



easypromos

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Online prize wheel: examples & objectives for creating your Spin the Wheel promotion



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Introduction

Online prize wheels have proven to be attractive and interesting dynamics for online audiences. They work similarly to giveaways but in this case, the participant knows immediately if it's their lucky day. This fun dynamic provides online users with positive experiences and increases the user's engagement with the brand.

However, launching online prize wheels might seem like a solution available only to those that invest in ad-hoc programming. And this belief has been a **great barrier** for brands thinking about launching prize wheel promotions.

“Prize wheels work similarly to giveaways but in this case the participant knows immediately if it's their lucky day.”

Good news! The Easypromos the Spin the Wheel application allows any marketing professional to launch a prize wheel for their brand - and that's **without the need for programming skills!**

In this eBook, we show you **examples of successful Spin the Wheel campaigns** created with Easypromos. It's our way of showing you how easy it is to create a branded prize wheel. Learn about the different dynamics, discover how to showcase your prizes and see the great designs that can be easily configured with the Easypromos application.

With one complete app, you can launch various promotional campaigns: for your clients, website visitors, social media followers and event attendees among others.

Ready for some high-quality inspiration?

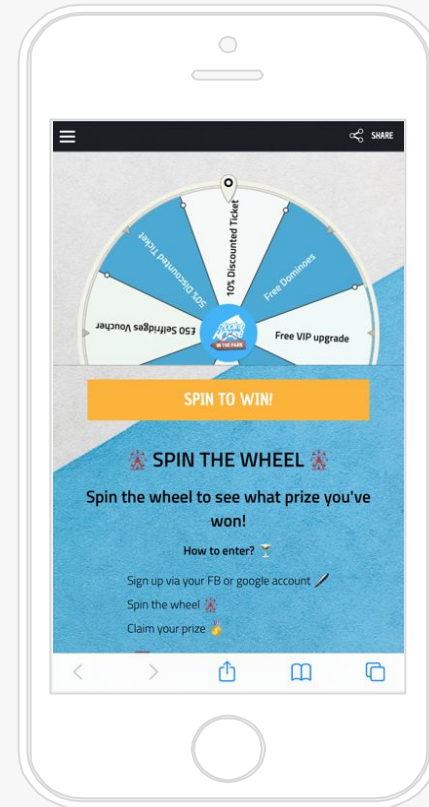
1.

Discount or prize

Let's start with an example that shows us how to combine prizes and discounts in an online prize wheel. Music festivals are especially popular during the summer months. However, sometimes the event is a few days away and there are still quite some tickets to be sold. Here's how to take care of all the remaining tickets!

Crooked House in the Park Festival launched an interactive wheel for their social media community. Online users participated in the promotion for a chance to win a **spa weekend for two**, free pizza, or even vouchers redeemable at a popular shopping center. There were four main prizes, however, the organizers also thought about those that didn't win one of the big rewards. The brand raffled 1000 discounts for festival entry tickets - of 10, 20 and 50%, as well as free VIP upgrades.

There are different ways to distribute discounts with a prize wheel. You can add the discounts as a prize, or you can configure “no prize” segments that come with discounts as consolation prizes.




1. Discount or prize



Another way to distribute discounts is to send personalized emails to all registered users in which you can include a discount code available to all email recipients. Apart from boosting sales you might also start a unique relationship with the registered participants.

You can also create **unlimited unique discount codes** that can be sent out to all entrants that don't win the main prize. Unique codes are assigned to each participant so that you can then check which participants redeemed their codes. It's a great opportunity if you wish to contact them with further communications.







Did you know that discount coupons and codes are the most favorite type of promotion of online users? This is what YouGov found out in one of their surveys. Think if you can afford to give away one main prize and unlimited discounts for other participants. The Easypromos applications allow you to design discount codes that can be downloaded or sent by email to all participants, or displayed on the final promotion page.

**Crooked House Productions**
Sponsored
ID: 475038030554138

 SPIN THE WHEEL GAME 

You can win...

 SPA WEEKEND FOR TWO (worth £799)
 £50 Selfridges vouchers
 Free Pizza...



The graphic shows a colorful wheel with various prizes. A large white arrow points to the wheel. The text 'SPIN TO WIN' and '#CROOKEDHOUSE' are visible. The wheel segments include: '25% Discount Ticket', 'Spa Weekend', '£50 Selfridges voucher', 'Free Pizza', '£50 Selfridges voucher', 'Spa Weekend', '25% Discount Ticket', and '£50 Selfridges voucher'.

PR.EASYPROMOSAPP.COM
Spin To Win Prizes Here 🍷➡️

Learn More

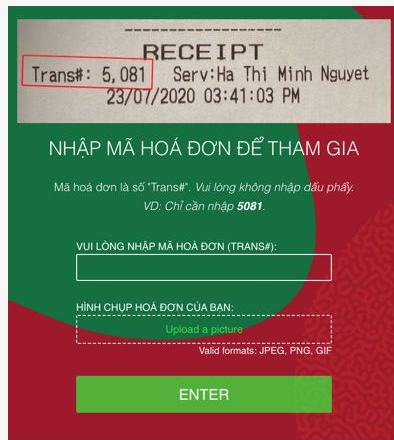
2.

