How to run a successful Facebook contest: the ultimate guide

Contents

Introduction

> *"At Agorapulse we have a real passion for Facebook contests; they are at the heart of our business. We've gathered all of our expertise on the subject into this eBook to help you create amazing and engaging Facebook contests of your own."*

General Intro

Agorapulse provide Facebook apps, CRM, moderation and statistics. We are experts in our field and are really passionate about Facebook contest apps. Thousands of clients use our apps every day, so we really know a great Facebook contest when we see one – it's at the very heart of our business.

Contests are a great way for Facebook marketers to attract fans, engage them, and offer them a fun experience, with the aim of building loyalty and an affinity with your brand. These days' social media marketing is all about building relationships. Running the right contest will help you to recruit new fans, engage with them by offering them an experience they will enjoy and ultimately build an email list of valuable potential customers.

We have pulled together all our expertise and passion for Facebook contests into this ebook to help Facebook marketers like you run awesome contests of your own.
Enjoy!

Different types of Facebook Apps

Think about the experience you want to give participants when choosing the type of contest you want to run.

There are many different apps available to help run promotions on a Facebook Page, for example:

- *Sweepstakes:* An excellent choice for recruiting new fans
- *Instant Win:* Great for recruiting new fans and engaging the existing fan base
- *Photo Contest:* Excellent for engaging the existing fan base and for virality
- *Fan Vote:* Like the Photo Contest excellent for engaging the existing fan base and for virality
- *Quiz:* Very good all round results but can take time to set up and administer
- *Personality Test:* Very good all round results but can take time to set up.
- *Coupons:* A great way to reward your fans.

Any Facebook contest app will engage your existing fan base, however you need to think about the experience you want to give and get from your participants. When it comes to offering a "fun" experience, apps with a real user experience (such as the quiz or the personality test) are much better options than a sweepstakes or instant win that offer hardly any experience at all.

If your goal is to recruit new fans, the less effort required to enter, the bigger the number of participants you will attract. A Sweepstakes or an Instant Win is the ideal choice in this instance.

We will take a look at each of these contest apps in much more details later in this ebook, and talk you through setting the goals of your campaign, and choosing the right app to match those goals. We will also provide expert tips on how to achieve the best results from your promotion..

Advantages of Facebook Applications

Using a Facebook application allows Facebook marketers to add a social element to the experience of the users. Users can see their friends' scores in a quiz, find out which friends have also signed a petition, or discover what personality their friends have in a personality test. In a nutshell, Facebook is a social platform and if users can't see how their friends have interacted with your app, you are missing a major opportunity!

Requiring the installation of a Facebook application will reduce the number of cheaters and help you to avoid the low value prize hunting fake fans…

Finally, using a Facebook app allows you to track your fans individually across multiple campaigns and to link that with their engagement on your timeline. If they install an app, you will get their unique Facebook ID and you will be able to gather all the activity they've had on your page, across all campaigns and on the timeline. This gives you a much better view of your fan base and its engagement. If you just use forms, you will never be able to match up the data collected and its value will soon be close to nothing…

> "*Facebook is a social platform. One of the major advantages of using an app is that it introduces a social context.*"

The Basics

1+1=2

Facebook Policies

Facebook has very strict rules on how businesses can promote their Page on the platform. Here is a synopsis of what you can and can't do when running a contest on Facebook.

The Official Facebook Promotions Guidelines:

1. If you use Facebook to communicate or administer a promotion (ex: a contest or sweepstakes), you are responsible for the lawful operation of that promotion, including:
  a. The official rules;
  b. Offer terms and eligibility requirements (ex: age and residency restrictions); and
  c. Compliance with applicable rules and regulations governing the promotion and all prizes offered (ex: registration and obtaining necessary regulatory approvals)

2. Promotions on Facebook must include the following:
  a. A complete release of Facebook by each entrant or participant.
  b. Acknowledgement that the promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook.

3. Promotions may be administered on Pages or within apps on Facebook. Personal Timelines must not be used to administer promotions (ex: "share on your Timeline to enter" or "share on your friend's Timeline to get additional entries" is not permitted).

4. We will not assist you in the administration of your promotion, and you agree that if you use our service to administer your promotion, you do so at your own risk.

> "*Make sure you stay up to date with Facebook policies on running a contest; you don't want to run the risk of having your Page shut down!*"

What You Can Do:

- Ask people to like a post and/or comment on a post to be entered into the contest
- Oblige users to post something directly on your timeline to enter. You can also use an app plugin for this purpose.
- Use likes as a method of voting, including likes collected externally via a Facebook plugin – such as on your company website
- Collect entries by asking users to message your page to enter a contest
- You can announce the winner of the contest on your page
- Decide that to in order to win the prize, entrants must come back to your page to see who has won
- Run your contest through a Facebook app

What You Can't Do:

- Sharing a post or photo cannot be a condition of entry to the competition.
- Compel users to post something on their own timeline or on a friend's timeline to enter the contest – i.e. Sharing
- Make tagging themselves in a photo to either vote or enter a condition of entry

- Have anyone who likes your page be entered to win (In this scenario the contest is not taking place on the timeline)
- Not incentivize people to use social plugins or to like a page

This means that like AND share promotions are still not considered by Facebook as authorized.

Like Gating

Like gating is a popular way to build a targeted audience on your Facebook page. There are a few things you will need to think about before you run a like gated contest.

Like gating forces participants to like your page in exchange for a chance to win a prize or receive a valuable piece of content. In theory this is great, but there are a few fundamental steps you need to think through before you launch your contest

Choose a relevant prize. Knowing your audience and what they like is essential; don't just go for the easy option and offer an iPad. Think about a prize that is relevant to your business. The natural desire is to build a big fan base but if those fans are not genuinely interested in your product or service you are just building a number not a valuable fan base who are likely to buy from you at some stage in the future

The ultimate way of attracting high quality fans is to use a Like gate, because they will click the like button and install the app on their account without feeling forced to do so. You need to

decide if like gating is really something you want to compel potential new fans to do. Think about creating a fun experience that will inspire people to like your page anyway

Our apps know if a user is a fan or non-fan, so when someone clicks the link via mobile they are automatically asked to install the app if they wish to enter. The truth is that you will lose participants at this stage but it's likely they would be poor quality fans or cheaters and you don't want those.

> **Last minute update:** "Starting November 5th, 2014, Facebook will remove the ability for applications to "force" the like of the page to enter a contest or promotion. The like will only be an option, not requirement. This, however, doesn't change the basic rules described above."

App Install VS Forms

In terms of Conversion How Does Using a Facebook App compare to Using a Simple Form?

If you are a Facebook marketer, this is a fundamentally important question. To give a factually based answer, we have audited the conversion statistics of three campaigns we've had on our platform. We will stick solely with the conversion figures on this – we have already covered the pros and cons of like gating and the benefits of using an app. Here are the results:

- For a Sweepstakes with 3,872 visitors and a like gate, the app install conversion rate was **71.5%** and the form completion rate was **74.6%.**

"For marketers a successful campaign is all about conversion rates. Find out the conversion rates our clients have achieved."

- For an Instant Win with 24,381 visitors and no like gate, the app install conversion rate was **88.3%** and the form completion rate was **27.3%**.

- For a Fan Vote with 3,270 visitors and no like gate, the app install conversion rate was **56%** and the form completion rate was **32.8%**.

Dos and Don'ts

How to attract Genuine Fans

1. *Choose the most appropriate prizes*

Don't offer attractive prizes that have nothing to do with your brand. A free trip will not just attract fans who are interested in your products; it will attract almost anyone who sees the contest

Choosing an appropriate prize helps to ward off the prize-hunters who hide your posts or unlike your Page as soon as your promotion has ended and the prizes have been won.

