

Share It to Win It

Social Media Contest Ideas

The social media campaign called *Share It to Win It* will be a series of three contests that promotes Java Mama, an Atlanta-based café that brings together tasty coffee, childcare, and time with friends.

Overview

The contests will run on the first week of the month for three consecutive months. The campaign will focus on the coffee Java Mama produces, over all other aspects of Java Mama. This strategy will raise awareness of Java Mama's brand, bring new customers into the store, and drive traffic to the website. Though the campaign focuses on the coffee, the true goal is not just to sell coffee but to gain more exposure for the company and more followers on social media, using coffee as the tool.

The campaign's success will be measured by the amount of participation, and consequentially, the number of new followers. Since this café targets parents, teachers, and childcare givers, Java Mama will reach out to nearby libraries, daycares, pediatricians, pre-schools, and online mommy bloggers to spread the word. In exchange for hanging signs in offices or being mentioned on blogs, Java Mama will give each sponsor a personal shout-out on all their social media sites and share their website link.

This campaign will be conducted on Facebook, Twitter, Instagram, Pinterest, Youtube, and Google Plus. All of these platforms will use the same basic strategy with a few modifications to meet the unique demands of each one. Each channel will use the name *Share It to Win It* and have their own winner, resulting in numerous winners for these contests.

Contest #1

Entering the first *Share It to Win It* contest will be a quick and painless process. All the contestants need to do is like or follow Java Mama's page through whichever outlet they choose (and as many as they choose) and share the designated post. The post will be a picture/video/pin of one of Java Mama's most famous coffees, along with Java Mama's logo, slogan, web address, and a short description of the contest.

Pinterest will have a pin featuring the coffee that contestants must repost. Facebook, Instagram, Google Plus, and Twitter will have a picture. Youtube will use one of the videos that features Java Mama's coffee. When sharing the post, contestants must caption it with the hashtags #javamama, #coffee, and #Atlanta.

The posts can be shared either from Java Mama's page or from someone else's shared post. However, if they share it through a secondary source, they must post the link of their shared item onto Java Mama's page. On Pinterest, contestants can do this by commenting on the

original pin on Java Mama's page with the URL of their re-pin. For all the other platforms, the link can be posted to its main page.

This contest will run for ten days. The share that receives the most likes, comments, and re-shares wins! The winners will receive messages through the platform they won on, containing the codes for their award of a free coffee and mug, which they can redeem at their local Java Mama. Coupon codes can be redeemed in any Java Mama store within one month of receiving them.

This contest is a good one to start with, as it gets Java Mama's brand out there, along with basic information about it. The hashtags will get the campaign rolling and strengthen its presence across social media, since the following contests will use them too.

Contest #2

The second contest will run for just seven days. Contestants must like or follow Java Mama and share *on Java Mama's page* what their favorite Java Mama drink is and why, including the previously mentioned hashtags. Each platform will list its own rules and explanations.

On Instagram and Pinterest, contestants can share a picture from Java Mama's page and caption it with their reason. On Facebook, Twitter, and Google plus, this can be done with a simple sentence or picture posted to Java Mama's page. Youtube, perhaps the most fun platform for this contest, requires a short video clip of the contestant explaining their choice.

Each day, the campaign managers will select a winner from the previous day's contestants to receive the drink they chose for free. Winners will be chosen based on the detail and creativity of the contestants' entries. Once again, codes will be sent through the social media outlets and will last for a month.

This contest involves getting the opinion of consumers, which is always a useful tool for marketing, but it also makes the café appear more credible to those who have not heard of it. Hearing from people who have been to Java Mama and tasted their coffee is more appealing to potential customers than just hearing Java Mama's thoughts.

Contest #3

The third and final contest will run for a week as well. It requires contestants to like or follow Java Mama's page and share Java Mama's URL *on their own page*. Each platform will have the URL posted, whether in actual link form or a picture/video that includes the link.

Each contestant must post the URL with the hashtags #javamama, #coffee, and #Atlanta and give a reason why people should visit the cafe. Java Mama must be tagged in the post so the campaign managers can keep track of how many contestants there are. Once again, a winner will be selected every day based on the creativity of the entries to receive a code for \$5 off their next Java Mama purchase.

This contest may will inform more people about the website and drive traffic there. It also promotes the café, using actual customers' reviews. These reviews can be repurposed later for social media posts or testimonials on the website.

Conclusion

Each day during the contests, reminders will be posted on all the platforms through the form of pictures, status updates, and humorous sayings or informative videos about coffee. This will keep the contest at the forefront of everyone's minds. Normal non-contest-related posts should continue to be posted to keep the flow of content consistent.

Having a three-part contest causes the company to keep re-appearing in the target audience's home feed, keeping Java Mama on their minds. It also provides the chance for those who were unsure about the contest to be able to see how it works and then enter a different one. This drives the numbers up even more. The contest will also get new customers into the store and drive up sales.

If each platform can gain one hundred new followers, and if 70% of the coupon codes given out are redeemed, this campaign will be a success. As a fun series of simple contests, *Share It to Win It* can promote Java Mama efficiently and effectively.