizing giveaways.

Building a product is easy.

Getting people to use your product is the hard part.

And getting people to consistently pay you for your product is even harder. Companies will often boast about how great their product is, what features it has, and how much better it is than the competitors.

Truth is... no one cares.

Good marketing isn't telling someone about your great product.

Good marketing is showing how your product helps your customers accomplish great things.

Educating Customers

Marketing Via Education

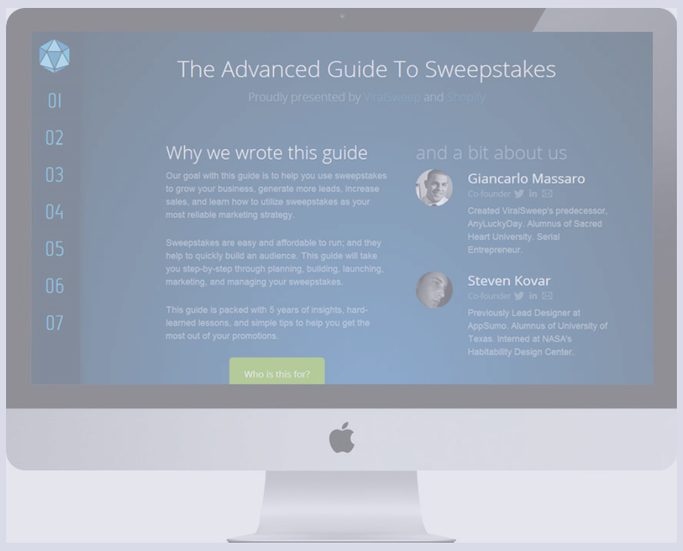
My co-founder Steven and I have tried dozens of different marketing tactics and growth strategies since we officially launched 12 months ago. Some tactics have worked and some have failed, but we've learned that nothing works better for us than highly-polished content.

I'm not talking about writing 1 or 2 blog posts every week on our blog either; I'm talking extremely high-quality, educational content that takes weeks—sometimes months—to produce, like our Advanced Guide To Sweepstakes.

Our guide took us 3 months to compose and publish, but it has been the best marketing tool for growing our business. To give an idea—with the very first iteration—67% of people who read the guide and clicked through to Viralsweep signed up, and 23% of those people eventually upgraded to a paid plan. In comparison, our blog has 26 posts, yet only 9% of people who read it click through to Viralsweep and sign up, and only 8% of them eventually upgrade to a paid plan.

That's 187.5% better.

67% of people who read the guide and clicked through to Viralsweep signed up, and 23% of those people eventually upgraded to a paid plan.



Putting our money where our mouth is.

While setting our marketing goals for 2014, Steven and I decided to produce more polished content. We believe that sharing our expertise with customers and helping their businesses grow is much more impactful than touting our features.

The guide has been so effective for us because it's a free educational tool that teaches businesses how to properly handle the entire process of running a giveaway: how to build, launch, promote, and make sales from your promotions. Once readers understand the content in the guide, it's easy to join Viralsweep and get started immediately.

Sharing our expertise with customers and helping their businesses grow is much more impactful than touting our features.

Start The Series

A special thanks to JEWELSCENT for contributing to this project.

A jewel hidden in every scent →

Ready to start running sweepstakes? Try VIRALSWEEP.

Run a sweepstakes →

The Growth Series

Viralsweep has partnered with **JewelScent** to help them hit their 2014 revenue and marketing goals: utilizing giveaways.

The Journey of JewelScent

January 28, 2014

We've been in the sweepstakes space for **over 5 years** and have helped thousands of brands run successful promotions. We get two questions all the time (several times a day):

1. Do sweepstakes and giveaways work?

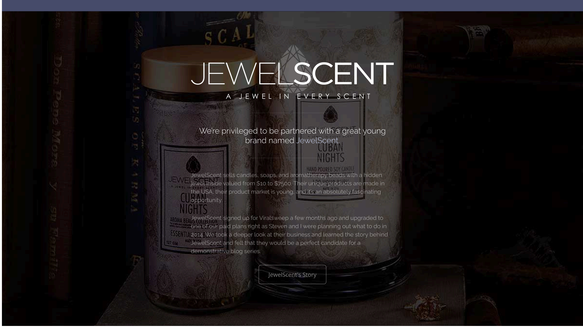
2. How do we use giveaways to grow our business?

Rather than write a blog post answering these questions, **we thought we'd show you**. We reached out to some of our favorite customers, inviting them to get hands-on and show exactly what goes into building promotions that spark real growth for businesses.

This post will escalate into a bi-weekly blog series where we'll be using Viralsweep to help grow key metrics of JewelScent's business: sales, revenue, customers, traffic, social media followers, etc.

You'll get a behind the scenes look at everything we do, so you can see exactly how we use giveaways to grow this business.