Upload a receipt to participate

2. Upload a receipt to participate

Sometimes brands are specifically looking to reward only paying customers. A great way to thank your client base for choosing your brand is to organize a branded prize wheel. However, in order to participate, users have to upload their purchase ticket since the promotion is **client-exclusive**.

Is it possible to organize such a dynamic with Easypromos? Of course! And here are a few examples.



RECEIPT
Trans#: 5,081 Serv:Ha Thi Minh Nguyet
23/07/2020 03:41:03 PM

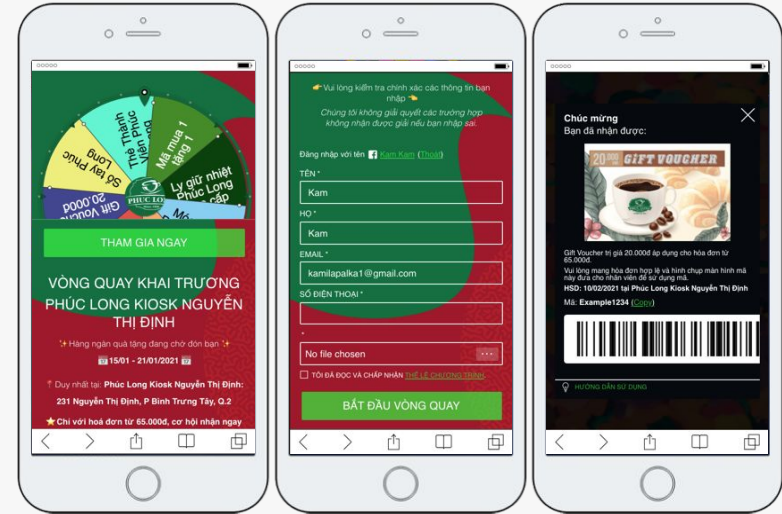
NHẬP MÃ HOÁ ĐƠN ĐỂ THAM GIA

Mã hoá đơn là số "Trans#". Vui lòng không nhập dấu phẩy.
VD: Chỉ cần nhập **5081**.

VUI LÒNG NHẬP MÃ HOÁ ĐƠN (TRANS#):

HÌNH CHỤP HOÁ ĐƠN CỦA BẠN:
Upload a picture
Valid formats: .JPEG, .PNG, .GIF

ENTER



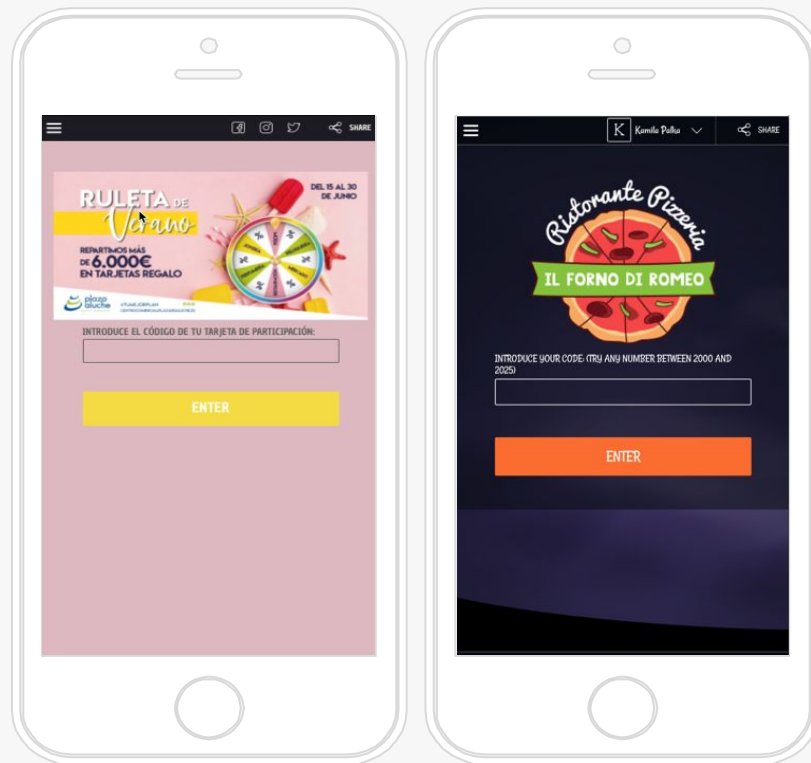
Phuc Long Tea & Coffee House was looking to drive customers to their new location. The coffeehouse chain shared a branded prize wheel with their social media followers in an attempt to encourage more visitors to discover the new cafe's location. However, there was a trick; before being able to spin the prize wheel, users had to register and **upload a receipt** from the new Phuc Long Tea & Coffee House's establishment. Participants could win special discounts, free coffees, merchandise and 2x1 vouchers.

2. Upload a receipt to participate

The same application can validate unique codes: by uploading a picture, introducing the code, or by enabling both verification options at the same time. The app won't let users participate in the prize wheel promotion if the code doesn't match any of the correct combinations provided by the organizer.

