

Contests Polls Landing Pages



CUSTOMIZED
MANAGEMENT
SOLUTIONS

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Contests

TAUCK
LASTING MOMENTS
VIDEO CONTEST

Win a trip for two on a Tauck European River Cruise

Details Enter Contest Vote Now Invite Friends About Official Rules Privacy

Tauck Lasting Moments Video Contest

Capture an unforgettable moment on a Tauck tour or cruise with a short video clip (15 to 90 seconds). Videos may reflect wonderful surprises, inspiring experiences, or funny memories.

Prize Details
The Winner will receive an 8-day European river cruise for two in 2011. The exact cruise and departure dates will be mutually determined between Tauck and the winner based on available cruise dates and the winner's preference.

Prize Eligibility
Only persons who are at least 18 years of age can enter.

Contest Starts
July 15, 2010 @ 12:00 am (EDT)

Contest Ends
September 30, 2010 @ 11:59 pm (EDT)

Richard Gotfried

See: wildfireapp.com

Easy to enter, vote and invite.

Taucks' demographic found **it easy to enter**, upload a 30sec-90 sec video to Facebook or You-Tube and vote.

Criteria, quality, intangible, Tauck-only experiences

Talked with Aaron at Tauck and they had over 200 submissions & some submissions got 1000's of votes!

Also want to **measure & monitor** your:

- Click-thru rate
- Sales related to contest
- New 'likes'

Be certain to leverage all of your social platforms in your contest marketing plan.



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facebook Search Home Profil

Sports Travel and Tours Photo Contest
Travel/Leisure · Hatfield, Massachusetts · Edit Info

2011 Baseball Road Trip Photo Contest
COMING JULY 1
Weekly Prizes
Grand Prize Spring Training Getaway

SPORTS TRAVEL AND TOURS

View Submit an entry About this contest

Grand Prize - 2012 Weekend Spring Training Package >>
Contest Ends October 31st 2011
Weekly Prize - Limited Edition Hall of Fame Lithograph

Calling all baseball enthusiasts, Sports Travel and Tours is launching its first-ever photo contest. The baseball road trip contest begins on July 1st and ends on October 31st. The contest is open to baseball road trip participants and baseball fans. Just post your photos on the Sports Travel and Tours Photo Contest App on our Facebook Page. Weekly prizes will be awarded for the photo with the most votes, so ask your friends to

Admins (4) [?]
Use Facebook
Notifications
Promote wit
View Insight
Suggest to f

You and Sport
7 friends like
Travel Allianc

Quick Tips
Get more people
Ads today!

Sample Ad: Sp

Offerpop Contest: psp?c=16399&u=5627&a=100142423390621&p=27197656664&rest=0

Check out this offerpop.com/ contest:

This baseball road trip photo contest has a goal to increase their fan base and gain access to a wider audience, names friends of their existing fan base.

When my client, Sports Travel & Tours started working on this contest we put together an integrated campaign strategy that included:

- Custom landing page for their Facebook site as well as their website. (remember that a custom landing page will only pop up when a person who's not a fan arrives at your page)
- New banner for their Facebook page that all visitors will see
- They selected graphics from their current supply knowing that they will gain new photos from this contest
- Teasers! Teasers in the form of the long profile you see here announcing the contest start date.
- Teaser Tweets dominated their twitter feed before and during kick-off.
- This was a complex, multi-layered contest involving FB/LI/TW and their website.

Their call to action is to enter the contest to win weekly prizes and a grand prize. Related to that the other call to action is to 'like' the page which is a feature we built into the entry process.

RESULT: first 5 days generated 40 photo entrants, gained nearly 60 new fans.

Entrants spread the word by asking their friends to vote. This creates community as others share their photos.

SIDEBAR: Clearly understand the term of the contest platform you choose. Realize that each type of Facebook contest platform has a different set of terms. If you don't follow them you run the risk of FB taking your contest and/or your page down.

my advice is to study contesting very closely or contract a 3rd party to consult and/or construct your contest.