Meet JewelScent



We're privileged to be partnered with a great young brand named JewelScent.

JewelScent sells candles, soaps, and aromatherapy beads with a hidden jewelry piece valued from $10 to $250. Their unique products are made in Hawaii, their product market is young adults, and absolutely fascinating (especially).

JewelScent signed up for Viralsweep a few months ago and upgraded to one of our paid plans right as Steven and I were planning out what to do in 2014. We took a deeper look at their business and learned the story behind JewelScent and felt that they would be a perfect candidate for a customer-story blog series.

JewelScent's Story

JewelScent's Origins

Cathie Lee was growing frustrated with buying candles that didn't smell great or last long and started looking into making her own. After stumbling across a quirky candle product on the market that surprises the customer by including a ring inside, she decided to make her own version with the help of her husband—who has over 10 years of experience in the jewelry manufacturing business.

She knew that the candle was a great idea, but Cathie didn't want to limit herself to just the candle market. Thinking creatively, she developed lines of aroma beads and soaps that also had surprise jewelry embedded within. To turn her vision into a reality, Cathie partnered with a local manufacturer.

A lesson in patience struck quickly as handling the logistics of procuring high-quality materials and manufacturing together had proven difficult.

On July 23, 2013, JewelScent launched their site. On their first day they brought in a whopping two sales, netting them $50 in revenue.

They knew this was going to be tough...

Through a lot of trial and error with marketing, **iterating their products**, and gathering **customer feedback**, JewelScent was able to build momentum and are currently seeing massive growth.

Their customers love the quality of their scented products and the fact that they can actually choose the size of the ring hidden inside.

This attention to detail has paid off: in the last quarter of 2013, JewelScent crossed the 7-figure mark in sales.

JewelScent's 2014 Goals

JewelScent's Q1 2014 Goals

Each post will show progress from the last update.

Revenue $2 million	20%
Email Subscribers 100,000	58%
Facebook Likes 300,000	33%
Pinterest Followers 10,000	1%
Instagram Followers 10,000	1%

What To Expect

Every two weeks we'll publish a new report detailing the logistics behind each promotion we launch with JewelScent and how they perform. We'll **break down each giveaway** to analyze the underlying strategies, design, promotion, and performance: how much closer it brought JewelScent to reaching their goals!

We'll even dive into more **advanced topics** like tracking revenue generated from each giveaway, the tactics used to convert giveaway entrants into JewelScent customers, and much more.

The series will run for roughly **90 days**, but our goal is to continue learning alongside JewelScent and publish reports for as long as we can—so long as were able to consistently share educational and interesting information.

You should join us on this journey by signing up for the newsletter below. You'll receive an email when a new post is published in the series so you can follow along.

Growth Series Update

JewelScent's first giveaway made $18,776.49

We break down every part of JewelScent's first giveaway in the Growth Series: all the analytics, all the costs, and all the revenue! Plus a few lessons learned and a bit of insight into where JewelScent is going next!

Next Post

About The Authors

Giancarlo Massaro

Viralsweep Co-Founder. Alumnus of Sacred Heart University. Serial Entrepreneur.

Steven Kovar

Viralsweep Co-Founder. University of Texas alumnus. Previously: AppSumo, NASA.

Got any questions or comments for us or JewelScent?

7 Comments Login

Join the discussion...

LOG IN WITH: OR SIGN UP WITH DISQUS? Name

3 Share Best Newest Oldest

Michael Sheean 12 years ago

Nice idea guys, and so is the candle thing. Looking forward to seeing how the campaigns turn out.

2 8 Reply Share

Steven Kovar Michael Sheean 12 years ago

Our next post is coming soon! Excited to write it!

8 Reply Share

Eldor Kocsis 9 years ago

Hi, How relevant and what has been changed since 8 years from now? Thanks.

9 Reply Share

This comment was deleted.

Giancarlo Massaro Guest 12 years ago

That is correct, JewelScent has had absolutely phenomenal growth for such a new company. Having an extremely dedicated and engaged audience, as well as a unique product has helped them achieve some amazing growth in such a short period of time. Above all, they are excited to test new opportunities, such as the Growth Series we approached them with. We have larger things to come in the series which will hopefully inspire and educate our readers :)

8 9 Reply Share

Andrew Vouderian 12 years ago

Very cool, Giancarlo - excited to follow this!

9 1 Reply Share

Giancarlo Massaro Andrew Vouderian 12 years ago

Thanks Andrew!

1 8 Reply Share

Deniz Oyekan 12 years ago - edited

great partnering with viralsweep on our giveaways. Excited to continue to grow the relationship.

9 1 Reply Share

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A jewel hidden in every scent →

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Run a sweepstakes →

The Growth Series

Viralsweep has partnered with JewelScent to help them hit their 2014 revenue and marketing goals utilizing giveaways.