There are three ways to validate codes with the Spin the Wheel app:

- 1) In the first example, you can see a summer wheel organized by a shopping center. Each paying customer receives a code that they introduce in the promotion in order to gain access to the interactive roulette.
- 2) In our [Halloween DEMO](#) you can see how you can ask participants to introduce the amount they spent at your business. Additionally, you can ask them to upload their receipt so that you can verify if the amount introduced by the user is correct before you send out their prize.
- 3) Thanks to the **OCR technology** (Optical Character Recognition) you can automatically validate purchase receipts. Users upload their receipts and the app scans the amount or text to confirm if the ticket is valid. Invalid tickets are not accepted. See an OCR example on the next page.



recent purchase to participate
(Minimum spent: \$10.00).

ENTER THE AMOUNT OF THE RECEIPT (FORMAT
00.00)

15.90

UPLOAD A PICTURE OF YOUR TICKET

A receipt from VILA & BELLA, dated 29/05/2021, showing a total of 15.90. The receipt includes a thumbs up icon and the text 'EN LAS DEVOLUCIONES NO SE DEVUELVE EL DINERO GRACIAS'. The receipt is placed on a wooden surface.

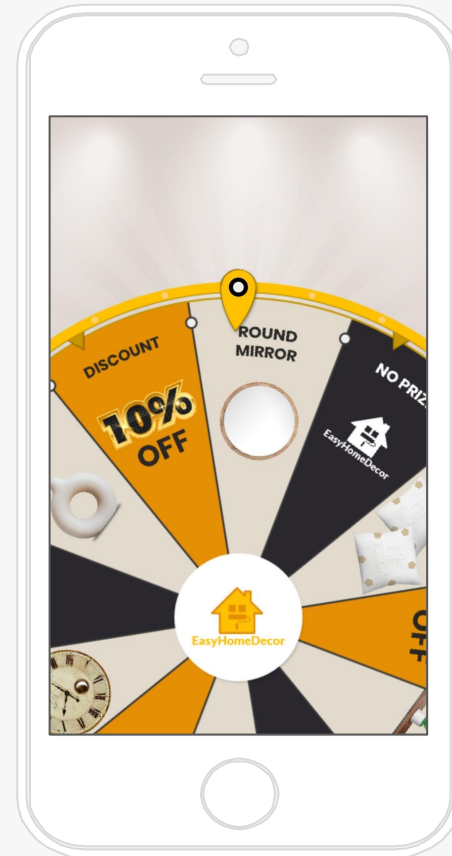
VILA & BELLA
SUNDT 40 RDS. S.L.
407 R-1906574
P.O.B. 401-004 9
17000 FIGUERAS
TBA - CINECIS

29/05/2021 540

FACTURA	#51430
VAR12	4.00
VAR21	3.00
VAR15	1.50
VAR25	0.75
VAR13	1.00
VAR23	0.50
VAR22	0.50
VAR20	0.75
VAR24	1.50
TOTAL	15.90
CASH	15.90

BAJO IMP. 1 15.90
BAJO TIN 21.000% 13.14
TBA 21% 2.76
EXPLANTADO 403 008370 000000
EN LAS DEVOLUCIONES
NO SE DEVUELVE EL DINERO
GRACIAS

ENTER

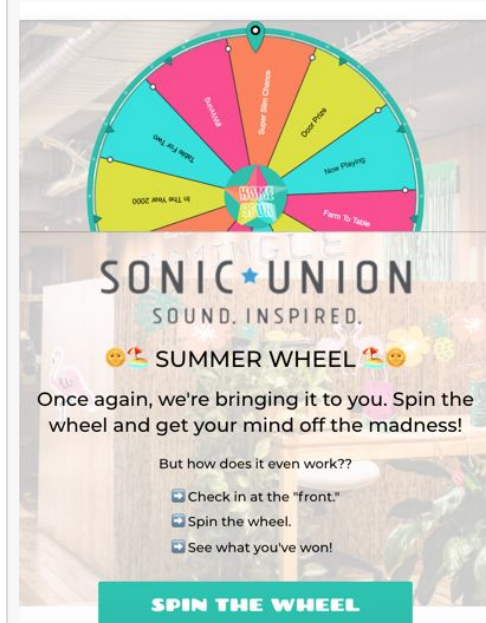
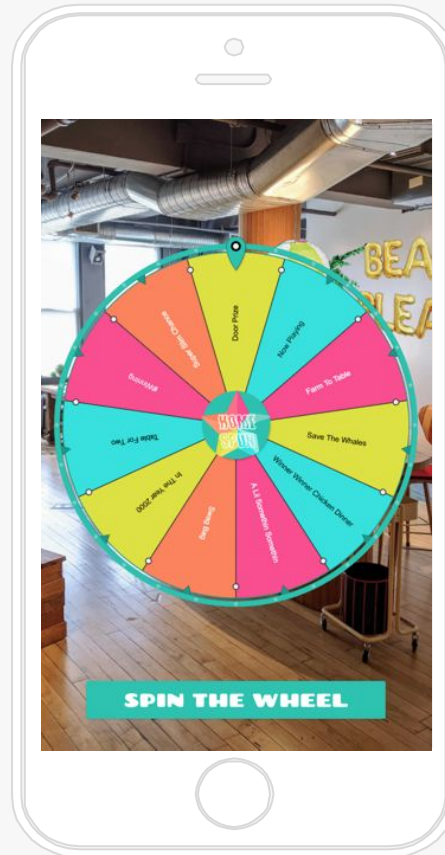


3.