Offer a prize that sits well with your product of service and is of interest to your current or potential customers. When you choose the right prize, you safeguard against attracting opportunists and cheaters. You may have fewer entrants, but 100 new potential customers are much more valuable to your business than 1000 prize hunters who go through Facebook competition forums looking for prizes to win.

> "*Attracting genuine fans who will engage with your Page into the future is vital. Bear this in mind as you are planning your contest.*"

Adding an element of chance to the selection of the competition winner will discourage cheaters and prize-hunters.

2. *Choose Your Winners Wisely*

Many contests use a system of votes (photo competitions) or point accumulations (quizzes) to identify finalists or winners. These methods animate your campaign, boost engagement and can increase the chances of the contest going viral. But they should never be the only methods used for choosing your winners as they can assist prize- hunters to distort the rules and spirit of your game – this will annoy your genuine fans.

Choosing a winner based on the most votes runs the risk of encouraging cheaters. For image-based contests, appoint a jury to choose your winner from a selection of finalists. The number of votes can be taken into consideration, but if the photo in question is found to be faked, they can remove it from consideration.

If you are running a quiz on your page, select a winner by drawing from the participants who provided correct responses, or a minimum of correct answers.

Adding an element of chance to the selection of the competition winner will discourage cheaters and unscrupulous participants. There's no point in going to the trouble of cheating when ultimately the chance of winning is random.

3. *Enforce Identification Using a Facebook App*

Some Facebook contests don't require entrants to accept an app installation on their profile in order to participate. As we have seen from our statistics requiring a Facebook app install request does not reduce the number of participants significantly.

> *"Make sure your contest app has a mechanism to identify and ban cheaters by tracking their IP address. Dealing with scammers will help build trust with your genuine fans."*

It's relatively easy for people to create numerous fake email accounts. It's much more challenging and time-consuming for them to create a large number of Facebook accounts. Facebook is constantly policing fake accounts and deleting them.

To limit cheaters, use a specialist Facebook contest application that requires people to register and install before participating.

4. *Enable Sharing Options with Care*

Rewarding contestants who invite their friends to participate in your can increase your campaign's visibility, however this tactic can also increase the risk of attracting participants who have no value to your business.

If your products appeal to a large base of consumers (food, travel, multimedia products, etc.), it makes sense to make use of sharing options. You should limit this type of engagement if your products are very focused or targeted at a niche audience.

5. *Detect and Ban Potential Cheaters*

If you've followed the advice above, you've likely avoided creating a playground for cheaters and prize-hunters. But what about the clever few who slip through? You owe it to your genuine contestants to identify scammers.

When all the friends of one participant or all the votes on a photo have the same IP address, you'll want to ban the identified participants. Choose a contest app that provides native detection functions and fraud management to track IP addresses and detect cheaters.

> *"Almost 70% of Facebook users are active on mobile. That's over a quarter of a billion people! Make sure your contest is mobile friendly."*

Why Mobile matters

There are 1.1 billion active users on Facebook, and almost 70% (750 million!) of those are active users on mobile.

Mobile users will enter a competition via their device. Based on our internal data, 40% of fans who are offered the chance to enter your competition from their mobile device do so!

40% is a huge chunk of your prospective participants and mobile users need to be catered for in a specific way – but how and why?

Facebook hasn't built Facebook tab functionality in to the mobile version of their platform yet, and they possibly never will.

Make sure the app vendor you choose offers mobile access to your contest, the standard link to your campaign tab will not work. App vendors like Agorapulse, will provide you with a specific link, which detects the type of device your participants are using and optimizes the format for their screen. Certain types of mobile devices, such as the Windows phone or iPhones with iOS 5 and previous versions of the operating system, will not allow participants to upload pictures from their device.

Selecting the right prize is one of the most important elements of a successful contest. The right prize will attract genuine fans, not prize hunters.

How to select the right prizes

Choosing an appropriate prize is vital to the success of your promotion. Avoid offering attractive prizes that have nothing to do with your brand. Most people would love to win the latest 'hot' gadget —not only your target audience. A weekend break in a fancy resort will not just attract fans who are interested in your product or services, but pretty much anyone who sees the contest and fancies a free vacation.

Offer a prize that interests your current fans or potential customers. If your contest attracts entries from people who have no reason to become your customer, change it.

Choose a prize that is relevant to your brand and to your fans. Here are some good examples:

If you are a wedding venue, offer a wedding cake. If you are a hotel brand offering a weekend break, send your winner to one of the destinations in your portfolio. If your business specializes in selling baby products, give away a must-have accessory.

When you choose the right prize, you safeguard against attracting opportunists and cheaters. You may have fewer entrants, but in the long run you'll be far better off with a smaller number of new potential customers than you are with lots of prize-hunters who go through Facebook looking for prizes to win.

> "*Make sure the personal details you ask participants to divulge match the goals of your campaign. The more information you require the lower your participation rate will be.*"

What Personal Info you should ask for

Take time to consider the type of personal information that you want users to provide in order to participate in your promotion. The more complicated and involved you make the entry process, the bigger the effect it will have in participation and conversion rates. According to our own internal data, simply asking for a first name and email address can drop your conversion rate by 20%. Be very clear about the goals of your promotion and make sure that the personal information that you are asking for matches those goals. If your goal is to attract more fans, including a 10-part signup form is unlikely to result in you meeting that goal.

As marketers we want as much information about our customers as possible. When deciding what personal information is required – answering these questions might help:

- Am I really going to use this information? How and when?
- Would it be better to ask for this information at another stage of the engagement cycle with my fans?
- How is requiring this information likely to affect my conversion rates?

Don't Post on Forums

Attracting genuine fans, who match the goals of your campaign, is very important. Unfortunately cheating is a problem that Facebook marketers need to be very aware of when running a contest. We advise that you do not use forums as a way of promoting your Facebook contest.

Promoting a contest in the wrong places will get you the wrong participants and the wrong fans. Fans that are only attracted by the prize that you have on offer, have no interest in your product or service and don't engage with your page once the competition is over may damage your page performance in the long run.

What Conversion Rates you can expect
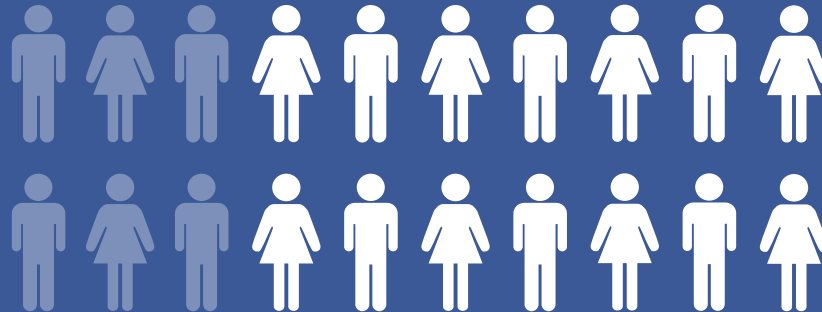
Does requiring Facebook contest participants to install an app damage your conversion rate?

We have compiled the conversion rates for 6 of our most popular Facebook competition apps. These statistics cover thousands of campaigns run by thousands of different brands from September 1st, 2012 until August 1st, 2013.

Summary of our findings:

	Average conversion	Best convertion	Worst convertion
Sweepstakes	74%	90%	60%
Instant Win	71%	90%	48%
Quiz	78%	100%	60%
Photo Contest	70%	85%	55%
Fan Vote	58%	99%	28%
Personality Test	71%	99%	50%

Based on these statistics, the average conversion rate is around 70%. The lowest average conversion rates belong to apps where there is usually no prize on offer – such as a fan vote. So, when it's just for fun and there's no benefit attached to giving away their profile information, fans will be more reluctant to do so. This makes sense to us.

