



Locking In Your Customer

Goal: Social Engagement and Repeat Traffic with iValu8 Photo Contests

The Opportunity

If a photo of a smiling customer goes a long way in reinforcing your brand message and product value, imagine what thousands of photos will do. That was the thinking behind Lock Laces recent social media photo contest, where customers took photos of their Lock Laces shoelaces and then posted them to their social media account for a chance to win a prize. Lock Laces wanted to run a campaign that would engage their customers, drive web and social media traffic and create buzz. They achieved this, plus shared a lot of happy, smiling Lock Laces customers with the web.

The Idea

The Lock Laces photo contest was powered by iValu8's cloud-based marketing platform. Lock Laces was looking to run a contest that was simple to use, easy for customers to access, and usable on both the desktop and mobile devices. The campaign app needed to collect customer information, so that prizes could be awarded. In addition, Lock Laces wanted participants to share their photos with their preferred social media service - including Facebook, Twitter and Instagram.

The iValu8 photo contest campaign was able to handle these challenges and also provided a suite of compelling and engaging features.



"With iValu8's platform, we created the campaign we wanted in significantly less time than our previous partner....and saw better results."

--- Frank Sutton, CEO

First, participants could seamlessly enter the campaign through banners and links posted on Lock Laces website and social media channels. No app download was required. A majority of users participated via their mobile phone, but the campaign was also accessible via the desktop.

Secondly, upon entering the campaign, users could choose their preferred social media account and then could easily upload their photo directly to this account. Within seconds, uploaded photos posted to the user's social media timeline and would be visible to all their friends and family. Lock Laces also received a copy of the posted photo.

Finally, Lock Laces took advantage of a compelling feature of iValu8's Photo Contest called a BrandStamp™ which overlaid a branded Lock Laces picture frame and message on the photo. When a user's photo posted on

their social media account, the Lock Laces BrandStamp was clearly visible.

The Results

As a result of the campaign, Lock Laces engaged thousands of their customers to post and share their photos with tens of thousands of additional and potential customers.

In addition, Lock Laces was able to connect with and capture valuable information from customers who - because their product is purchased through retail - they typically don't engage with.

The bottom line: iValu8 makes photo contests simple. Lock Laces executed this campaign faster than they anticipated, and at a much lower cost than they expected. That put a smile on their face.