Everyone's a winner

The next example comes from Sonic Union. The company regularly launches prize wheels for their staff and to make sure that everyone's happy... everyone's a winner! Each participant that gives a spin to the wheel walks away with one of the attractive prizes that Sonic Union raffles among their employees.

This is also a great dynamic if you have a lot of prizes to give away, especially if they're not too valuable. By rewarding each user you get to boost loyalty and customer satisfaction. Ideal prizes for a roulette in which everyone's a winner would be cinema tickets, beach balls, discount vouchers and popular merchandise pieces like backpacks, t-shirts, etc.



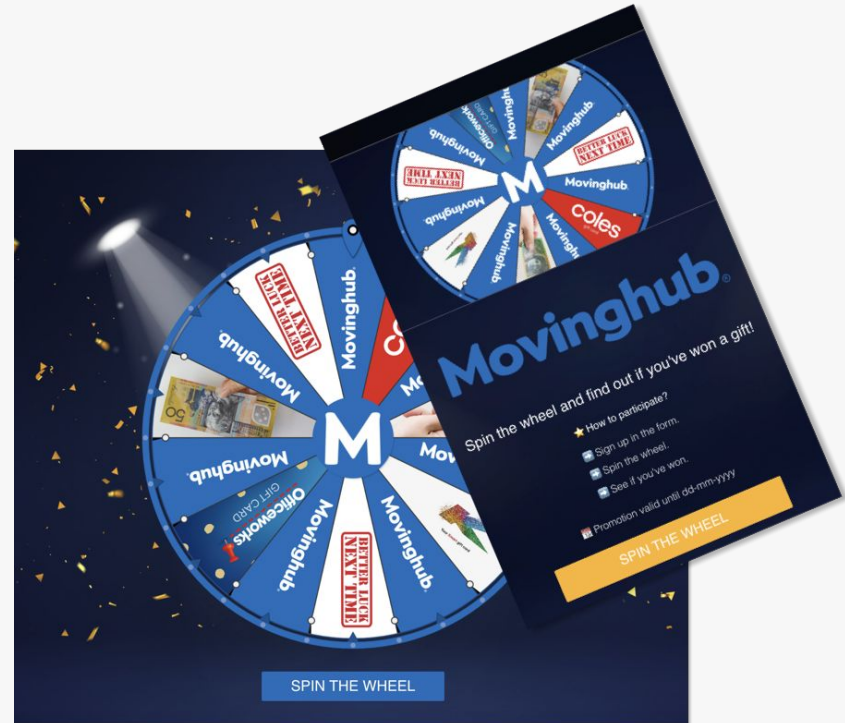
4.

Prize wheels at face-to-face events

Prize wheels have been gaining traction at **offline events** too - because all you need to engage your attendees is a tablet.

Take for instance this interactive wheel organized my Movinghub - a global leader in SaaS solutions helping people to manage, move, switch and compare utility and home service providers. This Spin the Wheel promotion was presented at a face-to-face event that Movinghub participated in. Each event attendee that approached Movinghub's stand had a chance to give a go to the wheel and discover if they won one of the prizes. This is a great example of providing positive customer experiences and staying top of mind with potential customers. However, let's not forget about the main objective of this promotion; Movinghub looked to convert event visitors into qualified leads. It's easier to send personalized communications if you know your database is full of potential customers, really interested in your service or brand.

Are you planning a **long term** event or exhibition with new visitors every day? Prepare one prize wheel promotion and use it throughout your whole event to engage as many people as possible.



5.