The variations between campaigns can be very significant. The best get conversion rates close to 100%, whereas the worst can get as low as 30%.

On average, over an 11 month period, 78% of our **Facebook quiz** participants have installed the app. Median conversion being between 70 and 85%.

Apps ▸ Quiz ▸ Insights ▸ Growth

See how users respond to your app's permissions requests.

Impressions and accepts for **New Users** ▾   ◀ 09/01/2012 - 08/01/2013 ▾   ⬇ Export

Total Impressions?
380,424

78% ➡

Total Accepts?
298,035

Login Dialog Conversions [?]

Ratio / Count

150
125
100
75
50
25
0

Sep '12   Nov '12   Jan '13   Mar '13   May '13   Jul '13

━●━ Login Dialog Accept Rate   ─✦─ Login Dialog Accept Count   ─■─ Login Dialog Impression Count

*On average, over an 11 month period, 71% of our **Facebook Personality Test** participants have installed the app.*
Median conversion being between 60 and 80%.

Apps ▸ Personality Test ▸ Insights ▸ Growth

See how users respond to your app's permissions requests.

Impressions and accepts for | New Users ▾ | ◄ | 03/01/2013 - 08/01/2013 | ▾ | ↓ Export

Total Impressions?
73,640

71%

Total Accepts?
52,366

Login Dialog Conversions [?]

Login Dialog Accept Rate — Login Dialog Accept Count — Login Dialog Impression Count

*On average, over an 11 month period, 71% our **Facebook instant win** participants have installed the app.*
Median conversion being between 65 and 80%.

Apps ▸ Instant Win ▸ Insights ▸ Growth

See how users respond to your app's permissions requests.

Impressions and accepts for [New Users ▼]   [◄] [09/01/2012 - 08/01/2013 ▼] [↓ Export]

Total Impressions[?]
377,956

71% →

Total Accepts[?]
268,386

Login Dialog Conversions [?]

◆ Login Dialog Accept Rate ─ Login Dialog Accept Count ─■ Login Dialog Impression Count
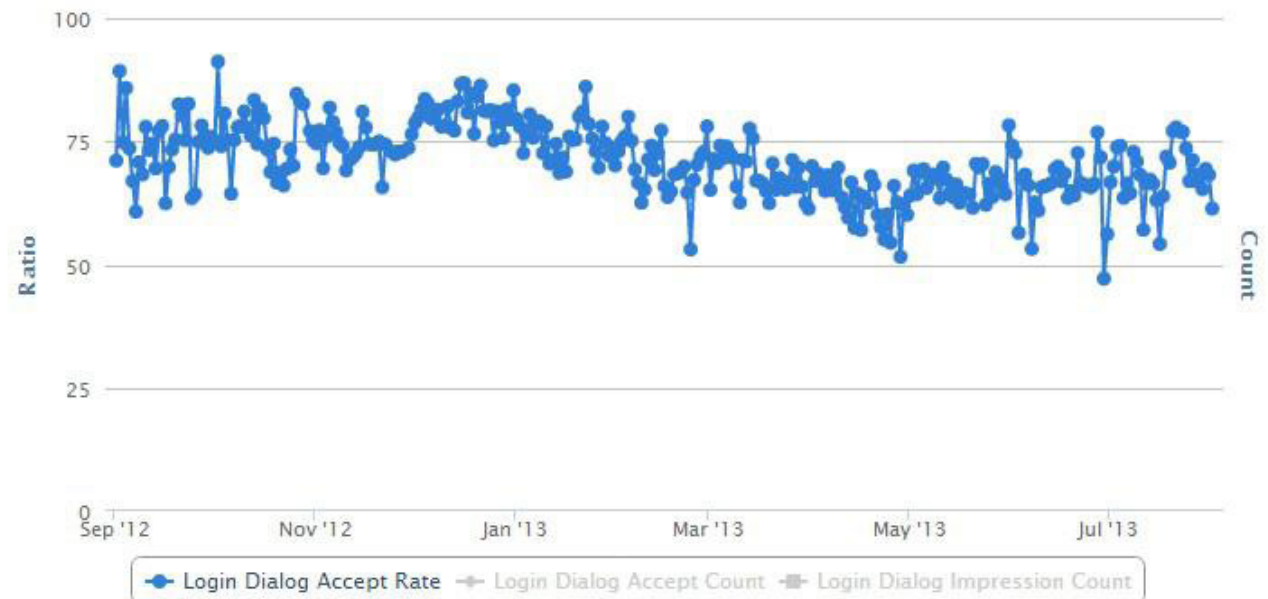
*On average, over an 11 month period, 70% of our **Facebook photo contest** participants have installed the app.*
Median conversion being between 60 and 75%.

Apps ▸ Contest ▸ Insights ▸ Growth

See how users respond to your app's permissions requests.

Impressions and accepts for | New Users ▾ | ◄ | 09/01/2012 - 08/01/2013 ▾ | ⬇ Export

Total Impressions? 777,068 → 70% → **Total Accepts**? 543,783

Login Dialog Conversions [?]

Legend: —●— Login Dialog Accept Rate —◆— Login Dialog Accept Count —■— Login Dialog Impression Count

On average, over an 11 month period, 74% of our **Facebook sweepstakes** participants have installed the app.
Median conversion being between 70 and 80%.

Apps ▶ Sweepstakes ▶ Insights ▶ Growth

See how users respond to your app's permissions requests.

