



BENEFITS

- of -

★ **facebook** ★

SWEEPSTAKES

A Study of effectiveness of Facebook Timeline
Sweepstakes in 2016

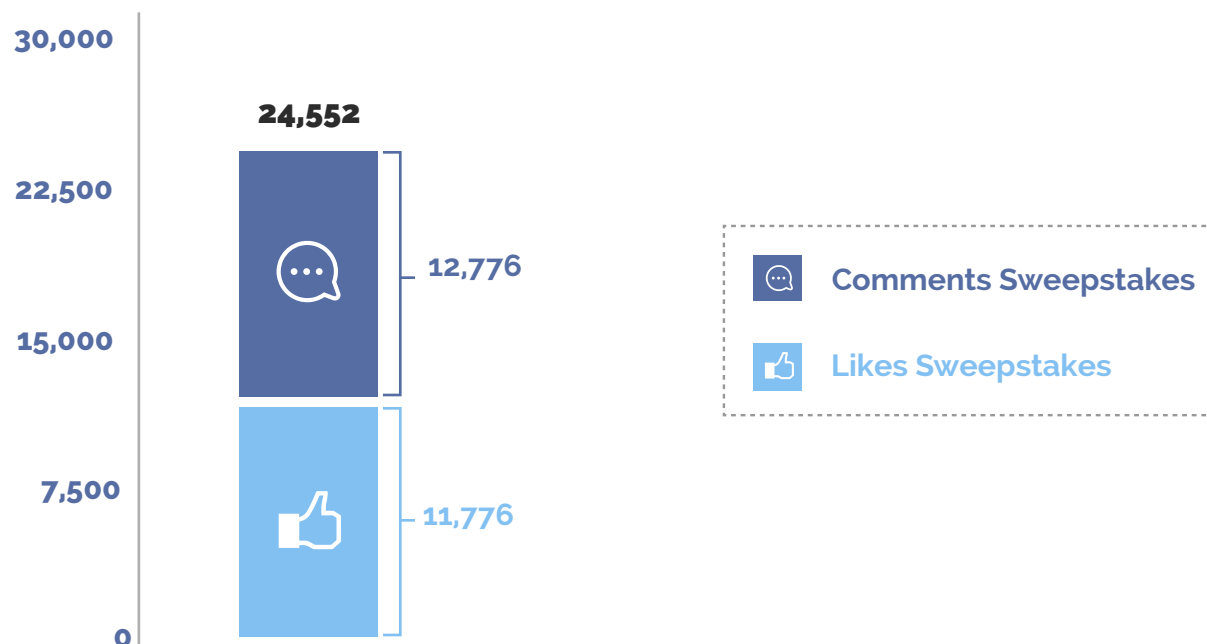


- Facebook specifically permits you to carry out sweepstakes based on comments and likes on a Page's post.
- When comparing interactions with a sweepstakes post versus a standard promotional post:
 - 700% increase in likes
 - 1,800% increase in comments
 - 1,300% increase in the average number of times a sweepstakes post is shared
- Facebook sweepstakes help to increase the fan base of a Facebook Page. For Pages with between 1,000 and 10,000 fans, this represents a 10% increase.

** Results are based on a study of more than 24,000 different Facebook pages, comparing one Facebook sweepstakes post with 10 non-sweepstakes posts on those same pages between January and June, 2016.

PARAMETERS OF THE STUDY

Sweepstakes carried out from the Easypromos Platform during the first half of 2016



- What we've studied:

Engagement increase

Fanbase increase

Average no. of participants

Duration of sweepstakes

ENGAGEMENT INCREASE



ENGAGEMENT = Interactions: Like + Comments + Shares

How it's calculated:

The study was carried out by counting the comments, likes and shares of a sweepstakes post and comparing them with the comments, likes and shares of 10 non-sweepstakes posts published on the same Page at around the same time.