Establishing a Baseline for JewelScent

February 26, 2014

Wow... just wow.

We couldn't wait to write this post after hearing the results of JewelScent's first giveaway in our Growth Series.

Let's get to it...

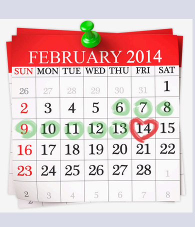
The Giveaway

JewelScent's first promotion lasted for a week, beginning Thursday February 6th and ending on Thursday February 13th.

The goal for the promotion was to have JewelScent promote this giveaway only to their audience, which would help us establish a baseline and gauge their audience size.

We wanted to start the series with a very basic concept, so we helped JewelScent craft their first promotion around a Valentine's Day theme.

The giveaway was promoted by JewelScent through their email list, and Facebook page. No other promotional methods were used.



The Value Proposition

The Value Proposition

The value proposition is one of the most important pieces of a giveaway.

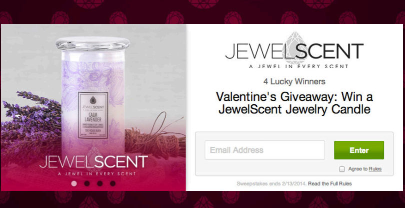
We preach this to all of our customers. The prize that is given away is a huge factor in determining how successful a giveaway will be. If the prize is not suitable for the audience you are targeting, it will not perform as well as it should.

When creating the value proposition for JewelScent's first giveaway, it was quite obvious it would be their jewelry candles, which are their most popular and sought after product.

For the giveaway, 4 winners had the chance to win any JewelScent candle of their choice, and the winners were also able to select the size of the ring that came in the candle.

The Design

The Giveaway's Design



Deeper Into Design

A simple giveaway still requires great execution.

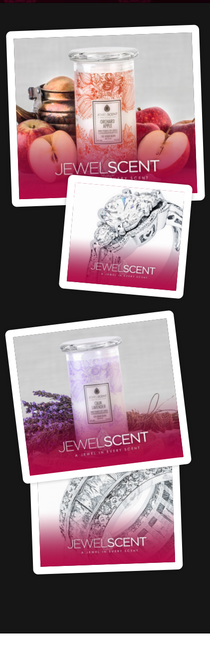
In order to have a successful promotion, you need to pay attention to the fine details. The preparations may be time consuming and you may just want to get your giveaway launched, but you will end up shooting yourself in the foot if you don't prepare beforehand.

A tasteful appearance is important in establishing trust for your giveaway. If you have a clean design, eye-catching imagery, and a simple entry process, your results will speak for themselves.

Sticking with the Valentine's Day theme, we created an attractive background image using JewelScent's logo along with a red glow.

We then modified JewelScent's product images to fit the color scheme established with the seductive background. To grab people's attention, we included 2 images of their candles, and 2 images of their beautiful rings that people can find inside of their candles.

The title of the giveaway is also important in attracting people. Sharing giveaways occurs a lot on social media, so the title should be appealing (and as straightforward as possible) since it is usually the first thing people will see. The title of this giveaway was "Valentine's Giveaway: Win a JewelScent Jewelry Candle".



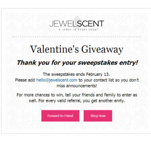
Post-Entry Emails

Post-Entry Emails

The next part of the promotion that JewelScent put together were their email templates. They set up a new email list in their MailChimp account and then they connected their giveaway to MailChimp (a Viralsweep feature). This integration allowed email addresses from the giveaway to be sent into MailChimp, which enabled JewelScent to send email notifications to the entrants.

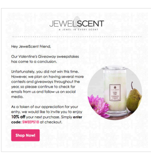
Launch Email

Here is the email that JewelScent sent out to their entire email list, which announces the giveaway. As you can see, it's extremely simple, plays into the Valentine's Day theme, and directs people to enter the sweepstakes.



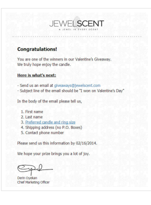
Entry Confirmation

Once someone entered JewelScent's giveaway, they received an email thanking them for their entry, asking them to add JewelScent to their contact list, and telling them how to get more chances to win.



Consolation Email

After the giveaway came to a close, JewelScent sent an email out to everyone who entered, but did not end up winning. Here is what that email looked like:



Winner Email

The winners of the giveaway received a separate email, congratulating them on winning, and providing them with the additional steps they need to take in order to claim their prize.

Unresponsive Winners

Mini Case Study

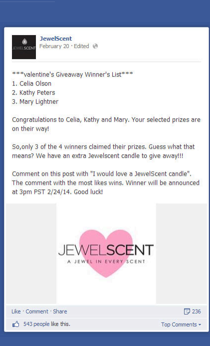
How to leverage the situation when a winner is unresponsive

One winner didn't claim their prize, so instead of drawing a new winner, JewelScent got creative with it. They took to their Facebook page, announcing the names of the 3 winners who responded, and then they let everyone know that the 4th winner didn't respond so they had an extra candle to give away.