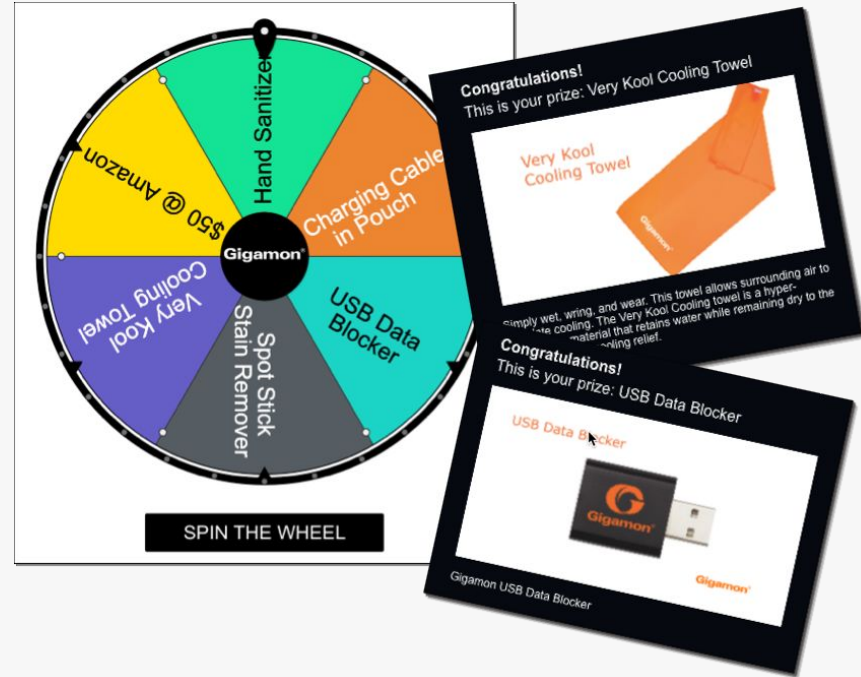
Online event prize wheel

5. Online event prize wheel

Online meetings, conferences and summits have gained traction since the outbreak of COVID-19 but they have also allowed us to socialize, stay in touch with family members and friends, and most importantly, carry on with our professional lives and jobs.

Online prize wheels are a fantastic way to **energize and engage the attendees of your online events** and conferences, as well as collect their contact information. Spin the Wheel promotions also reinforce brand visibility and awareness for the event organizers and sponsors.

Gigamon is a network visibility and traffic monitoring technology company. They sponsor various online events and very often dynamize their virtual stands with online prize wheels in which they raffle merchandise and sometimes even Amazon gift cards. It's a perfect way to attract more visitors to their stand and **convert anonymous event attendees into qualified sales leads**.



6.

**Embed a wheel on your website to
convert anonymous visitors into
leads**

6. Embed a wheel on your website to convert anonymous visitors into leads

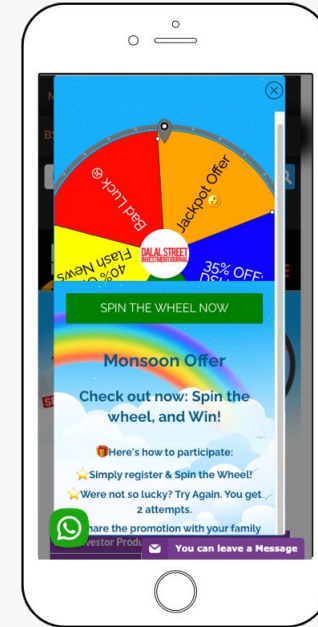
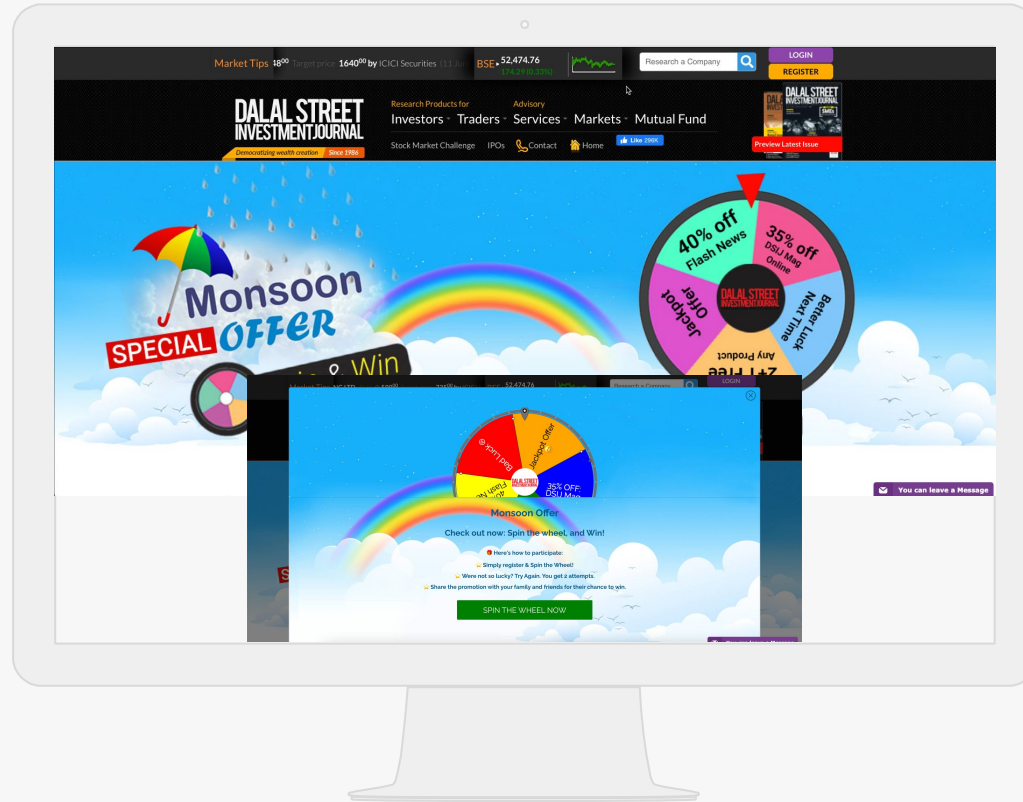
One of the main reasons to embed digital promotions on a website is to **convert anonymous users into qualified sales leads**.

