



WHY ACTIVATE A SWEEPSTAKES?



A BOTTOM OF THE FUNNEL TACTIC

As an example, one of our MLive Media Group's clients generated over 500 new leads in just three short weeks. The sweepstakes campaign advertised their business to more than 120,000 people and served digital display ads that described their business and its offerings.

THAT'S WHAT WE CALL A WIN-WIN

BENEFITS

- 1** Drives awareness and consideration of your brand to a hyper-targeted, local audience.
- 2** Remarkets with couponing or special offers to drive frequency and store traffic.
- 3** Generates a database of quality local leads.
- 4** Engages and surveys to qualify new prospects.
- 5** Builds your email database for future engagement marketing.

Sweepstakes digital display ads will be ran on MLive.com and our Michigan Best websites. MLive is great for driving traffic, bolstering sales, and growing leads.



EACH SWEEPSTAKES OFFERS:

- **Display ad units featuring the giveaway** (can upsell for additional impressions).
- **Official Rules** (which are run through our legal team).
- **Social Media Promotion** (usually organic posting, but SMO may also be purchased).
- **A short questionnaire for entrants, to further understand audiences.**
- **An opt-in for future communications from MLive and the client.**

Final delivery includes campaign reporting as well as a leads list containing the opt-ins. This product is sold on its own, as part of a larger program (like 12 days of Christmas) or as part of Michigan's Best. All sweeps live on mlive.com and thisismibest.com (in process as of January 2020).

To Create your Own Sweepstakes, contact Your MLive Media Group Account Manager. Or email Jamie Dionne, Senior Sales Director, jdionne@mlive.com