JewelScent then held a giveaway on their Facebook timeline, instructing their fans to comment on the post with "I would love a JewelScent candle". The comment with the most likes would be the winner.

This clever giveaway ended up getting 237 shares, 543 likes, and a massive 1,128 comments.

The more engaged your Facebook audience is, the more likely your content is to show up on their News Feeds. Encouraging their audience to take part in the giveaway on Facebook helped the post spread, which put JewelScent in more of their fans' News Feeds.



The Promotion

The Promotion

To determine the current reach of JewelScent's network, we decided that this first promotion would act as a baseline test. JewelScent promoted this to their current email subscribers and Facebook fans **only**. They did not post it on other social networks, they did not advertise it on their site, and they did not use any other promotional methods.

They sent it to their 63,167 email subscribers, and on Facebook they posted it to their 100,000+ Facebook fans.

	Subscribers	Open Rate	Click Rate
CandleSweeps Valentine's Day Giveaway (copy 01) Regular · JewelScent Master List Sent on Feb 06, 2014 09:00 am	63,167	16.1%	1.6%

Their Facebook post announcing the promotion on February 6th received 941 likes, 437 shares, and 138 comments.

They posted again on February 11th reminding people to enter the giveaway before it ended and this post received 2,474 likes, 1,374 shares, and 246 comments.

Giveaway Costs

Before we begin discussing the results of their first promotion, first lets discuss the costs that were associated with it.

- JewelScent is on Viralsweep's $49/month plan.
- (4) $25 candles given away for a total of $100.
- It cost JewelScent $100 to send out the emails to their list about the giveaway.

In total, the cost for this single giveaway was $249.

The Results

The Results

Giveaway Visits	Entries	Conversion Rate
31,860	15,675	49.2%

JewelScent generated some amazing results for their very first giveaway. Considering it was only a short, 7-day giveaway which was promoted entirely to their own network, we were blown away!

The promotion went live on February 6th, at 9AM PST.

- By 10AM PST, there were already 1,460 entries, with a 65% conversion rate.
- By 11AM PST, there were 2,300 entries, with a 64% conversion rate.
- By 12PM PST, there were 2,700 entries with a 63% conversion rate.

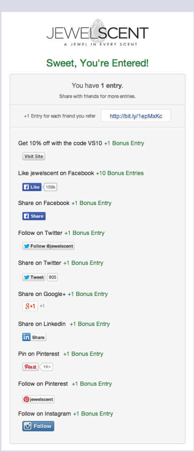
Social Growth

Social Media Growth

JewelScent decided to focus on Facebook, Twitter, Pinterest, and Instagram for this promotion, featuring these social profiles on their giveaway. This means that once a user entered, they would be presented with several actions (like sharing, liking, pinning, and following) to gain additional entries.

All the stats below have been compiled using the analytics available within Viralsweep, as well as combining a few services that show any sharing that occurred outside of the giveaway.

Facebook Growth



Facebook

Shares from giveaway	Other Shares	Total Shares
4,975	1,661	6,636
Likes from giveaway	**Other Likes**	**Total Likes**
4,043	1,381	5,424
Comments from giveaway	**Other Comments**	**Total Comments**
1,354	288	1,642

Twitter

Followers from giveaway	Total Followers	Follower Growth
570	1,280	80%
Tweets from giveaway	**Other Tweets**	**Total Tweets**
545	359	904

Pinterest

Followers from giveaway	Total Followers	Follower Growth
1,187	1,286	1,199%
Pins from giveaway		
1,583		

Instagram

Followers from giveaway	Total Followers	Follower Growth
494	591	509%

Email

Starting Email Subscribers	New emails from giveaway	Ending Email Subscribers
63,167	3,431	73,637

Of the 15,675 people that entered the giveaway, 3,431 were new people that JewelScent did not yet have on their email list. This means that about 22% of people that entered the giveaway were entirely new people that were brought in by JewelScent's current network.

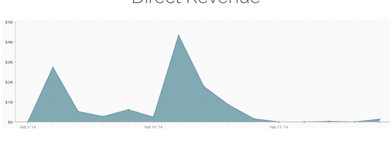
JewelScent had 63,167 email subscribers at the beginning of the giveaway. At the end of the giveaway they had 73,637. The giveaway directly contributed 3,431 of these emails to their list, while the rest came organically.

Revenue Breakdown

Revenue Breakdown

JewelScent's goal is to get to $2 million in revenue before the end of quarter 1 (March 31, 2014). As of our last post on January 28th, they were 20% of the way there at $400,000 in revenue. As of today, they are sitting at $1,088,350.12 which is 54% of the way towards their goal, up 34% since our last post.