Impressions and accepts for | New Users ▼ | ◀ | 09/01/2012 - 08/01/2013 | ▼ | ⬇ Export
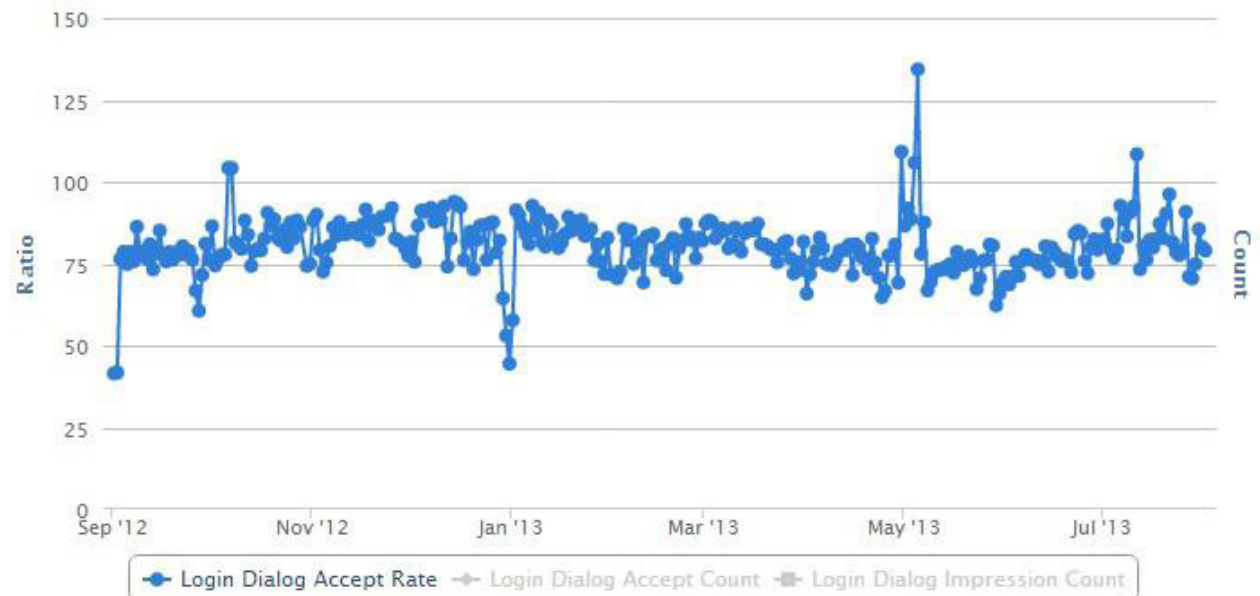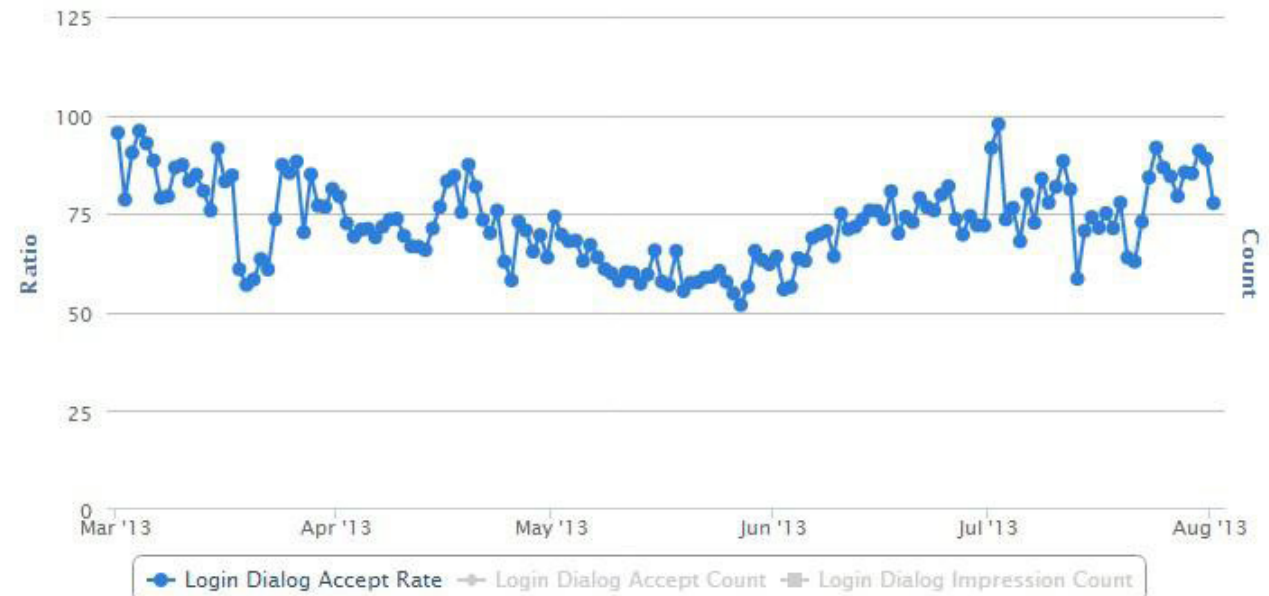
Total Impressions ?
428,340

74%

Total Accepts ?
318,486

Login Dialog Conversions [?]

◆ Login Dialog Accept Rate   ◆ Login Dialog Accept Count   ◆ Login Dialog Impression Count

On average, over an 11 month period, 58% of our **Facebook fan vote** participants have installed the app. Median conversion being between 55 and 70%. This is the lowest score among all of our benchmarked apps, but this is also the only app for which there are generally no prizes offered.

Apps ▸ Fan Votes ▸ Insights ▸ Growth

See how users respond to your app's permissions requests.

Impressions and accepts for [New Users ▾]   ◄ [09/01/2012 - 08/01/2013 ▾]   ⬇ Export
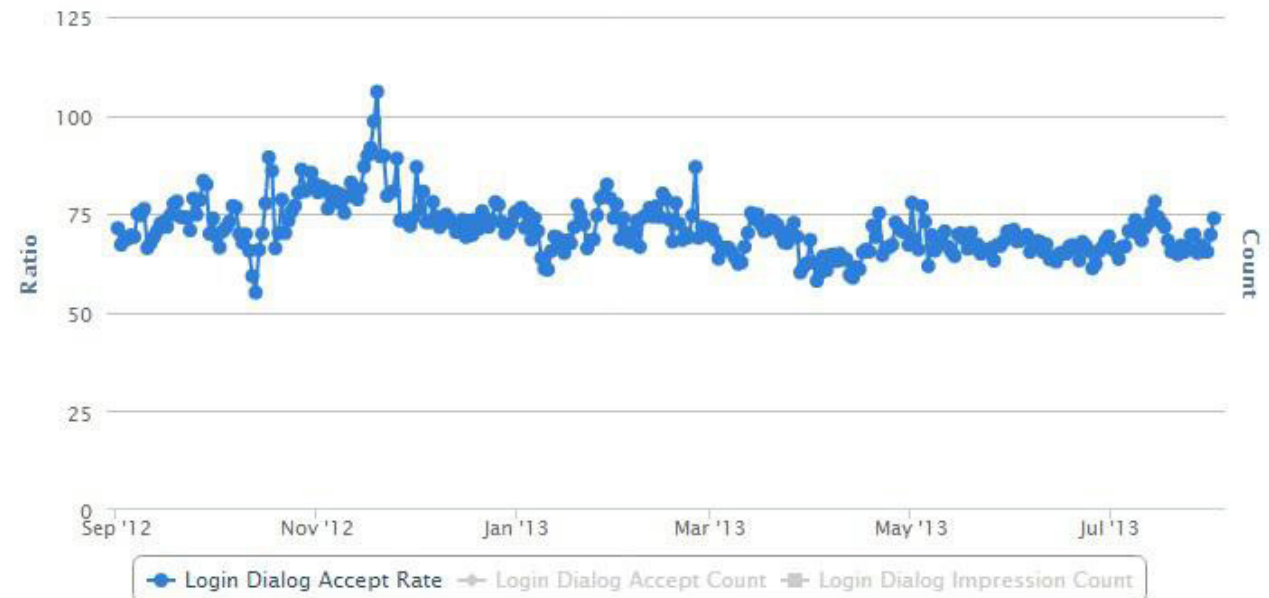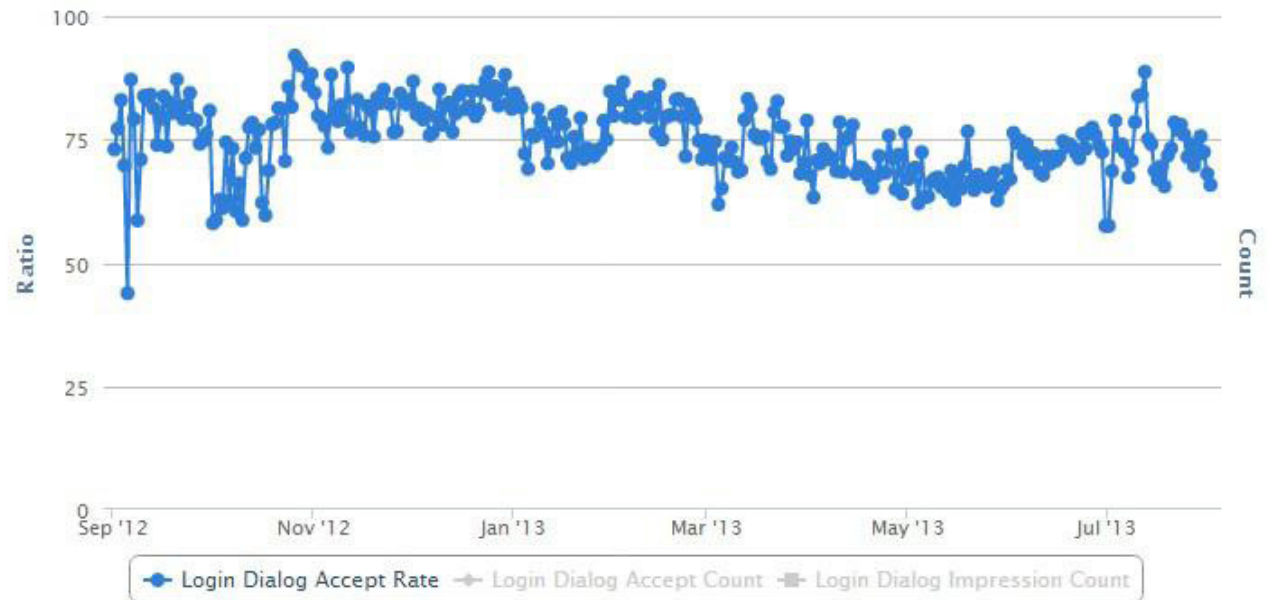
Total Impressions ?