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- Wall
- Info
- Friend Activity
- 50 Days of Music
- Turning Up The Spotlight**
- Aloft
- Events
- Photos
- Videos
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About

Say hello to Aloft Hotels! With our loft-inspired design and free-flowing e...
[More](#)

Aloft Hotels ▶ **Turning Up The Spotlight** Like

Product/Service



WIN EXCLUSIVE VIP MUSIC TICKETS,
accommodation and much more with
Aloft's **Turning Up the Spotlight**
Competition this October.

Aloft is celebrating the 50th Aloft hotel opening this year. And like you, we love live music. That's why we're setting up two spectacular music events in two very different cities, Abu Dhabi and Brussels, this October. Want to celebrate with us? Enter our

<http://www.votigo.com/>



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Polls

your friend.

Enter a question for your poll

This will act as the question for your poll. e.g. What is your favorite car. You can include some basic HTML tags such as links.

Add Image

Enter some answers for your poll

You can add up to 30 answers to your poll. Please use the + and - buttons to add or remove answers.

▲ ▼	<input type="text" value="Every Day"/>	+ -	<input checked="" type="checkbox"/> Add Image	<input type="text" value="C:\Users\Catherine\Picturi"/>	<input <="" td="" type="button" value="Browse..."/>
▲ ▼	<input type="text" value="Once a week"/>	+ -	<input type="checkbox"/> Add Image		
▲ ▼	<input type="text" value="Every other week"/>	+ -	<input type="checkbox"/> Add Image		
▲ ▼	<input type="text" value="I don't have a business page"/>	+ -	<input type="checkbox"/> Add Image		

Poll Language

Please select the language that your poll is written in. This will help your voters find it.

<http://poldaddy.com/>

A Poll Daddy feature that makes different than the other app is that you have a chance to customize the answers available in your poll and add an image with each answer.

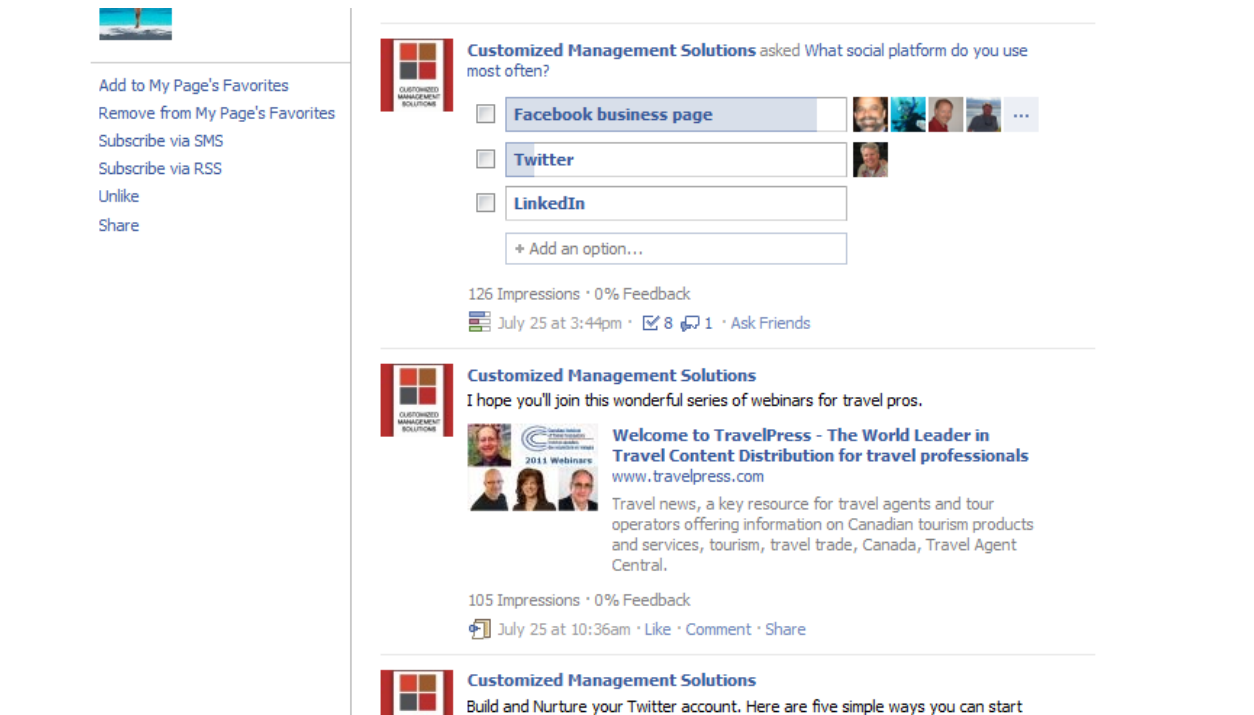
Another polling application is called “Polls” and can be found by searching on Facebook’s search box for polls.