Direct Revenue

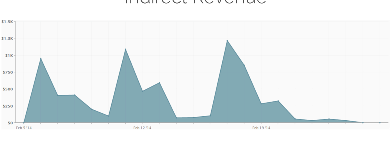


In order to track revenue that came directly from the giveaway, we used a tracking link on the button that people would click to go to JewelScent's website after they entered the giveaway. In addition, JewelScent provided everyone with a 10% off coupon to use on their purchase.

$11,659.33 in direct revenue was generated

Almost $12,000 came directly from people who entered the giveaway. The campaign only ran for 7 days, so that is an average of $1665.61 in revenue per day!

Indirect Revenue



$7,117.16 was generated indirectly

JewelScent communicated with the entrants throughout the duration of the promotion via Facebook and email. After the giveaway ended, everyone that didn't win was sent an email with a 10% off coupon. Through this communication, an additional $7,117.16 was generated.

Return On Investment

Total Revenue

$18,776.49

Total revenue generated from this promotion was $18,776.49. WOW! That means $2,682.35 in revenue was generated per day. JewelScent really knocked it out of the park with this one and exceeded all of our expectations.

JewelScent expects to generate $13,000 in new revenue from the new customers that they acquired from this promotion, given their customers' current expected lifetime value.

Return On Investment

7440.76%

The total cost to run the promotion was $249. Total revenue generated from the promotion was $18,776.49. This means that overall, the promotion had an ROI of 7440.76%.

If we just take the revenue that was generated directly from the giveaway ($11,659.33), the ROI would be 4582.46%.

The Good & The Bad

What went well...

We asked JewelScent what they thought of their first promotion, and what they think could be done better for the next one.

To start, they really loved the virality of the giveaway and how much sharing took place. Brand exposure and getting people to become familiar with their products is something that they are trying to achieve each and every day through their marketing efforts.

What to change...

The only thing JewelScent felt they should change for their next giveaway is to indicate on the landing page the maximum number of entries people can receive in the promotion.

Apparently, several people called their customer service line about this, so they felt that indicating this information on the page would be very helpful for their customers.

JewelScent Goal Update

JewelScent's Q1 2014 Goals

Each post will show progress from the last update.

Previous · New

- Goal Revenue — $2 million
- Goal Email Subscribers — 100,000
- Goal Facebook Likes — 300,000
- Goal Twitter Followers — 10,000
- Goal Pinterest Followers — 10,000
- Goal Instagram Followers — 10,000

What To Expect

We'll be getting a bit more aggressive in the coming weeks to try and help JewelScent hit some of their Q1 goals. We plan to launch at least 2 or 3 more giveaways in the month of March.

The next promotion that we launch will be similar to the first promotion, but Steven and I will be using some of our own promotional methods in order to help JewelScent reach a wider audience outside of their own network. We'll show how we handle securing co-promotion and partnerships and—of course—share the numbers involved.

The series will run for roughly **90 days**, but our goal is to continue learning alongside JewelScent and publish reports for as long as we can—so long as we're able to consistently share educational and interesting information.

You should join us on this journey by signing up for the newsletter below. You'll receive an email when a new post is published in the series so you can follow along.

Growth Series Update

JewelScent's second giveaway continues the momentum

Learn how JewelScent leveraged outside communities to boost their St. Patrick's Day giveaway results, which pulled brought an impressive $15,439.37 in additional revenue for the company.

Next Post

About The Authors

Giancarlo Massaro
Viralsweep Co-Founder. Alumnus of Sacred Heart University. Serial Entrepreneur.

Steven Kovar
Viralsweep Co-Founder. University of Texas alumnus. Previously: AppSumo, NASA.

Got any questions or comments for us or JewelScent?

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Name
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The Growth Series

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Finding the Pot O' Gold

April 1, 2014

Over $15,000 in revenue and a massive amount of social sharing...

JewelScent's second promotion performed more brilliantly than their first in several ways that you can easily emulate.

Let's get to it...

The Giveaway

JewelScent's second promotion began on Monday March 10th, and ended on Sunday March 16th. The goal with this promotion was to see how much further we could go from the previous baseline we established with the Valentine's giveaway. We went a step further by promoting the giveaway to people outside of JewelScent's current network.

With St. Patricks Day falling on Monday March 17th, JewelScent wanted to create a "luck of the Irish" theme based on the holiday.

The giveaway was promoted by JewelScent on their website, sent out to their email list, and posted on their Facebook page. Unlike the last giveaway (only promoted within JewelScent's network), we personally promoted the giveaway through sweepstakes sites; many of which can be found on this comprehensive list of sweepstakes directories.