262,245   58%   **Total Accepts** ?

153,021

Login Dialog Conversions [?]

◆ Login Dialog Accept Rate   ◆ Login Dialog Accept Count   ◆ Login Dialog Impression Count

What do these statistics tell us?
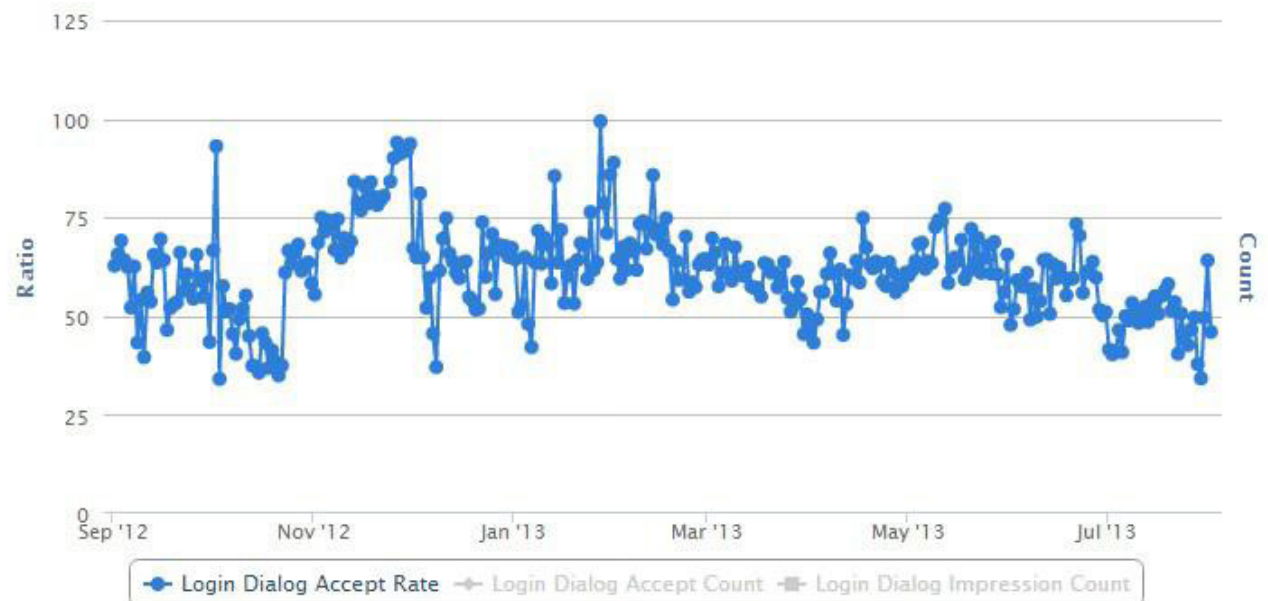
"Conversion rates will be significantly affected by how much participants trust your brand and how appealing your prize is."

#1 There can be a significant difference in the conversion rate from one campaign to another.

The main differences between the great campaigns and the not-so-great can be summarized as: Trust and Reward.

Your brand's credibility, your campaign's transparency and the attractiveness of your prizes will have a HUGE impact on the conversion rate. The more your participants trust you, the more likely they are to provide their personal information. A well-known and trusted brand will achieve higher conversion rates, lesser known brands will have to work harder. The more attractive your reward, the more likely they are to enter your contest. Attractive doesn't necessarily mean expensive. You only need to ensure they'll be considered highly valuable by your audience.

Trips to the Caribbean will attract and convert more users than a bunch of coffee mugs. This is not rocket science folks!

Managing the trust factor

The trust factor is tricky to navigate and is made of several different components: including the credibility of your brand, your campaign's credibility, and your transparency on how you plan to use the personal data that participants provide.

> *"Investing in good graphic design will help to boost your credibility. An attractive, professional looking campaign reflects well on your brand."*

If you are already a well-known and trusted brand, people will be more likely to trust you with their data. If you're not well known and trusted yet, you'll need to well in the following two criteria.

When it comes to your campaign's credibility participants have one fundamental question on their minds: 'Is this business just trying to get my email address and Facebook credentials so they can relentlessly spam me?'

Investing in good graphic design will make a big difference; if your campaign looks professional it makes your brand look professional.

In order to alleviate concerns in relation to transparency draft clear, well written rules, feature the winners of your previous campaigns and comply with all applicable laws. This should all go without saying, but surprisingly, many Facebook contests and sweepstakes don't take this important requirement seriously.

 # 2 An average conversion of 70 to 80% is not bad at all. In fact based on their own internal data, Facebook considers a conversion rate over 80% to be very high. So, on average, your humble sweepstakes may get the same conversion as a giant brand like Foursquare. Not bad.

> "*Requiring a Facebook app install will not adversely affect your conversion rates but you should limit the number of fields in any form you require.*"

 # 3 According to Hubspot, Sweepstakes overall entry conversion rates are typically between 20 and 40%.

No sweepstakes or contests run on the web have a 100% conversion rate. When you see a 70% or 80% conversion for your Facebook sweepstakes or contest app, you may think, "I'm losing 20 to 30% of my potential participants!" this is not really the case. Once you've asked for a Facebook app install, the conversion rate on a simple form with less than 3 fields is between 90 and 100%.

Once participants have installed a Facebook app to enter your campaign, they are very likely to fill-in a form as well, as long as it's not unreasonably long. Each additional field you add (date of birth, Address, phone number, etc.) will add to the loss of conversion. A form with too many fields may make your conversion go as low as 30 to 35%.

Conclusion

Facebook app install conversions are generally no lower than that of a typical web form, and many times, your rate may be higher.

Choosing the Right App

Define your Goals

Setting goals for any marketing activity is a fundamental requirement. Without clearly defining the goals of a campaign how will you measure its success? Clearly defined goals will also play a vital role in the decision making process as you implement your campaign. In Facebook contest terms, the goals that you define will determine the best type of contest for you to run. Identify goals for each individual promotion that you plan. Do you want to increase your fan base? Do you want potential clients to sign up to your database? Are you building awareness for a new product or service? Once you set the goals of your campaign you can use them as reference points when making decisions as you set up your campaign.

Some examples for goals for a Facebook contest are:

- Develop a targeted database of potential customers. If you want to grow your database, be sure to include an email opt-in on the contest registration page

- Increasing your social following by building Facebook likes. This should include a demographically defined target audience.