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Questions Feature on Facebook



The screenshot displays a Facebook interface. On the left, a sidebar contains a profile picture and several menu items: "Add to My Page's Favorites", "Remove from My Page's Favorites", "Subscribe via SMS", "Subscribe via RSS", "Unlike", and "Share". The main content area shows three posts from "Customized Management Solutions".

Post 1: A question post asking "What social platform do you use most often?". It features three radio button options: "Facebook business page", "Twitter", and "LinkedIn". Below the options is a text input field with "+ Add an option...". The post shows 126 Impressions, 0% Feedback, and was posted on July 25 at 3:44pm with 8 replies and 1 friend asked.

Post 2: A text post announcing a webinar series: "I hope you'll join this wonderful series of webinars for travel pros." It includes a link to "Welcome to TravelPress - The World Leader in Travel Content Distribution for travel professionals" at www.travelpress.com. The text describes Travel news as a key resource for travel agents and tour operators. It shows 105 Impressions, 0% Feedback, and was posted on July 25 at 10:36am with 1 Like, 0 Comments, and 0 Shares.

Post 3: A text post titled "Build and Nurture your Twitter account. Here are five simple ways you can start".

BONUS: Questions Feature on Facebook

This feature gives you a chance to easily and quickly add a customized question directly to your page. As Admin of your page you'll see this feature in the Share line-up of options.

Landing Pages

facebook Search

Holland America Line **Connect** Like

Travel/Leisure

Holland America Line
A Signature of Excellence

like us
to access this exclusive content

win
a cruise to alaska
enter by Nov. 30th
click the win a cruise
tab below

- Wall
- Info
- Friend Activity (1)
- ★ Win a Cruise



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- Wall
- Info
- Friend Activity (1)
- CMS Welcome**

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Like our page and join your travel, tourism and hospitality colleagues.

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Social Media	Sales Training	Marketing Strategy	Leadership Development
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Catherine's Credentials...

- Catherine Heeg is a travel industry expert with more than 30 years of contacts, connections, and colleagues in the travel industry.
- She is a recognized leader in the use of social media as a networking and marketing tool for the industry.
- Her clients appreciate her innovative, creative ideas that integrate social media with traditional media.
- Catherine has presented at a variety of travel, tourism and hospitality industry conventions, and has delivered numerous industry webinars focused on social media marketing.
- Her columns on social media marketing have appeared in publications such as Courier Magazine, Travel Agent Life and other industry publications.
- In short, Catherine knows the business you are in and can easily customize the social media you choose in order to ensure that your unique needs are met.

About Catherine

Catherine creates and delivers meaningful, dynamic keynote speeches and seminars that meet the unique needs of the travel and hospitality industry. With 3 decades of sales and marketing experience, Catherine delivers compelling, informative talks. Her enthusiasm and passion for travel and tourism is contagious and inspiring.

As a travel and hospitality professional, Catherine speaks your language, understands your unique issues and knows how to help you take your business to the next level. Her results oriented speaking and training help increase sales revenue of each staff member, improve client retention and create referrals



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