Overall results:



+734% likes



+1,856% comments

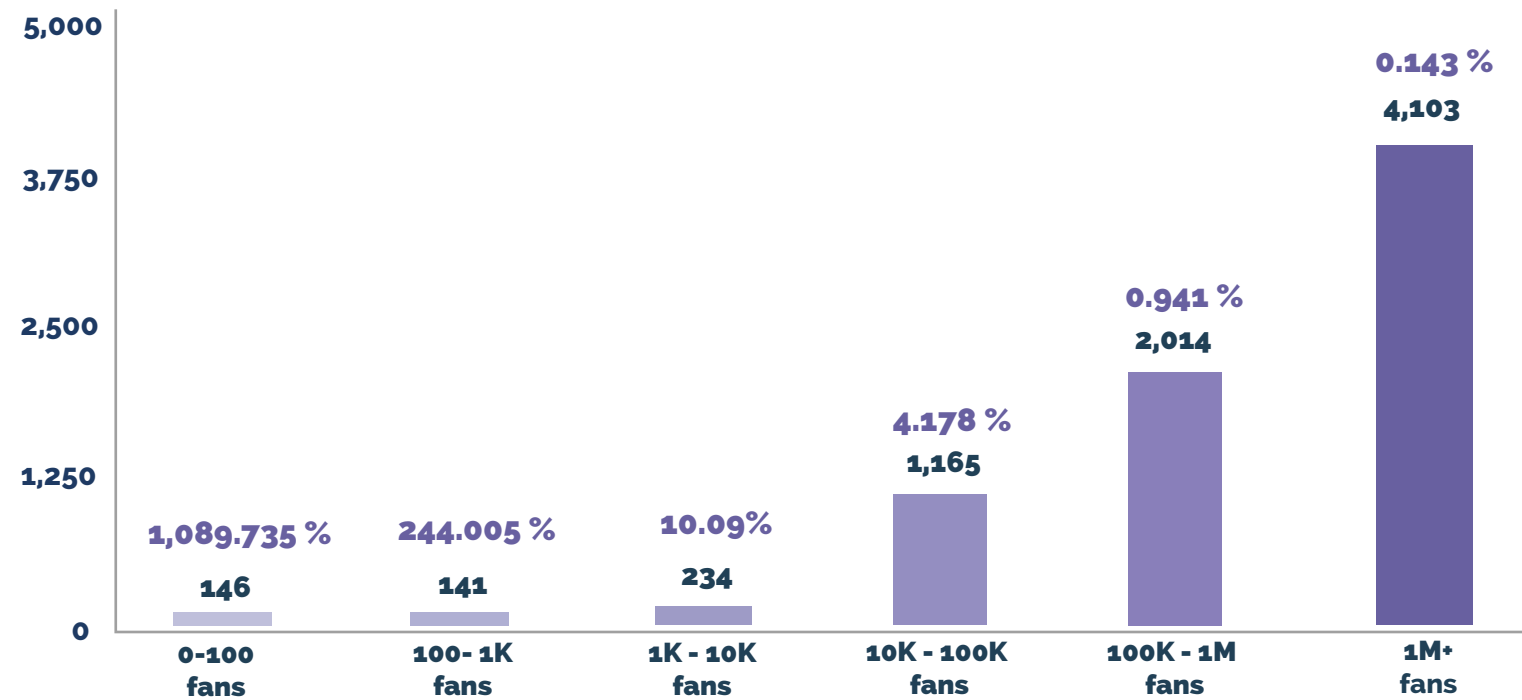


+1,319% shares

FANBASE INCREASE

Average increase in fans during a Facebook sweepstakes

(Increase in fans)

