

# Internet Marketing Services Inc.

## A Contest Report Featuring Chatbot Technology

### THE BASICS

This contest revolved around guessing the amount of change within a jar.

The user had to comment their guess, tag two friends, and like our Facebook page.

The contest was promoted with \$150 in ad spend.

### OUR WHY?

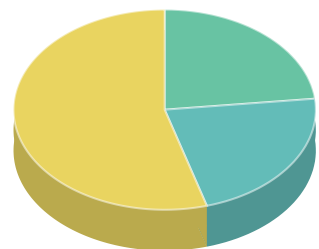
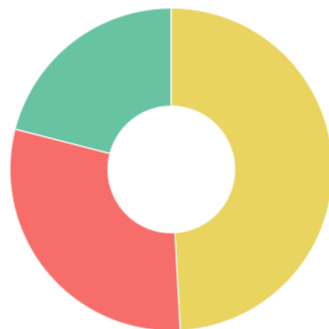
Our existing clientele is located throughout the United States. We wanted to introduce ourselves to businesses in the region. Our main goal was brand awareness but we also created the contest to build audiences around questions asked throughout our messenger drip campaign.

## Total Reach

### Organic vs. Paid Reach

The contest required each person to tag two people when they guessed increasing the organic reach. There was also \$150 spent boosting the contest.

- 10,097 People Reached
- 6,141 Paid Reach
- 4,315 Organic Reach



- Page Likes 93
- Messenger Contacts 89
- Website Visitors 218

## Audience Insights

### How did we increase our audience?

The contest required individuals to like our page. The contest post featured a **comment guard**. A hint page was created on our website to gain visitors.

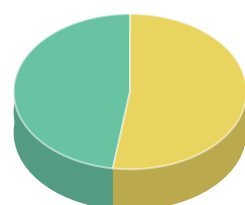
## What is a Comment Guard?

A comment guard can be placed on any Facebook post. When a user comments on that post the chatbot sends a direct message to the user. This message is usually very simple and requires an answer. Our message was, "would you like to be included in future contests?" Once the user responds they are immediately added as a messenger contact.

## Chatbot Uses

### In Our Contest

We created a drip campaign which gave new hints daily and provided opportunities to change answers. Toward the end of the contest a chatblast was sent to everyone encouraging them to visit our hint page on our website, adding them to our re-marketing list.



- Response Rate(%) 100
- Chatblast Read Rate(%) 91
- Response Time(mins) 0

### Chatblasts

A chatblast is a direct message that is sent to contacts, ours included a hint page on our website.

### Drip Campaigns

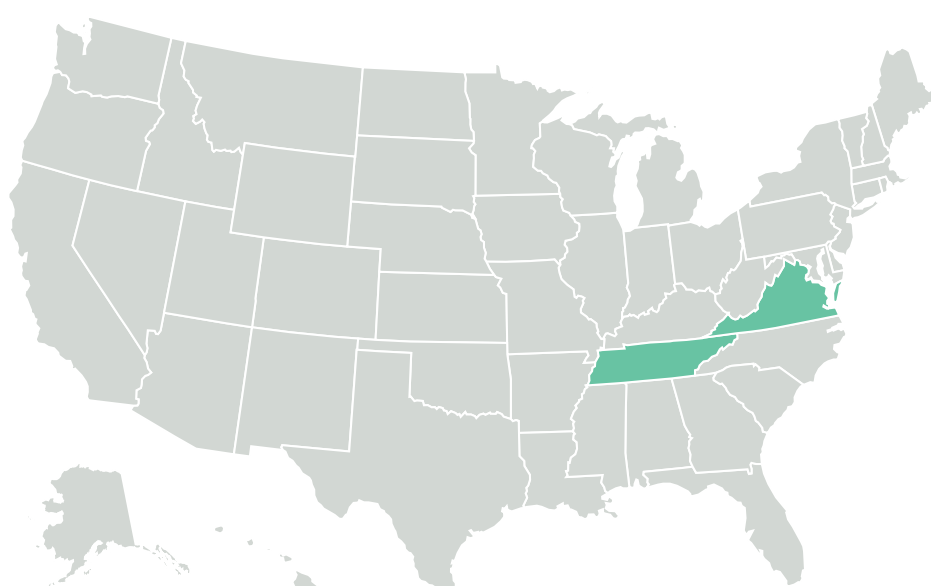
Once users engaged with our bot they were entered into a drip campaign that gave out new hints, daily.

## Targeting

## Location Targeting

25+ Mile Radius

- Kingsport, TN
- Rogersville, TN
- Norton, VA
- Wise, VA



## Interest Targeting



**Marketing**  
Email, Digital, Social Media



**Advertising**  
Online, Display, Social Media

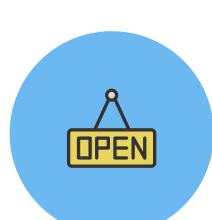


**Businesses**  
Small, Entrepreneurs

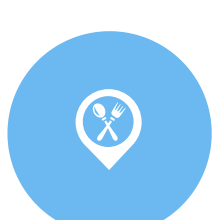


**Websites**  
Web Development, Web Design, SEO

## Behavior Targeting



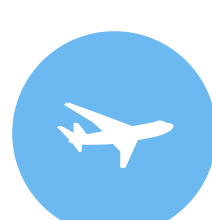
Business, Community & Club  
Page Admins



Food & Restaurant  
Page Admins



Retail, Health, & Beauty  
Page Admins



Travel & Tourism  
Page Admins

## Engagement

### Post Interactions

The contest rules included tagging two people, commenting your guess, and liking our Facebook page. Notice the 47 organic shares without requiring shares in the rules.

