# **Department of Management & Marketing**

# Social Media Giveaway for New and Existing Customers

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### **Overview**

- •Starr Hill winery just released their newest product, Bumbershoot
- •It is new to the market, not many people know much about it
- •Teach our audience about the newest product on social media
- •Run a promotional giveaway to increase social media engagement levels
- •Create and run a successful social media giveaway

### **Project Goals**

- •Increase social media interaction numbers and gain more followers
- •Gain new customers, while informing existing customers about Bumbershoot
- •Increase engagement levels on their Social Media sites

### References

 Belosic, Jim. "3 Crucial Things to Do After Your Social Media Contest Ends." Inc.com, Inc., 31 July 2015, www.inc.com/jim-belosic/3-things-to-do-after-your-social-media-giveaway-is-over.html.

### **Procedure/Process/Step**

- •Combine both Instagram sites and run a giveaway from the main site about the Bumbershoot and its account
- •Social Media Re-post/follow giveaway
- •Run the giveaway so we gain followers for both Instagram sites and increase engagement levels while informing all customers about Bumbershoot
- •Grand Prize winner will be selected once we complete the giveaway

# AND THE WINNER IS...

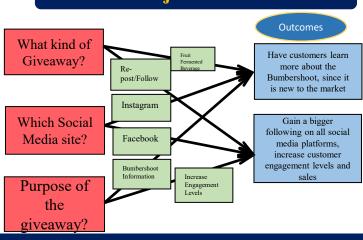
### **Search for Solutions**

- •Determine our target age range
- •Decide what kind of giveaway we wish to use and focus on
- •Determine the grand prize foe the winner and potentially other prizes for other customers

### **Tangible Outcomes**

- •Gain a 5% increase of followers on all platforms
- •Increase followers for all of Starr Hill winery social media sites
- •Inform new and existing customers about the drink
- •"Once a social-media-contest winner has been chosen, many businesses quickly move onto their next effort before they do any meaningful analysis of the contest's results" (Belosic, 2021)

### **Project Model**



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