



Photo Contest w/Voting Template

Objective : Customer Engagement, Acquisition and Brand Awareness

Results : Viral branded marketing campaign and email customer lists

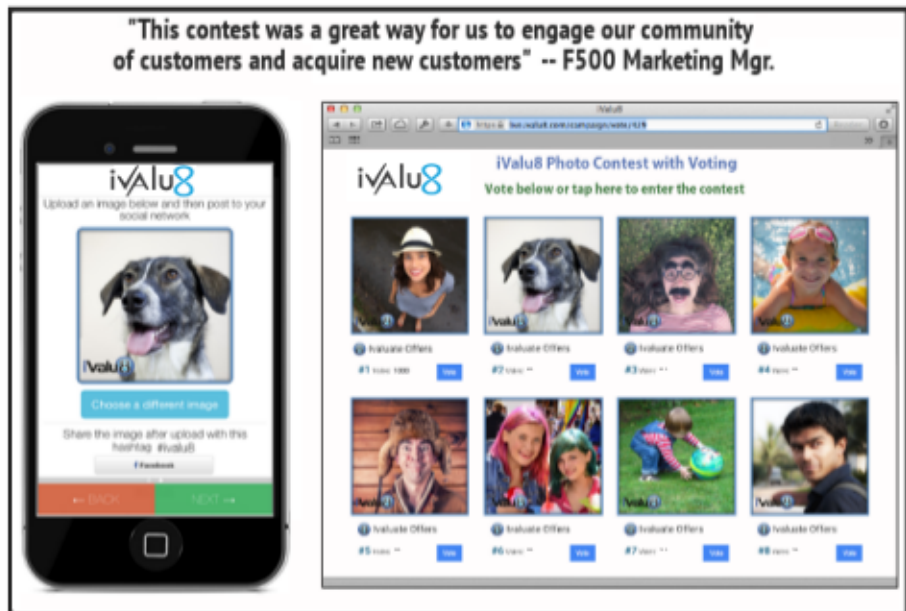
Frequency : 6-8 weeks for each campaign. Repeat 3-4 times a year.

Prep & Setup

Setup Time : 10- 20 minutes

What you need

- + Logo Image
- + Header Banner
- + Branded Watermark (e.g. frame)
- + Reward Image



Campaign Overview

Photo Contests are fun and compelling campaigns that leverage every mobile user's favorite pastime - taking Selfies. iValu8's **Photo Contest with Voting Template** is much more than that. It is a powerful promotional vehicle for acquiring customers, increasing your brand exposure, and rewarding campaign participation. *iValu8's Photo Contest with Voting automatically creates a web-based voting page that displays photos submitted as part of the contest. Friends and families can visit the page and vote for their favorite photo.*

How does it work?

iValu8 Photo Contests are simple to setup and use. Participants can access the campaign by scanning a QR Code, or texting (e.g **Text IVALU8PHOTO to 343434**), or by entering a link (e.g. <http://ivl8.us/ivalu8photo>) into a browser. Merchants can create their own customized campaign keyword. The campaign will run on any web-enabled device including mobile phones, tablets and desktops.

The campaign can also integrate with a number of social media networks, including Facebook, Instagram, and Twitter. A participant logging into the Photo Contest through one of these social media accounts will be directed to upload and share their photo with their friends and family.

Rewards - such as coupons, raffles and sweepstakes - can be coupled with the campaign. Users can receive their reward after they upload and/or share their photo.

All photos submitted to the voting contest are subject to moderation. After the photo is uploaded, the merchant can review the photo and determine whether the photo should be 'approved' or 'disapproved'. If the photo is approved, it is then made live on the Photo Contest voting page (<http://ivl8.us/ivalu8vote>).

Visitors to the voting contest page can vote on as many photos as they want. Photos garnering the most votes will move up the page with the top-vote-getter appearing in the upper left hand corner in the top row. Voting requires authentication through social

media, such as Facebook, Twitter and Instagram.

Merchants can also select specific photos uploaded during the campaign and share them to their social media network, providing fresh content, and increasing customer engagement.

Data and Analytics

iValu8's data and analytics engine will report on a number of the campaign's Key Performance Indicators (KPI's) as well as customer information.

KPI's include campaign activity, number of completed campaigns, rewards awarded and content uploads (including the specific photos uploaded). iValu8 also provides basic reports on campaign participants as well as advanced analytic reports that provides competitive intelligence, selected reviews for social media sites, and customer lists. This information is easily available from iValu8's campaign portal.