Online prize wheels happen to be one of the best dynamics to embed on your website, blog or e-commerce as they offer the opportunity to win discounts and gifts directly related to the product or service that the user is interested in.

Bright Sun Travel from the UK looked for a way to attract more customers to their January sales. To do so, the travel agency presented an interactive prize wheel on their website. Users could win discount vouchers for their holidays, free power banks and other gadgets.

With this kind of promotion, apart from collecting leads, your brand also provides positive customer experiences, which help in **converting potential users into paying customers**.





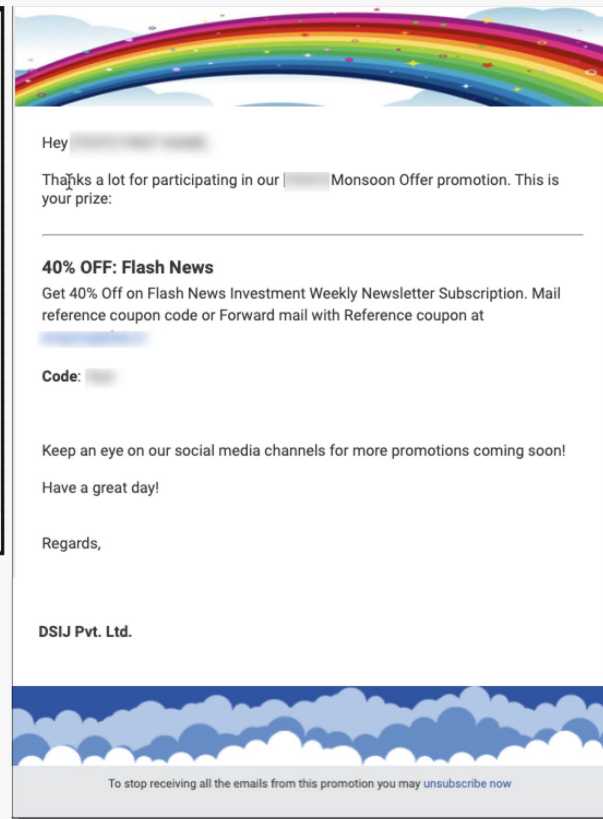
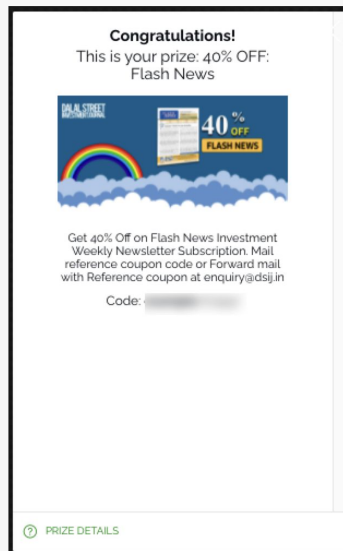
6. Embed a wheel on your website to convert anonymous visitors into leads

Dalal Street Investment Journal organized an online roulette, giving their audience a chance to **win subscription discounts**. Each participant could spin the wheel twice, in case they weren't lucky the first time. The company promoted the wheel with a banner shown on the home page, as well as with a pop-up widget that you can see on the previous page.

Online prize wheels are responsive and they adapt to any screen size. Additionally, after hitting the "Spin the Wheel" button the promotion opens in a new page for even better user experience.

The **won prize is presented on the final page of the promotion** but you can also customize and set out automatic email notifications so that the users receive an email informing them about the gift they won.

Our Spin the Wheel application also enables you to distribute alphanumeric or QR codes, allowing you to then validate the codes at your point of sale.



7.

Reward online and offline users

Almanara Pharmacy is the UAE's leading pharmacy-led health and beauty retailer. They have a strong customer base, as well as an impressive social media following.

To engage customers, drive more sales and convert followers into new contact details for their database, Almanara Pharmacy launched a prize wheel that they **promoted in-store and online**. Each store and e-commerce visitor was invited to participate in the promotion for a chance of winning free gifts and discount vouchers.

Do you want to encourage repeat sales? Invite your offline and online customers to spin your wheel once they complete their purchase. You can share the promotion link in order confirmation emails or by handing out leaflets along with purchase receipts in-store.



8.

**Drive traffic to your point-of-sale with
wheels**

8. Drive traffic to your point-of-sale with wheels

Another popular reason to use online prize roulettes is to **attract more customers to your establishment**. Brands launch prize wheels to engage and entertain online users by giving them **discount codes and vouchers that the customers can then redeem... in store**.

Take a look at the example of a St. Patrick's Day prize wheel that can be launched by any bar, pub, restaurant, or any other business to **increase brand visibility and convert followers into customers**. In this example, an Irish bar rewarded participants with free drinks, food and tab credit that could be only redeemed on St. Patrick's Day. Imagine sharing such promotion on your social media channels prior to the big day - just think of the possible number of converted followers into leads and **paying customers**!