- Engaging with your audience is another possible goal for your campaign. Choosing the right contest to really appeal to your audience, so they feel invested in the outcome will increase engagement levels from fans.

- Increase brand awareness of a product or service or launch a product in a new market.

- Drive foot traffic to a specific location or visits to an online store. This can be done by using a coupon or including an offer on the contest thank you page

The best apps depending on your goals

Once you have defined the goals of your promotion choosing the right contest and contest app is the next step. How can you be sure to choose the one that best fits your page and your goals? Don't worry. We can guide you through the process and help you make the right choice.

Sweepstakes

A Facebook sweepstakes app is very quick and easy to set and very simple to use. User experience is generally straightforward and not time consuming or onerous, which will help you to convert a higher percentage of participants, and get more fans through the process. The 'fun factor' can be missing in a sweepstakes, which impacts negatively on virality. A sweepstakes will not deliver a stand -out experience, so your participants are unlikely to remember it for a long time.

Sweepstakes Pros:

- Easy to set up, which is good for busy Facebook marketers and easy to use, which is good for fans.
- An excellent choice to recruit fans, and engage your existing fan base.
- Definitely the app of choice if you want to maximize the number of participants without spending a lot of time and effort on the campaign.

*A **Sweepstakes** is quick and easy to set up. Attract a large number of participants without investing too much time and effort.*

Sweepstakes cons:

- The user experience is a non-event so if you want your participants to remember you next year, this is not the app for you!

- There are very few Open Graph options

- Sweepstakes is not good for leveraging virality through share and invite buttons.

Overall Performance:

Engaging your existing fan base: *Good*
Number of potential participants: *High*
Complexity of implementation for the admin: *Low*
Maintenance level for the admin: *Low*
Ease of use for the participants: *Easy*
Quality of user experience: *Low*
Virality: *Medium* - "Share" and "Invite Friends" buttons, few Open Graph actions.

Instant-win

A Facebook Instant Win contest is nearly as simple as a Sweepstakes, except it works like a slot machine at a casino, so users can see instantly if they have won or lost and are encouraged to return for another chance. Instant Win contests work well to attract new fans and convert more of them due to the quick and easy nature of the user experience, and it's a little more fun than the Sweepstakes, so it's slightly more memorable.

Instant Win contests have a better user experience than a Sweepstakes; they are more fun and more memorable.

Instant Win Pros:

- Easy to set up and easy to use.

- An excellent choice to recruit fans, and engage your existing fan base.

- It's another good option for maximizing the number of participants without investing a lot of time on the campaign.

Instant Win Cons:

- The Instant Win contest does not work well as a brand awareness tool.

- There are few Open Graph options, and minimal virality available through share and invite buttons.

Overall Performance:

Recruiting new fans: *Excellent*
Engaging your existing fan base: *Excellent*
Complexity of implementation for the admin: *Low*
Maintenance level for the admin: *Low*
Number of potential participants: *High*
Ease of use for the participants: *Easy*
Quality of user experience: *Good* - immediate "win or lose" result.
Virality: *Medium* - "Share" and "Invite Friends" buttons, few Open Graph actions

*Fans love **Photo Contests**; they provide a memorable user experience. **Photo Contests** do require some effort so participation rates may be lower than with other contest types.*

Photo Contest

If you're looking to engage and reward your existing fan base while driving engagement on your page, then look no further than a photo contest. Facebook's Open Graph loves Facebook photo contests, so they will deliver virality for your Page with every vote. Be sure to choose a Facebook app provider who has built fraud protection and moderation into your app. Once you've got your graphics and copy ready to go, implementing and managing your photo contest will be easy.

Photo Contest Pros:

- Easy to set up, and with the right built in protections not terribly time-consuming to manage.
- An excellent choice to engage your existing fan base.
- Fans will love and remember their experience.
- Facebook's Open Graph loves photo contests, every vote will contribute to your virality.

Photo Contest Cons:

- This is not a good option if fan recruitment is your goal.
- While fans love photo contests, the necessary effort on their part to enter itself may inhibit participation.

Overall Performance:

Recruiting new fans: *Low* – photo contests require significant fan involvement, there will be fewer participants
Engaging your existing fan base: *Excellent*
Number of potential participants: *Medium* - the necessary effort may inhibit participation
Complexity of implementation for the admin: *Low*
Maintenance level for the admin: *High* – the admin will have to moderate entries; can be burdensome for big pages
Ease of use for the participants: *Easy*
Quality of the user experience: *Very good* - involvement and creativity
Virality: *Excellent* - every vote contributes to the virality of your contest thanks to Open Graph

Fan Vote

A Facebook Fan Vote is a win-win app for engaging your fan base. By letting your fans vote on your newest product or idea you'll get helpful insights from your customers , and your fans get to participate in the process. It's not as time consuming as a Photo Contest and a Fan Vote also has great viral potential.

Fan Vote Pros:

- Easy to set up and to manage.

- An excellent choice to engage your existing fan base.

- Fans will love and remember their experience.

Fan Votes have great viral potential and offer brands the opportunity to get feedback from their customers.

- Every vote will contribute to your Open Graph virality.

Fan Vote Cons:

- Poor fan recruitment. This can be improved by running a sweepstakes for participants of the fan vote.

Overall Performance:

Recruiting new fans: *Low* - A sweepstakes or instant win work better if your goal is to recruit more fans
Engaging your existing fan base: *Excellent*
Number of potential participants: *High*
Complexity of implementation for the admin: *Medium* - you have to be creative with the entries you are submitting for voting
Maintenance level for the admin: *Low*
Ease of use for the participants: *Easy*
Quality of the user experience: *Very good*
Virality: *Excellent* - every vote contributes to the virality of your Fan Vote with Open Graph

Quizzes

So far we've distinguished between contests for engaging your fans and those better suited to recruiting new fans. A Facebook Quiz App does both. Popular brands, brands held in high esteem, media and B2B organizations will enjoy recruiting new fans with a Quiz. And, no matter what product or service you have, quizzes offer a fun experience to the fans you already

*Designing a **Fan Vote** contest will require some imagination on behalf of the Page admin when creating the entries fans will vote on.*

Quizzes offer a great balance between engaging with your fans and attracting new ones. They do take more time to create and manage.

have, though quizzes generally don't have the same draw as a Photo or Fan Vote contest. Offer a mixture of prizes to random participants and your highest scorers to really drive up the performance of this type of contest.

Quiz Pros:

- Good for engaging your existing fan base.
- Positive user experience that participants are more likely to remember.
- Great virality options through Open Graph, as well as Share and Invite buttons (award more points to participants who have participating friends).

Quiz Cons:

- Can be time consuming- for the admin to set up, and for the user to participate.

Overall Performance:

Recruiting new fans: *Good* for B2B Pages, News Organisation and well-regarded brands, etc.
Engaging your existing fan base: *Excellent*
Number of potential participants: *Medium*
Complexity of implementation for the admin: *Medium* – you have to be creative with the questions and profiles associated to them. They will take some time to draft.
Maintenance level for the admin: *Medium* – watch out for cheaters and track fake accounts if you give points for friends invited
Ease of use for the participants: *Medium* - it takes time to answer questions and get a score
Quality of the user experience: *Very Good* - fun learning.
Virality: *Good* - extra points awarded if friends are involved

*Fans love **Personality Tests**! The positive user experience that they can generate should more than offset the time and effort required to create them.*

Personality Test

With the Facebook Personality Test App, fans take a quiz and are given a personality profile based on their answers. This is a really successful way to generate fan engagement. Participants' friends love to discover each other's personality profiles, so virality is good too. Don't attempt to implement a personality test unless you have time to draft creative personality profiles and questions to associate with them.

