



RAFFLECOPTER
CASE STUDY

**'AMURI Z-TREK'
SWEEPSTAKES**





THE COMPANY

Xero Shoes is a Boulder, CO based footwear company that puts a modern spin on the traditional barefoot running sandal. Their shoes are designed and geared towards barefoot runners & enthusiasts, and are inspired by the tire-sandals worn by the Tarahumara Indians from Mexico. The sports sandals Xero Shoes makes are marketed as an all purpose shoe: from backpacking, to boating, or just walking around town.

Xero Shoes appeared on ABC's show Shark Tank in February of 2013. Although the company didn't accept any of the offers on the show, they've seen success in emerging as a major player in the sports sandal market amongst big names like Nike, Under Armour, and Vibram. Steven Sashen, the CEO of the company, accomplished this through using creative marketing tactics that grew product awareness and fostered brand ambassadors organically.

THE GOALS

Xero shoes runs frequent giveaways to generate buzz and social traction around their brand. Most recently, in February and March of 2015, Xero shoes ran a Rafflecopter giveaway in conjunction with the launch of their new product line: the Amuri Z-Trek. This new iteration of the Xero Shoe is a sleeker, lighter, and more versatile improvement on the original version of the sports sandal.

The promotion had two main goals: to generate buzz and web traffic around the new product as well as drive sales for the shoe.

THE PROMOTION

Xero shoes created a landing page for their giveaway. On this page, they included a video announcing the new shoe, a description of the product, as well as the Rafflecopter widget on the right side of the page. The prize consisted of five pairs of the new Amuri Z-Trek as well as additional prizes from contributing companies such as Men's and Women's Health, Trek Light, Rodale, and Clean Bottle. The addition of the various contributors allowed Xero Shoes to increase engagement by incentivizing entrants not only enticed by their product, but interested in other active lifestyle products, to participate in the giveaway as well. This cross-promotion strategy helped increase participation while keeping the generated leads within their target demographic.



THE EXECUTION

Through the buzz generated in the Rafflecopter giveaway, Xero shoes was able to drive a significant amount of traffic to the landing page that was announcing the launch of the Amuri Z-Trek, which helped assist the company surpassing their ambitious sales goal. Additionally, through utilizing engaging entry options like tweeting about the giveaway, visiting a FB page, and joining a mailing list; the Rafflecopter giveaway assisted in introducing Xero shoes to a number of new dealers because of the substantial volume of organic social presence that the promotion generated.

In addition to meeting their sales goal and getting noticed by dealers in the shoe industry, the Rafflecopter giveaway assisted in significantly increasing their social following. Over the course of the promotion, Xero Shoes saw over 1,200 blog and Facebook comments, 1,300 new Facebook fans, 800 new Twitter followers, 600 new Pinterest followers, and over 2k new email list subscribers.

THE RESULTS

2,100 New Mailing List Subscribers

800+ New Twitter Followers

1,300 New Facebook Fans

1,200 Blog Comments



“Using Rafflecopter for our Z-Trek sandal product launch helped us beat a rather ambitious sales goal... and introduced us to a number of new dealers who saw the promotion.

Steven Sashen, CEO

XERO SHOES

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



“It helps grow our network”

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