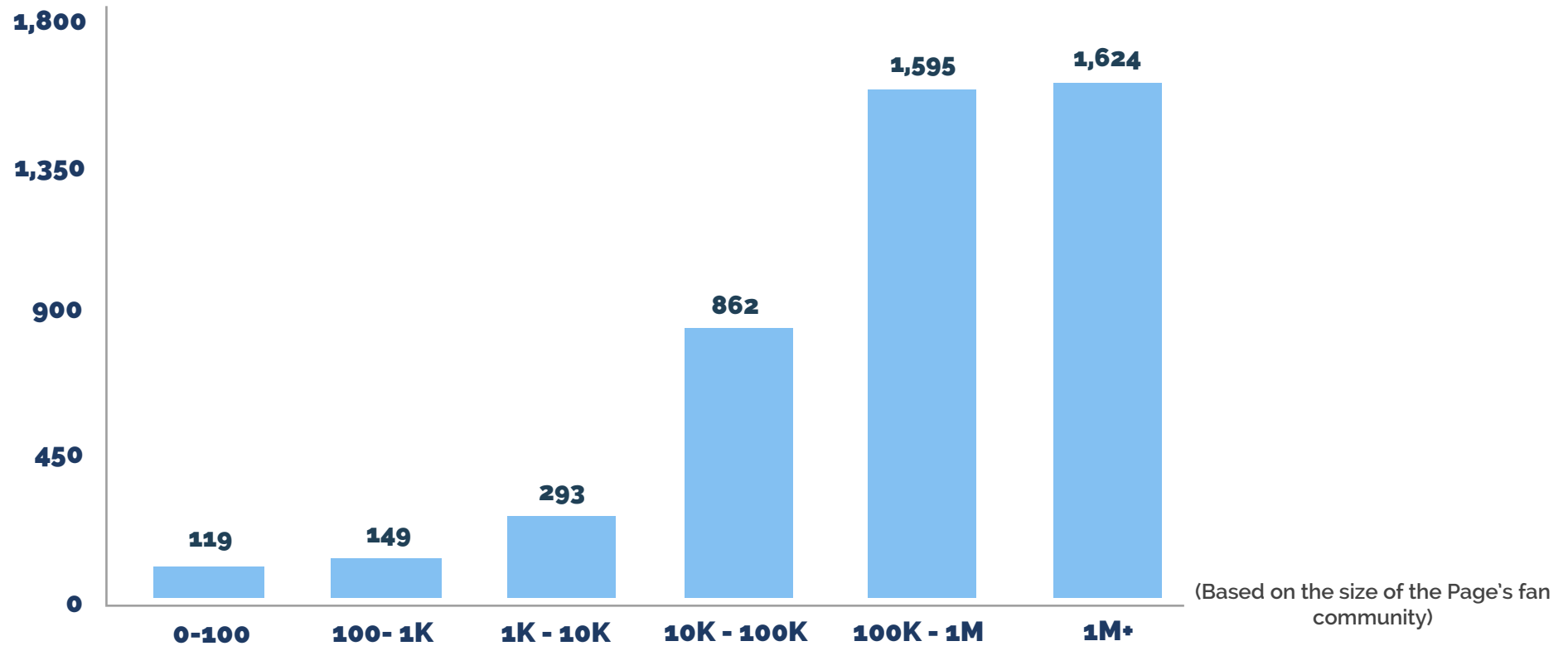


(Based on the size of the Page's fan community)

PARTICIPANTS ACCORDING TO PAGE SIZE

Average no. of participants in a sweepstakes based on the size of the Facebook Page

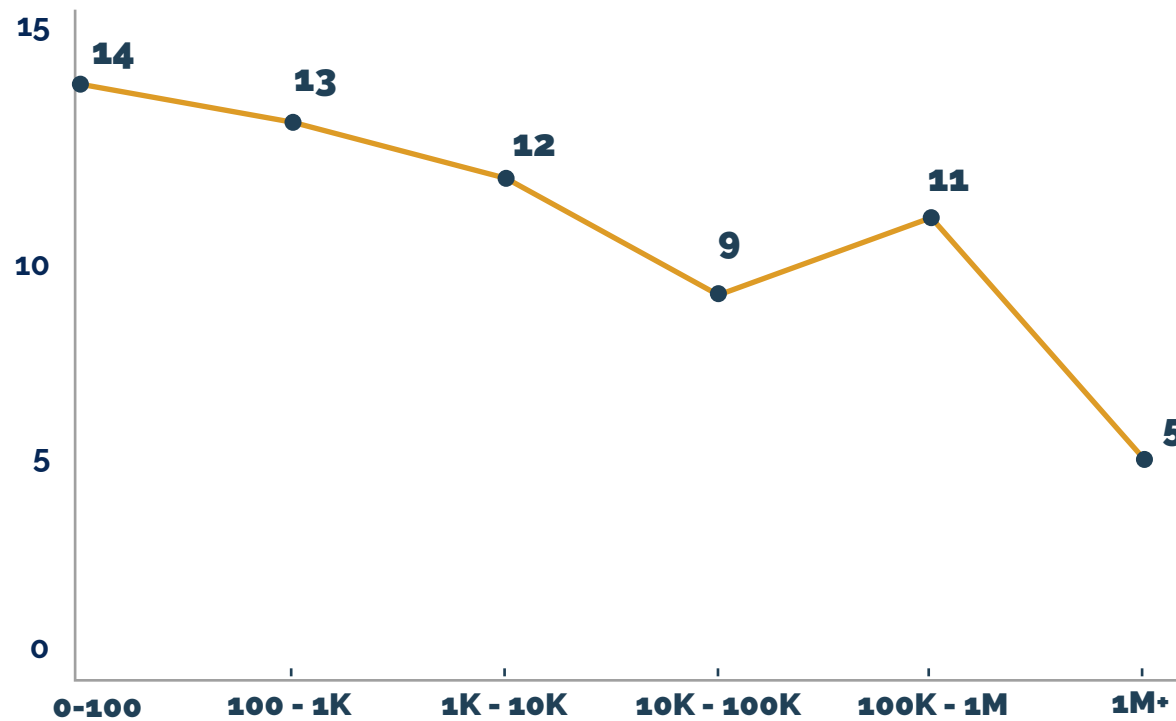
(Number of participants)