Add instructions to the final page so that the users know how to take advantage of their discounts or vouchers. You can convert the prizes into QR codes so that the shop assistant - or bartenders and waiters - can use their mobile phones to scan the codes and check if they're valid and haven't been used before.



8. Drive traffic to your point-of-sale with wheels

Another example of how to use prize wheels to **incentivize purchases** comes from OX Motorcycles - producers of electric motorbikes. The main objective of their promotion was to increase monthly sales.

OX Motorcycles launched a branded prize wheel in which they gave away \$50, \$100 and \$300 discounts for their products. They shared the promotion with their social media followers, as well as existing members of their database. There was also a pop-up banner that invited website visitors to try their luck, too.

As you can see, the Spin the Wheel application allows you to **customize all the texts, colors, images and logos** so that your corporate image is visible at all times. Additionally, you can customize the text and visual elements of each prize; use videos to present the won prizes, share unique discount codes with all participants or send personalized emails to the users to remind them of how to redeem their prizes.



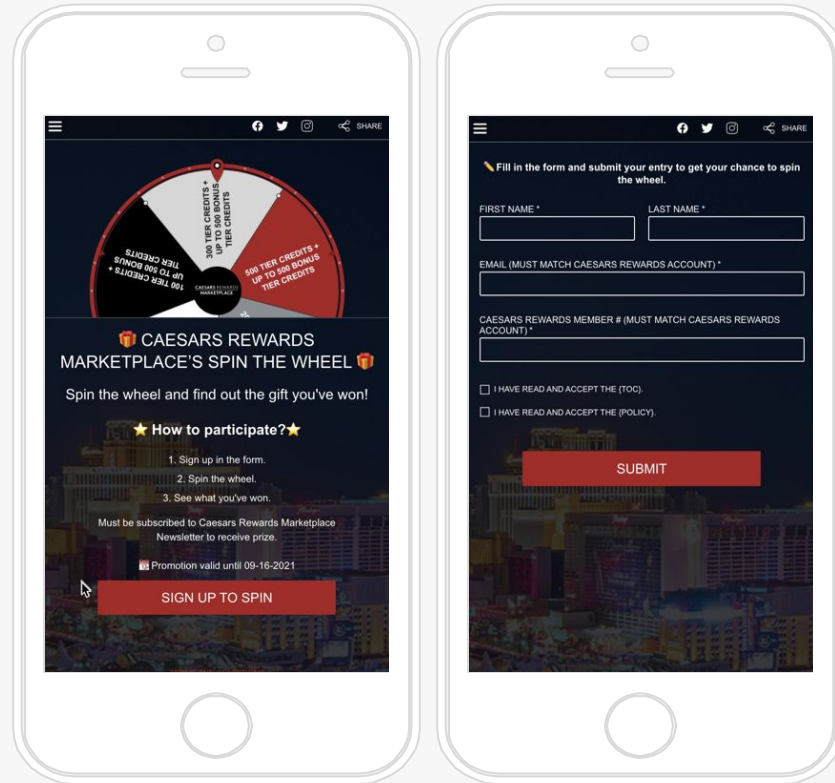
9.

**Customer loyalty schemes and
prize wheels**

An online prize wheel is also a proven tool for **rewarding and generating engagement among your existing customers**, those that form part of your loyalty schemes, too.

Caesars Rewards is a popular casino loyalty club. The company organized a prize wheel promotion for their registered members, in which participants had a chance to win special prizes like credits and bonuses. Only those that are registered in the Caesars Rewards club were eligible to participate in the promotion.

The same promotion can be used to attract new members to your club - users will be more likely to join your exclusive club if they get the see what kind of perks come with it.



10.

**Entertain, engage and educate your
customers with a wheel**

10. Entertain, engage and educate your customers with a wheel

Online prize are all about... prizes. But they can sometimes be used to share ideas, recommendations and tips. Thanks to the full app customization you can organize a wheel to **educate, entertain and engage your users** - and you don't have to share real prizes.

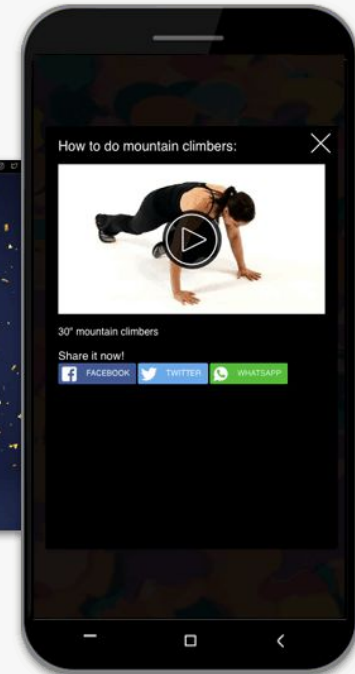
Here's an example of how SIGNUS educated their audience about sustainability; users spin the online roulette to discover a curious tip, advice or recommendation that'd help them lead more sustainable lifestyles.