The Value Proposition

The Value Proposition

"One shock, one shift."

Much like in economics, it's very difficult to measure the impact (or "shift") of more than one "shock" to a system when testing new marketing strategies. Since we wanted to measure how marketing the giveaway to a new audience would impact results, we kept the giveaway very similar to the original in as many ways as possible.

This meant we kept the prizes the exact same as in the Valentine's giveaway.

For the giveaway, 4 winners had the chance to win any JewelScent candle of their choice, and the winners were also able to select the size of the ring that came in the candle.

The Design

The Giveaway's Design

Keep It Simple

A straightforward title articulates the value of the prize better than something clever.

To stick to the St. Patrick's Day theme and to duplicate exactly what was done in the first promotion, we mimicked the glowing background and product images with a rich green color scheme.

We also implemented the Pop Up giveaway widget directly onto JewelScent's website as a means to potentially funnel casual shoppers who likely wouldn't have otherwise joined JewelScent's mailing list or followed them on social media.

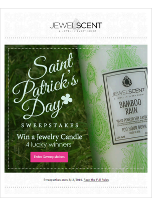
Because JewelScent excels with their product visuals, we wanted to keep the title timely and simple to place the viewer's attention on the imagery.

We also couldn't be too fancy or clever with the title because the goal was to approach potential customers outside of JewelScent's established following—a straightforward title articulates the value of the prize better than something clever.

Post-Entry Emails

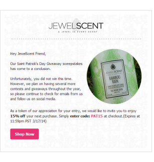
Post-Entry Emails

We duplicated the email templates that were used in the Valentine's Day promotion and applied a St. Patrick's Day theme to them. Since they use Mailchimp to send emails to their customers, the giveaway leveraged Viralsweep's Mailchimp integration to send each entrant's email address right into their Mailchimp account.



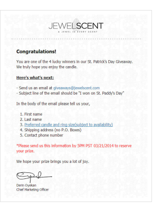
Launch Email

Here is the email that JewelScent sent out to their email list, which announces the giveaway. As you can see, it's an extremely simple graphic that plays into the St. Patrick's Day theme, and directs people to enter the sweepstakes.



Consolation Email

After the giveaway came to a close, JewelScent sent an email out to everyone who entered, but did not end up winning. As a consolation prize, they offered everyone 15% off.



Winner Email

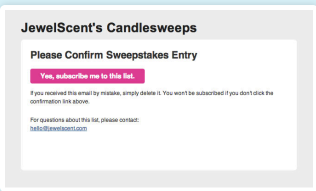
The winners of the giveaway received a separate email, congratulating them on winning, and providing them with the additional steps they needed to take in order to claim their prize.

Confirmation Email Errors

The Little Things

Improving the confirmation email template

One aspect that we overlooked in the past two promotions was the double opt-in confirmation email that Mailchimp sends out every time someone enters the giveaway. This email contains a link or button that people must click in order for them to get added to JewelScent's email list. Here is what it looks like:



JewelScent's Candlesweeps

Please Confirm Sweepstakes Entry

Yes, subscribe me to this list.

If you received this email by mistake, simply delete it. You won't be subscribed if you don't click the confirmation link above.

For questions about this list, please contact:
hello@jewelscent.com

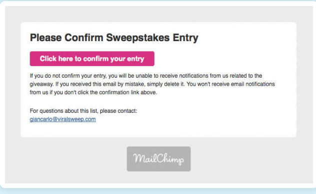
While Mailchimp provides you with minimal capabilities for customizing the look and feel of this template, you can still make some big changes that can increase opt-ins.

Refining the small details can add up to big results.

The first thing you'll notice about JewelScent's default template (above) is the big JewelScent's Candlesweeps title. This is the name of the email list people are being added to. It definitely can be confusing, but JewelScent can change the title to anything they want, or they can remove it all together, so that people focus more on the subscribe button.

The second thing that can be changed is the text on the subscribe button. People may sit on the fence about subscribing to a list so they may never click the button, which means they will never receive any of JewelScent's email notifications. This text should be changed to say something like "Click here to confirm your entry".

The third thing is the text below the subscribe button. This can be modified to include a sentence that says "If you do not confirm your entry, you will be unable to receive notifications from us related to the giveaway." Below is the modified email template that JewelScent can use moving forward to help increase their opt-ins.



Please Confirm Sweepstakes Entry

Click here to confirm your entry

If you do not confirm your entry, you will be unable to receive notifications from us related to the giveaway. If you received this email by mistake, simply delete it. You won't receive email notifications from us if you don't click the confirmation link above.

For questions about this list, please contact:
giancarlo@viralsweep.com

MailChimp

The Promotion

The Promotion

With the first promotion we wanted to accurately determine the reach of JewelScent's network by having them promote the giveaway only to their current audience. For this giveaway, JewelScent promoted it to their own audience, and we also promoted it through a few email newsletters and websites related to sweepstakes and giveaways. To collect more leads, JewelScent used our Pop Up giveaway style on their homepage to collect more entries.