DURATION OF SWEEPSTAKES

Duration of Facebook sweepstakes based on Page size

(Number of days)

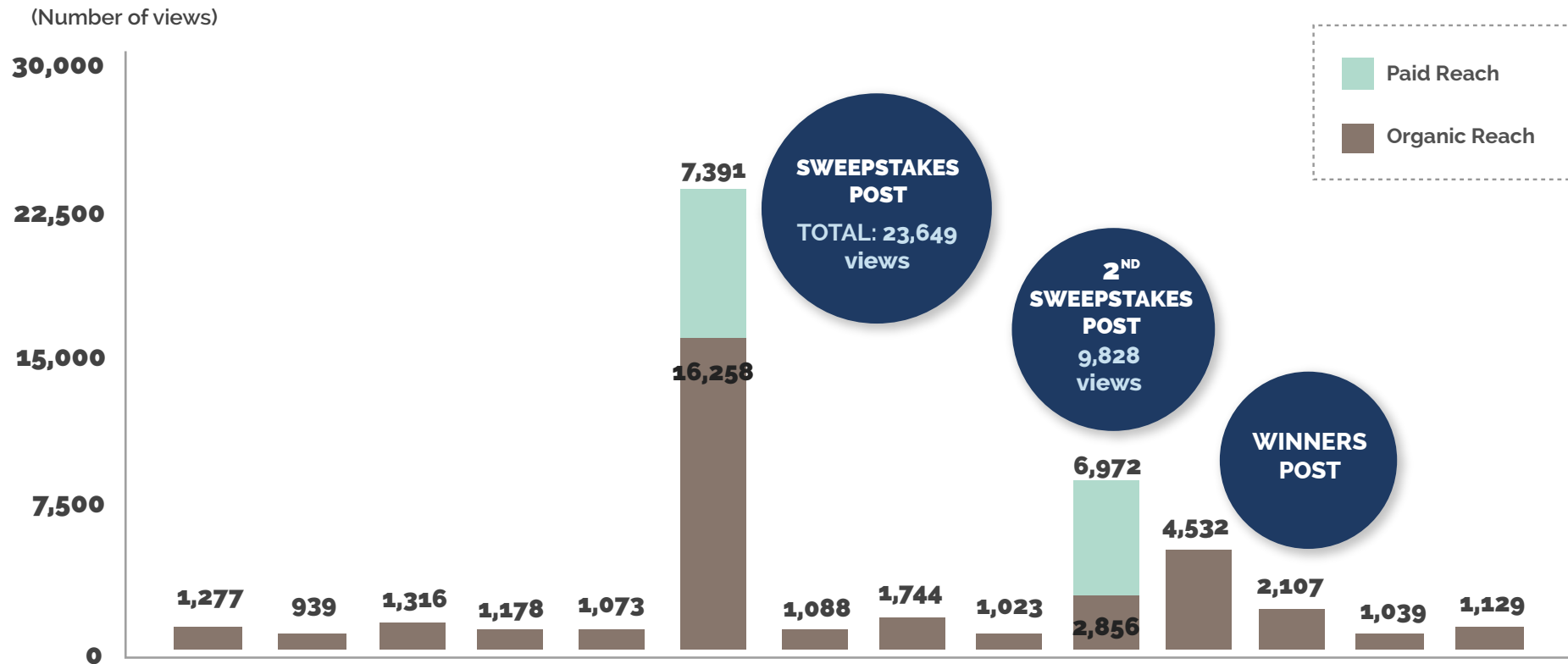


(Based on the size of the Page's fan community)

ANNEX

Facebook Sweepstakes Build Reach Organically

- Taken from smaller sample of promotions which posted more than once about their sweepstakes on Facebook





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