Personality Test Pros:

- Engaging your existing fan base.
- Positive and memorable user experience.
- Great virality options through Open Graph.

Personality Test Cons:

- Can be time consuming- for the admin to set up, and for the user to participate.

Overall Performance:

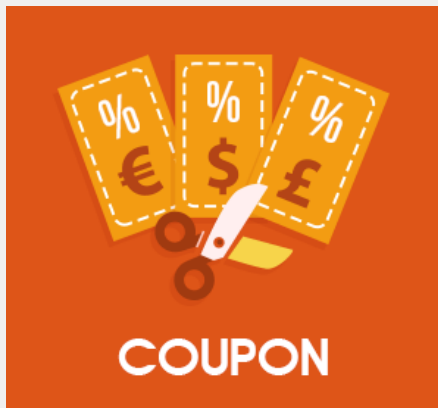Recruiting new fans: *Low* - unless you designate a winner among participants
Engaging your existing fan base: *Excellent*
Number of potential participants: *Medium*
Complexity of implementation for the admin: *Medium* you have to be creative with the questions and profiles associated to them.
Maintenance level for the admin: *Low*
Ease of use for the participants: *Medium* - it takes time to answer questions about your profile

Quality of the user experience: *Very Good* - tests are popular games for fans
Virality: *Good* - your fans love to discover each other's "profiles" and those of their friends

Coupons

As Facebook has recently announced the deprecation of Facebook Offers, third party apps are the only option left for marketers who want to offer coupons to their fans. A good Facebook coupon app will provide you with customized coupons (detailed information, attractive branding, QR codes…) and qualification data from your participants.

Coupons Pros:

- Quick and easy reward for your fans.
- Easy to set up and administer.
- Fully measurable - Use QR codes to automatically redeem against in-store purchases.
- Collect customized data from your participants.
- Popular brands will enjoy high fan recruitment.

Coupons Cons:

- Low fan recruitment for less well known products and services. Low virality.

Overall Performance

Engaging your existing fan base: *Good*
Number of potential participants: *Low*

*Give something back to your fans with a Facebook **Coupon** app. They are fully measurable and a great way for popular brands to recruit new fans.*

Complexity of implementation for the admin: *Easy*

Maintenance level for the admin: *Low*

Ease of use for the participants: *Quick and easy*

Quality of the user experience: *Good* - it rewards your fans

Virality: *Low* – unless you have a very attractive discount for a desirable product or service

Choosing the Best App - Conclusion

Any Facebook Contest app can engage your existing fan base, depending on the experience you want to give to and get from your participants. When it comes to offering a memorable and fun brand experience, apps such as the quiz or the personality test are much better options than a sweepstakes or instant win that offer hardly any experience at all.

If the goal of your campaign is to recruit new fans, the simpler the better. The less effort required to enter, the bigger the number of participants. Aim for a sweepstakes or an Instant Win. However, if you are a B2B company, a quiz may make more sense (too simple is not always best in a B to B context). If you want to measure return on investment in revenue terms, a coupon is a good option.

> "*The right contest app depends on the goal of your campaign and whether you want to offer a memorable brand perience or to efficiently generate new fans.*"

Expert tips

All Contests

Here are some expert tips on how to run a successful contest on Facebook. These tips apply to all contests and we have some app- specific tips to help too.

Choose your prizes carefully

Avoid offering attractive prizes that have nothing to do with your brand. By choosing a prize that is uniquely attractive to potential customers you can deter prize hunters, who will hide your posts or unlike your page as soon as your contest is over. Eventually, this kind of activity will drag your EdgeRank score down meaning fewer of your true fans will see your content.

Triple check your calls to action

Visitors can't guess what you want them to do, you have to tell them. If you want them to like your page to enter, tell them so, if they need to click to enter, show them where, if filling a form is required to enter, let them know, and use visuals as much as possible. Most people don't read text or instructions on the web. Highly visual calls to action are always a good idea.

A simple step you can take is to have a few people not involved in the set up the campaign to enter the contest. Be mindful of the feedback – it is a simple usability test and if something does not work for one person you can be sure that more will make the same mistake!

Our exert tips will help you to take your campaign to the next level. Here are some universal truths when it comes to successful Facebook contests.

Don't forget mobile users!

There are 1.1 billion active users on Facebook, and 750 million active users on mobile. That's almost 70%! Based on our internal data, 40% of fans offered the possibility to enter your sweepstakes or competition on their mobile device do so!

Make sure the app you choose offers mobile access, the standard link to your campaign tab will not work.

Be transparent as to how winners are drawn

Users are becoming suspicious as more and more brands are running sweepstakes these days, and not all of them are as transparent as they should be on how winners are drawn, who the winners are, etc. Don't let your campaign be seen as a sneaky way to gather their valuable email addresses and personal information without having a real prize to give away…

Here are three things you must do to build that trust and help your participants feel your contest is a legitimate one:

- Write official rules and be very transparent as to how the winners will be selected.
- Display the winners directly on the app.
- Ask your winners via email to post on your wall about their experience so your fans will see that "real people" received real prizes!

"Don't forget to leverage your current customer base when promoting your contest. Use your website, other social platforms and email list. know how winners are chosen."

Promoting your contest, Facebook ads or organic communication?

As a general rule, we do not recommend investing in Facebook ads to recruit new fans with your contest. Even though they offer pretty good targeting options, your Facebook ads may generate new fans who are more interested in your prizes than your brand, product or services.

You can't get rid of fans- they are here to stay, unless they decide to leave. So, if some of your page's fans aren't genuine, it's likely they will never engage with your posts and will most probably hide them, bringing down your EdgeRank score and decreasing your ability to reach those who truly love you.

As a top-notch marketer, your goal is to recruit highly valuable fans you can build a productive relationship with. The best way to do that is to leverage the communication channels you already own, like your email list, your website traffic or your point of sale.
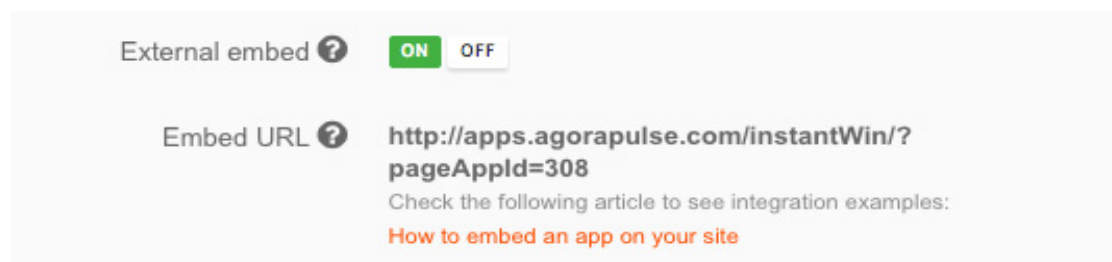
The best leverage you have to bring the right new fans into your social fold is your current customer base. These excited customers who are already visiting your website, reading your emails or visiting your stores are probably waiting to tell the world about you! Make sure your

Facebook app provider offers you the tools to reach them were they are, like an embed feature for your Facebook contest on your website. Your website traffic can like your page, attempt to win, give you their email address and other valuable information without ever having to leave your website.

If you are going to share your contest with customers via email, make sure the app can be accessed on a mobile device as more and more users are now checking their emails from their mobile devices.

For your store traffic, make sure you have a mobile ready app and QR code (or short URLs) signage at the point of sale to convert these "real" visitors into fans.

