



## RAFFLECOPTER *CASE STUDY*

# 'GUITAR PRO' SWEEPSTAKES

# Guitar Pro



## THE COMPANY

Guitar Pro is a consumer software geared towards multitrack editing of guitar and bass tablature and musical scores, it has a built-in editing tools, chord plotters, and other tools for guitarists and musicians. In addition to that, Guitar Pro has a suite of tools built for desktop, android and iOS devices that enables musicians of any skill level to learn, explore, and grow as artist.

## THE GOALS

With a small marketing team, Guitar Pro sought to use Rafflecopter due to its quick and easy setup with no developer required at any point in the process.

Guitar Pro decided to run their Rafflecopter giveaway with 4 main goals. First and foremost, they wanted to engage the Guitar Pro community. To accomplish this, they ran the giveaway with a prize value amount over \$2,000. Because of the high retail value, it peaked the interest of the entire guitar pro community. Secondly, Guitar Pro wanted to drive new traffic to their website. Embedding the giveaway on their site and driving traffic to this location via email, social, and advertising enabled all entrants to view and engage with their website. Moreover, Guitar Pro sought to convert this heightened traffic to their website of new and current users into mailing list subscribers. Their last goal of the giveaway was to build up a qualified database of guitarists.

## THE EXECUTION

Guitar Pro ran the giveaway on a landing page on their website. The giveaway itself had over 31 prizes with two entry options: subscribing to their mailing list as well as viral share. This enabled them to accomplish their goals of converting the giveaway traffic to mailing list subscribers as well as making the entry into the giveaway quick and streamlined.

The prizes for the giveaway had an ARV of over \$2200 and ranged from a brand new Fender Stratocaster guitar to songbooks as well as prizes from their sponsors and partners Jamplay and IK Multimedia. Due to the high value of prizes that could be experienced by any guitar enthusiasts, Guitar Pro saw an extremely high level of engagement.



## THE OUTCOME

The giveaway generated over 22,000 unique entries, 50% more engagement than Guitar Pro observed on their highest performing previous giveaway that wasn't run through Rafflecopter. "[Rafflecopter] allows any Communications/Marketing guy with to create a giveaway from scratch and implement it on a Wordpress blog", said Adrien Fraboul, Communications Office at Guitar Pro.

In addition to that, over the 2 months the promotion ran, Guitar Pro saw an influx of 60k+ website visitors to the promotion as well as over 1,500 blog comments. On Facebook they observed over 2.4k shares, over 1.2k new likes, and 150 comments directly correlated with the giveaway. Over 1,500 people tweeted about the giveaway.

## THE RESULTS

**22K+ Unique Entrants**

**60,000 Website Visitors**

**2400+ Facebook Shares**

**1500+ Blog Comments**



"Rafflecopter gave us all the features we needed, plus the assurance that a support staff would be ready to deal with any questions. Creating our first giveaway was quick and easy and we have enjoyed a system that is compatible with Mailchimp and affordable."

**Adrien Fraboul , Communications Officer  
Guitar Pro**

## 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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