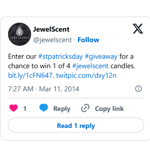
They sent it to their 107,141 subscribers through email, and also posted it to their 195,000+ fans via Facebook. JewelScent began utilizing their Twitter, Pinterest, and Instagram profiles to promote this campaign as well.

	107,141	17.9%	10.1%
St. Patty's Day Giveaway - Launch (copy 02) Regular · JewelScent Master List Sent on Mon, Mar 10, 2014 06:00 am	Subscribers	Opens	Clicks

Their Facebook post announcing the promotion on March 10th received 1088 likes, 774 shares, and 159 comments.

They posted again on March 14, reminding people to enter the giveaway before it ended and this post received 1,477 likes, 959 shares, and 254 comments.

Their Instagram post received 122 likes, which is great considering at the start of the first promotion they only had 98 followers.



They haven't focused much on networks outside of Facebook, so their Twitter post didn't receive much attention, only a few retweets.

Their Pinterest post received 42 repins and 15 likes, which again is great considering they had 99 followers on Pinterest at the start of their first promotion.

Giveaway Costs

The first promotion cost JewelScent $249, which included Viralsweep's $49/month plan, 4 candles for the prizes at $25 each, and $100 to send emails out to their list.

For this promotion, the costs were almost identical: $49 for the Viralsweep business plan, $100 for 4 candles, and $150 to send emails out to their list.

In total, the cost for their second giveaway was $299.

The Results

The Results

Giveaway Visits	Entries	Conversion Rate
44,987	22,541	50.11%

JewelScent continues to wow us with the results that they are able to generate from these short-term, low-cost promotions. While JewelScent was able to generate some amazing results for their very first giveaway, this one performed even better in the same amount of time.

The promotion went live on March 10th and ended on March 16th.

This time around, JewelScent also used our popup style to collect entries directly on their homepage. Because the popup is on the homepage and receives a lot of views, the conversion rate is much lower than the full page style.

Pop Up Visits	Pop Up Entries	Pop Up Conversion Rate
74,390	5,014	6.74%

In total, the entire promotion had 27,555 entries. We recently added a new statistic to Viralsweep, which allows you to see the total amount of entries (unique entries, plus bonus entries) on a promotion. The total number of entries earned on this promotion was 144,800, which means on average each person received about 5 bonus entries by completing social actions. In comparison, the previous promotion only did 64,633 total entries.

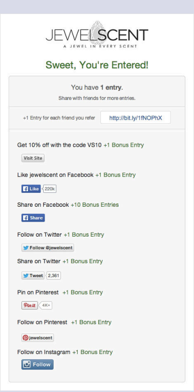
Of the 27,555 people that entered the giveaway, 3,085 people clicked through to JewelScent's website, for a 11% click-through rate.

Social Growth

Social Media Growth

JewelScent is a young consumer brand so they wanted to focus on the big social media channels that perform best in their space: Facebook, Twitter, Pinterest, and Instagram. They awarded users with bonus entries for completing social actions related to each of these networks. Off to the right, you can see a screenshot of the bonus entries page that users saw once they entered the giveaway.

This means that once someone entered, they would be presented with several actions that they could perform in order to gain additional entries into the giveaway. All the stats below have been compiled using the analytics available within Viralsweep, as well as combining a few services that show any sharing that occurred outside of the giveaway.



Facebook Growth

Facebook

Shares from giveaway	Other Shares	Total Shares
9,716	6,040	15,756
Likes from giveaway	**Other Likes**	**Total Likes**
6,411	2,058	8,469
Comments from giveaway	**Other Comments**	**Total Comments**
913	895	1808

Twitter

Followers from giveaway	Total Followers	Followrer Growth
1,259	3,398	59%
Tweets from giveaway	**Other Tweets**	**Total Tweets**
1,424	937	2,361

Pinterest

Followers from giveaway	Total Followers	Follower Growth
3,220	4,267	307%
Pins from giveaway		
4,593		

Instagram

Followers from giveaway	Total Followers	Follower Growth
542	1,759	44%

Email

Starting Email Subscribers	New emails from giveaway	Ending Email Subscribers
107,141	7,246	117,900

Of the 27,555 people that entered the giveaway, 7,246 were new people that JewelScent did not yet have on their email list. This means that about 26% of people that entered the giveaway were entirely new people that were brought in by promoting the giveaway outside of JewelScent's network.

