



RAFFLECOPTER  
*CASE STUDY*

**WEEKLY \$100  
VISA CARD GIVEAWAY**



**123DENTIST.COM**



## THE COMPANY

123 Dentist is an online portal that helps people in the Vancouver area find a friendly, caring dentist quickly, easily and hassle-free. Though not a franchise, there are over 50 locally and independently owned dental clinics in the 123 Dentist network, working together to provide metro Vancouver a “patient-first” attitude.

## THE GOALS

123 Dentist advertises on behalf of its network of clinics as well as to build its own brand. They looked to running giveaways alongside its larger marketing campaigns to help grow, retain, and engage current and prospective customers. Due to the frequency of the giveaways they’ve run in the past, 123 Dentist chose Rafflecopter due to its ease of setup while still having a dynamic range of features allowing them to pursue their exact marketing goals.

### **There were four main goals in which 123 Dentist pursued in their Rafflecopter Giveaways:**

- 1 – To keep all of the traffic received from advertising efforts as active members of social media.
- 2 – To increase the page’s overall edgerank and reach.
- 3 – Create a traffic source for member clinics
- 4 – Gain insight into the behaviors and opinions of fans and customers

**4 MEASURABLE GOALS**

**DURATION: WEEKLY**

**50+ PARTICIPATING PAGES**

**PRIZE: \$100 VISA GIFT CARD**



## THE PROMOTION

Through running consistent giveaways, 123 Dentist observes frequent engagement of new and current fans and receives a constant stream of feedback directly from their target consumers. They run weekly giveaways of \$100 Visa gift cards on their Facebook Page, in addition to all their 50+ independently owned dental clinics' Facebook Pages. Their giveaways revolve around these four parameters.

### **The Prize**

The \$100 Visa Gift Card will engage as broad of an audience as possible.

### **The Giveaway Location**

The continual weekly giveaways run on 123 Dentist's Facebook Page as well as the same giveaway on all 50+ dental clinic pages as well develops a sense of unity throughout the brand as well as growing the main 123 Dentist Facebook Page in addition to all the affiliate pages.

### **The Frequency**

The weekly giveaways not only attracted new fans, it continued to engage and keep current fans actively involved with the brand on various social channels.

### **The Entry Options**

In addition to pursuing social engagement in the giveaway, 123 Dentist includes a 'special entry' which is worth more points that incentivizes the entrant to take a quick quiz, read/comment on a blog post, or explore a new website functionality. This allows 123 Dentist to obtain immediate tangible, qualitative feedback on their brand, marketing, and the changes to their platform.

## THE OUTCOME

Since using Rafflecopter for weekly giveaways, 123 Dentist has seen a steady 26% increase in engagement in their social channels that continues long after the giveaway ends. Additionally, 123 Dentist has found it extremely beneficial to gather data from Rafflecopter surveys from their target audience gaining critical and immediate feedback on their initiatives and marketing campaigns to better serve and attract customers.

## THE RESULTS

Since initiating weekly giveaways, 123 Dentist saw these metrics over a 6 month time period

**7400+** SOCIAL ACTIONS COMPLETED    **1000+** TWEETS

**6 MONTHS OF CONSTANT SOCIAL GROWTH AND ENGAGEMENT**



“The interface was simple enough that we didn’t need to have our IT or web development team distracted by making or implementing giveaways, yet it was powerful enough that we were able to create robust and engaging contests.”

**Graeme Gibson, Content Strategist**  
**123DENTIST.COM**

## WHY PEOPLE LOVE RAFFLECOPTER



*“It’s so ridiculously easy to use!”*



*“It’s a great way to give back to our fans”*



*“It helps grow our network”*

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