



## RAFFLECOPTER *CASE STUDY*

# AMAZON KINDLE FIRE HD GIVEAWAY



THE **REPLACE BASE** LTD



## THE COMPANIES

Fifty6 is a London-based digital marketing agency specializing in SEO, PPC, and social media management. As a company, they're focused on long term, sustainable results for their clients, grounded in data and tangible growth.

The Replace Base Ltd, is an ecommerce company based in Northampton, UK specializing in replacement parts for mobile phones, MP3 players and tablet computers.

## THE GOALS

Fifty6 sought to run a promotion on behalf of one of their clients, Replace Base, a Northampton, UK based company specializing replacement parts for mobile phones/devices. The goals of the giveaway were to foster a stronger digital presence as well as to increase referring links to Replace Base's website. Looking for a quick and easy solution, Fifty6 utilized Rafflecopter to run the sweepstakes on behalf of Replace Base

## THE PROMOTION

Given the one of the main goals was to increase website awareness and traffic, Fifty6 ran the giveaway on a landing page on Replace Base's website for 29 days with an Amazon Kindle Fire HD as the sole prize for the giveaway. This prize was general enough to engage a large spectrum of entrants, however, specific enough to excite the niche of the mobile device market in with Replace Base operates. Additionally, because the broad interest in the prize, Fifty6 and Replace Base sought out many other blogs and forums to promote the giveaway on their behalf to give users of other services a chance at winning the prize.

## THE OUTCOME

Throughout the 29 day duration of the giveaway, Replace Base saw a significant increase in website traffic, new Facebook Fans, and new Twitter followers. Because of the increase in traffic and referring links, a tangible growth in search rankings for 250 consistently monitored search terms occurred throughout the promotion.

Replace base saw a 33% increase in Facebook fans and a 61% growth in their Twitter following throughout the course of the giveaway. Additionally, due to their outreach to forums and blogs about the giveaway, Replace Base saw their referring domains jump from 77 to 94. Lastly, due to the increase in traffic, referring domains, and activity on the site, Replace Base experienced a 17% increase in search result position after the sweepstakes ended, a number that before the Rafflecopter giveaway, had stayed relatively static for 2 years.



## THE GIVEAWAY

**PRIZE: KINDLE FIRE HD**

**DURATION: 29 DAYS**

**GOALS: FOSTER A DIGITAL PRESENCE & INCREASE REFERRING LINKS**

## THE RESULTS

**61% Growth in Twitter Following**

**18% Increase in Referring Domains**

**17% Increase in Search Result Positioning after 2 Years of Minimal Growth**



“Due to it’s simplicity of use, and the myriad of uses, Rafflecopter is now part of the plan for every client of fifty6 Ltd”

**Jason Dilworth, Managing Director**

**fifty<sup>6</sup>**

## 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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