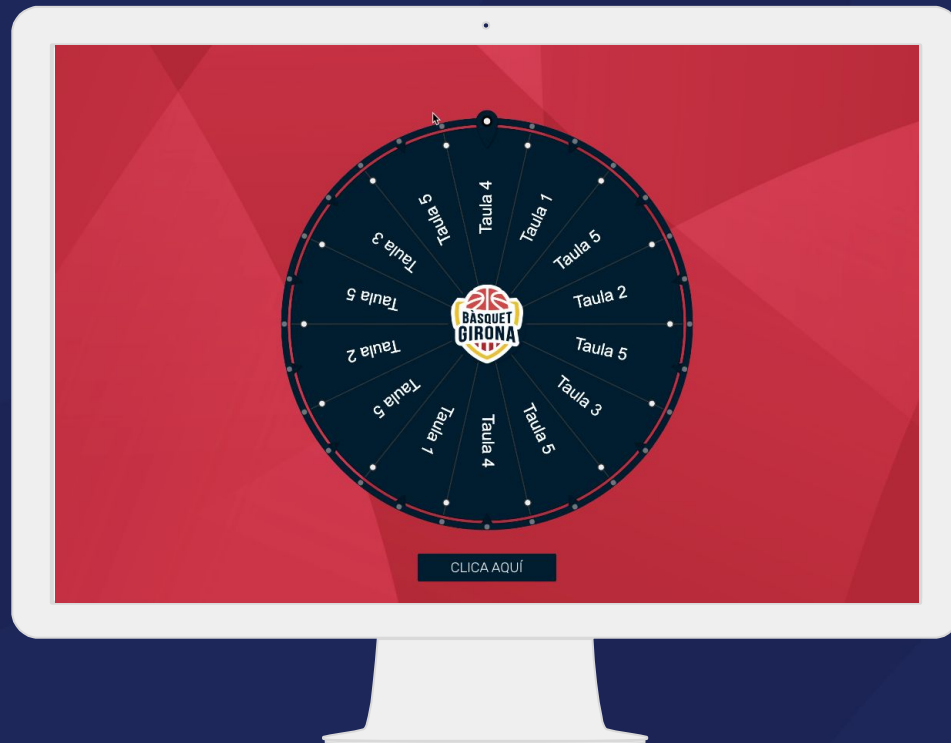


Another great example is the [Fitness Wheel](#) that we launched as part of our **virtual team building event** at Easypromos. We invited our colleagues to give a spin to our wheel - or multiple spins - so that they could create their own mini-workout.

The Spin the Wheel application brings brands unlimited possibilities to launch external and internal actions, either for promoting the brand, or forming teams or groups during company events (for example, you can create a wheel with names of your employees to put together random teams).

On the next page you can see a great example from Bàsquet Girona, a basketball club that used our prize wheel application to sit attendees at a fun event - because who needs traditional seating plans when you can launch an interactive wheel?!





Conclusions

The online prize wheel is one of the **most creative and versatile products offered by Easypromos**. Each roulette organized by our customers has its peculiarities and is used in a different way, letting us continuously discover new possibilities and uses of our Spin the Wheel application.

Here's an interesting fact: the Spin the Wheel promotion was first launched on October 1, 2019. Since then, it has been **updated and improved more than three times**, which makes it the only product that has been developed with so much assiduity.

Since its release, we've added the option to reward users with random prizes or winning moments; unique codes can now be used as prizes too. One of our updates gave our clients more freedom when it comes to the customization of the app, for example, you can add images to each prize segment of the wheel. We also incorporated participation requirements like ticket validation. And now you can create a Multi-Wheel - and invite your audience to participate in weekly prize wheel promotions in which users don't have to repeat the registration process.

The Spin the Wheel app is a product that allows brands to **generate positive user experience and engagement**. It's also a typical game of luck: you either win or you don't.

We spent countless hours thinking about giving prizes by probability and the needs for launching online prize roulettes. We also had numerous meetings to decide what's the easiest way to present the editor of our prize wheel. Our aim has always been to **provide the best possible experience to you - promotion organizers**.

Are you interested in testing our Spin the Wheel application? Enter the Easypromos editor and play around with our prize wheel app to discover all the different possibilities that it gives. You can create a draft promotion totally for free of charge- you won't be asked for a payment unless you decide to activate your wheel. Put the theory into practice!

Authors

My name is Sílvia Martí and I'm the Easypromos Marketing Manager. I studied Journalism, Advertising and Public Relations. I was attracted to corporate communication, which is why I ended up focusing on marketing and social media. I've formed part of Easypromos since 2014. Along with the rest of my team, I am continually analyzing the evolution of online contests, sweepstakes and promotions. This world is exciting for us because it's so new that comparatively little research has been done into it.



I'm Kamila Palka and I've been with Easypromos since 2019. I have a Bachelor's degree in Digital Media and Marketing and I'm currently doing a Master's degree in Digital Marketing. I have been fascinated by social media since the moment I created my Facebook account. My job allows me to look at digital promotions from a different perspective, and watch how evolving and fast-changing the digital world is.

We're always looking for interesting examples of online promotions, as well as possible success case. If you'd like to share your promotion with us, don't hesitate to contact us at marketing@easypromosapp.com or via our [online chat](#).



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