



RAFFLECOPTER  
*CASE STUDY*

**COLORADO TOURISM BOARD  
SWEEPSTAKES**





## THE COMPANY

The Colorado Tourism Office, also known as [www.colorado.com](http://www.colorado.com) was created fifteen years ago to promote Colorado as a tourism destination of unparalleled recreation, adventure, and cultural experiences. A board of directors oversees the Colorado Tourism Office and is comprised of fifteen individuals from hotel, restaurant, attraction and other tourism-related businesses as well as Colorado legislators. Colorado.com is the official tourism website for the State of Colorado (and Rafflecopter's home state... ;)

The Colorado Tourism Office not only focuses their marketing efforts domestically, they market internationally as well. Their website is translated into ten different languages. This helps fuel their constantly growing social following of almost 500,000 Facebook Fans and 100,000 Twitter followers.

## THE GOALS

In addition to Colorado.com, the Colorado Tourism Office helps promote many other tourism brands that exist in the state of Colorado. Because of this, the Colorado Tourism Office sought to run giveaways to promote awareness and highlight many of its smaller tourism offices around the state in addition to Colorado.com. The Colorado Tourism Office used Rafflecopter to help promote popular events, themes, and happenings in cities and counties. Additionally, the Colorado Tourism Office sought to leverage Rafflecopter to engage their current fans and followers. They decided a Rafflecopter giveaway would be a perfect medium to do this thanks to its ease of setup and the superiority in effectiveness compared to its previously utilized software.

**FREQUENT ENGAGING GIVEAWAYS**

**GROW SOCIAL PRESENCE**

**NO WEB DEVELOPER HELP NECESSARY**



## THE EXECUTION AND OUTCOME

The Colorado Tourism Office deemed Rafflecopter the most powerful tool for their needs given its breadth of features and ease-of-use. Because of this, Colorado.com could run giveaways as frequently as necessary without having to worry about a prolonged setup time or developer hours wasted creating and designing a promotion.

That said, all of their promotions have been conceptualized, created, and executed within the marketing department not having to reach out to IT or designers for assistance in facilitating the giveaway.

With goals to bring awareness to other brands within Colorado as well as engage current fans and followers, Colorado.com ran all of their giveaways utilizing the Rafflecopter Facebook App on their Facebook Fan page and used a combination of boosted posts on Facebook as well as frequent tweets about the giveaway to engage users and accomplish their goals.

## THE RESULTS

Here are the metrics for the most recent giveaway ran by the Colorado Tourism Board

**1,140** Shares on Facebook    **414,269** Unique People Reached

**51,635** Entries    **13,877** New Facebook Likes During the Promotion



“We love Rafflecopter because it allows us to create much more dynamic giveaways but without the typical increase in cost and development time”.

**Dave Fluegge, Director, Social and New Media**



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