

## Social Media Giveaway for New and Existing Customers

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#### Overview

- Starr Hill winery just released their newest product, Bumpershoot
- 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 Bumpershoot
- 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](http://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 Bumpershoot 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 Bumpershoot
- Grand Prize winner will be selected once we complete the giveaway



#### Search for Solutions

- Determine our target age range
- Decide what kind of giveaway we wish to use and focus on
- Determine the grand prize for 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