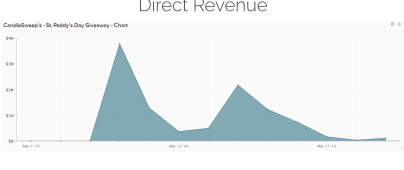
JewelScent had 107,141 email subscribers at the beginning of the giveaway. At the end of the giveaway they had 117,900. The giveaway directly contributed 7,246 of these emails to their list, while the rest came organically.

Revenue Breakdown

Revenue Breakdown

JewelScent's goal was to get to $2 million in revenue before the end of Quarter 1 (March 31, 2014). As of our last post on February 26th, they were 54% of the way there at $1,088,350.12 in revenue. As of March 31, 2014 they surpassed their goal in Q1 by reaching an astonishing $2,138,597.20.

Direct Revenue

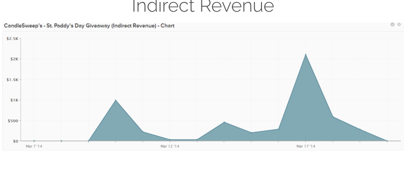


In order to track revenue that came directly from the promotion, we used a tracking link on the button that people would click to go to JewelScent's website after they entered the giveaway. In addition, above the button JewelScent added some text that provided everyone with a 10% off coupon to use on their purchase.

$10,310.25 in direct revenue was generated

Again, this revenue came directly from people entering the giveaway, then clicking a button that would take them to JewelScent's website. The campaign only ran for 7 days, so that is an average of $1472.89 in revenue per day!

Indirect Revenue



$5,129.12 was generated indirectly

JewelScent communicated with the entrants throughout the duration of the promotion via Facebook, Twitter, Pinterest, Instagram, and email. After the giveaway ended, everyone that didn't win was sent an email with a 10% off coupon. Through this additional communication, $5,129.12 was generated.

Return On Investment

Total Revenue

$15,439.37

Total revenue generated from this promotion was $15,439.37. JewelScent once again knocked it out of the park, not only producing a large amount of revenue, but also seeing massive growth in their social profiles.

JewelScent expects to generate $5,500 in new revenue from the new customers that they acquired from this promotion.

Return On Investment

5063.67%

While keeping all of JewelScent's additional expenses (hard things to measure directly such as salaries, operational costs, etc.) out of this promotion and working specifically with the costs and revenues generated from this giveaway, we can determine the ROI.

The total cost to run the promotion was $299. Total revenue generated from the promotion was $15,439.37. This means that overall, the promotion had an ROI of 5063.67%.

If we just take the revenue that was generated directly from the giveaway ($10,310.25), the ROI would be 3348.24%.

Total Revenue Generated

$34,215.86

With just 2 promotions that lasted 7 days each, JewelScent has generated an astounding $34,215.86 in additional revenue. If we exclude indirect revenue, then they have generated $21,969.58 directly from their giveaway pages.

The Good & The Bad

What went well...

Each promotion that we run can always be improved in one way or another, so we encourage JewelScent to give us their feedback when each campaign is wrapped up. For this particular promotion, they were really happy with the 75% increase in the amount of entries, and the massive amount social sharing that took place in comparison to the first campaign.

They were also excited that these promotions are continuing to produce a significant amount of revenue at a very low cost. With a couple different promotions on the horizon, they are eager to see if they can continue to produce astounding results.

What to change...

Revenue for this promotion was lower than the first promotion by about $3,337. JewelScent said that the campaign launched right after they came off of their best week. Inventories were seriously depleted and most of their products in the most popular sizes were sold out. This undoubtedly lead to lower than expected immediate revenue from the campaign.

Lesson learned: Run sweepstakes at a relatively "normal" time for your business. While JeweScent couldn't have forecasted that they would have the best week yet prior to launching the promotion, they did have some aggressive promotions which kicked things into very high gear, leading to the shortage of inventory.

JewelScent Goal Update

JewelScent's Q1 2014 Goals

Below are the final results from JewelScent's Q1 goals.
Hover over the progress bars to see final numbers.

What's Coming Up

Time certainly flies, and Q1 has already come and gone. The idea for this series was to help JewelScent reach certain goals in Q1 with several different campaigns and document it every step of the way, however, we were only able to get 2 campaigns launched in this quarter.

We have so many cool ideas that we want to run with JewelScent, so this series will undoubtedly be extended beyond the 90 days that we were forecasting it to run for. Now that we have a handle on how much time and communication goes into coordinating with JewelScent (they're busy people), we can plan for at least 1 or 2 promotions per month.

The next promotion that we will launch will be based around a spring theme, and there will be different prizes and marketing tactics involved. Moving forward, we'll be doing some collaborations with other brands, as well as diving into working with bloggers and YouTube channels. We may even dig into paid advertising to see what kind of results we can generate for the campaigns. Of course, we'll show you what we do and how we do it every step of the way.

You should join us on this journey by signing up for the newsletter below. You'll receive an email when a new post is published so you can follow along.

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