Sometimes, investing a little in Facebook ads to increase the number of qualified fans can be a legitimate expense, but we recommend leveraging your own communication channels over paid ones first. With Agorapulse's mobile optimization and website embed options you can easily get new fans directly from your point of sale, your website, blog traffic or email list without spending a fortune!

Sweepstakes work well for brands that have a broad, wide-reaching audience. They are less successful for highly specialised or niche audiences,

Sweepstakes

Our expert tips to running a successful Sweepstakes contest on Facebook

Make sure a Sweepstakes is the right fit to help you reach your goals

The Sweepstakes is one of the simplest campaigns you can run on Facebook. It's easy for a busy Facebook marketer to launch, and easy for fans to enter. The advantage of a Sweepstakes is in its simplicity, which works really well if your goal is to grow your fan base and to reach a large audience.

The simplicity and efficiency of a sweepstakes also mean the user experience is pretty poor, and not very memorable. It is not the best type of campaign to run if you are looking to do some long term branding. In that case, a personality test, a quiz or photo contest would be a much better choice.

Make sure a Sweepstakes is a good fit with your audience

Sweepstakes work well in industries and verticals which offer wide reaching, generalized products or services. It does not work so well in highly specialized B2B niche software or luxury goods. If your brand is a luxury good like Versace an "enter to win a $1,500 Versace bag" may not be such a good idea…

> "*Decide on the frequency and duration of your draw. This decision will depend on the value and number of prizes on offer.*"

If you run a B2B company, a quiz challenging your audience about their knowledge of a particular subject is probably a better idea than launching a sweepstakes.

Choose between a final draw and a daily (or weekly draw)
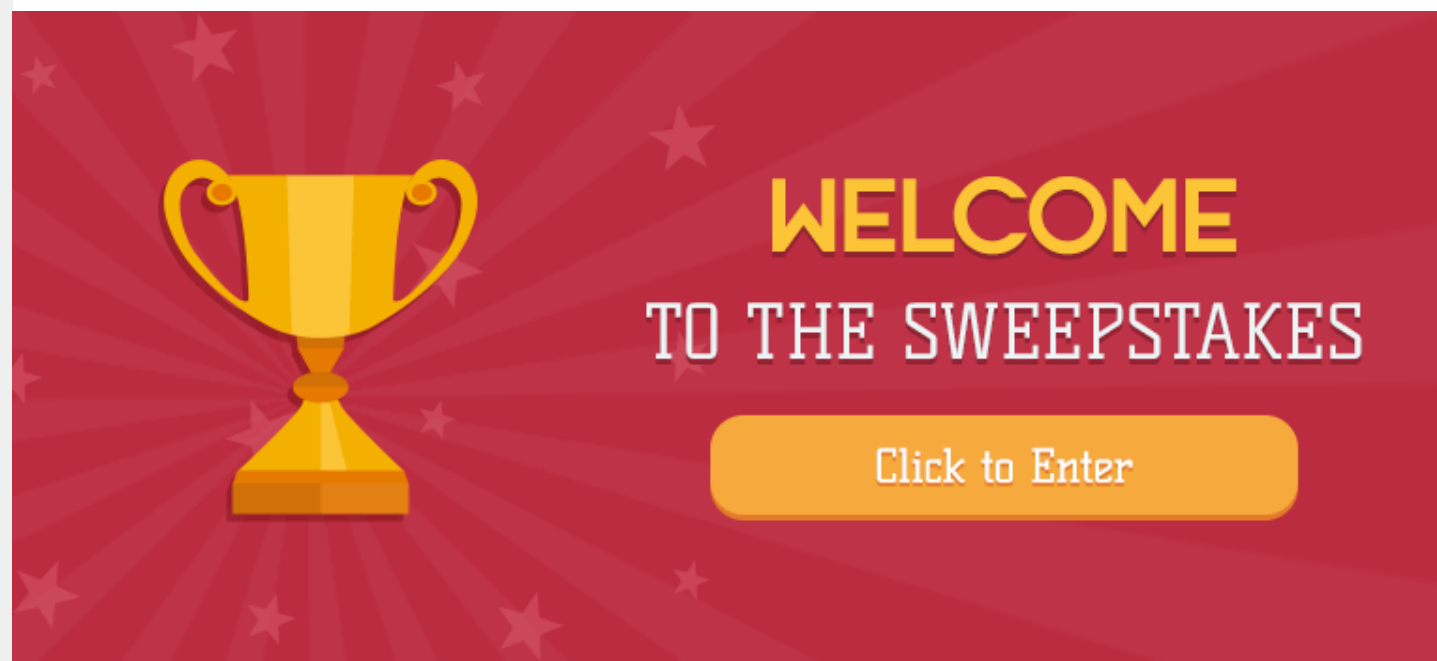
The Agorapulse Facebook Sweepstakes App offers two types of draws: final or recurring (daily, weekly or monthly). They all have their pros and cons, let's look at them more closely.

The final draw is a good fit if you have a very limited number of prizes (1 to 5) and/or want to run a very short campaign (a couple of days).

A daily draw will be a good fit if you have at least 7 prizes and are ready to run your campaign for a minimum of one week. Don't forget you'll need at least 14 prizes if you want to activate the viral option, which doubles the chance to win for users who have participating friends. The advantage of the daily draw is that it will motivate fans to come back to the page every day to be entered for the draw of the day, thus, increasing your affinity score with these fans, thereby increasing your content's visibility in their newsfeed. This is a great choice if you have multiple different items or services to give away (ie. the 12 days of Christmas giveaway!).

A weekly draw will increase your affinity with your fans like the daily draw (though, not as much) while keeping your brand interesting to them for a longer period of time. It's also a good choice if you have fewer prizes and want to run the contest for more than a week. A daily draw over a one-month period will require at least 30 prizes, whereas you'll need only 4 with a weekly draw.

If you want to run a Sweepstakes for a very extended period of time (6 months to a year), the monthly draw will eliminate the need to create a new campaign each month, and may assist in building more long-term relationships with your potential customers.

Instant Win

Our expert tips to running a successful Instant Win contest on Facebook

Make sure an Instant Win game is the right fit to help you reach your goals

An Instant Win contest works like a slot machine- winners know immediately whether they've won or not, and are encouraged to come back and try again, driving up interactions on your page. Like the sweepstakes, it's one of the simplest campaigns you can run on Facebook. It's a great choice if your goal is to grow your fan base and reach a large audience.

The only social context an Instant Win can offer is to reveal who among your friends has also participated. A quiz provides the opportunity to compare your score with your friends', a photo contest allows for comments and interactions on photos posted by friends, and in a personality test, you can discover your best friend's hidden traits. Much more fun!

Make sure the Instant Win is a good fit with your audience

Instant Win games work well in industries that have wide reaching and generalized appeal. They are not a good fit for niche products or luxury consumer goods. If you run a B2B Facebook Page, a quiz is probably a better idea than launching a sweepstakes.

*Make sure you have sufficient prizes that your **Instant Win** generates a WOW! factor and lots of positive comments from multiple winners*

Make sure you have enough prizes!

The whole purpose of a Facebook instant win campaign is to offer the 'wow!' experienced when participants get to see if they have won a prize in real time. If your prizes are too limited in number, you'll have more people saying "I've lost today " than "whoah, I've just won, thank you ". Don't kill the 'wow!' factor, offer more prizes. Make sure you'll have enough winning moments throughout your campaign to benefit from the positive feedback generated by lots of happy winners!

So, what's the magic number of prizes? In our experience, two to three per day works the best. If you're running a weeklong campaign, plan on having at least 15 to 20 prizes. And, don't forget to double that if you activate the viral option within Agorapulse, since each winning draw will generate an additional draw among the winner's participating friends.
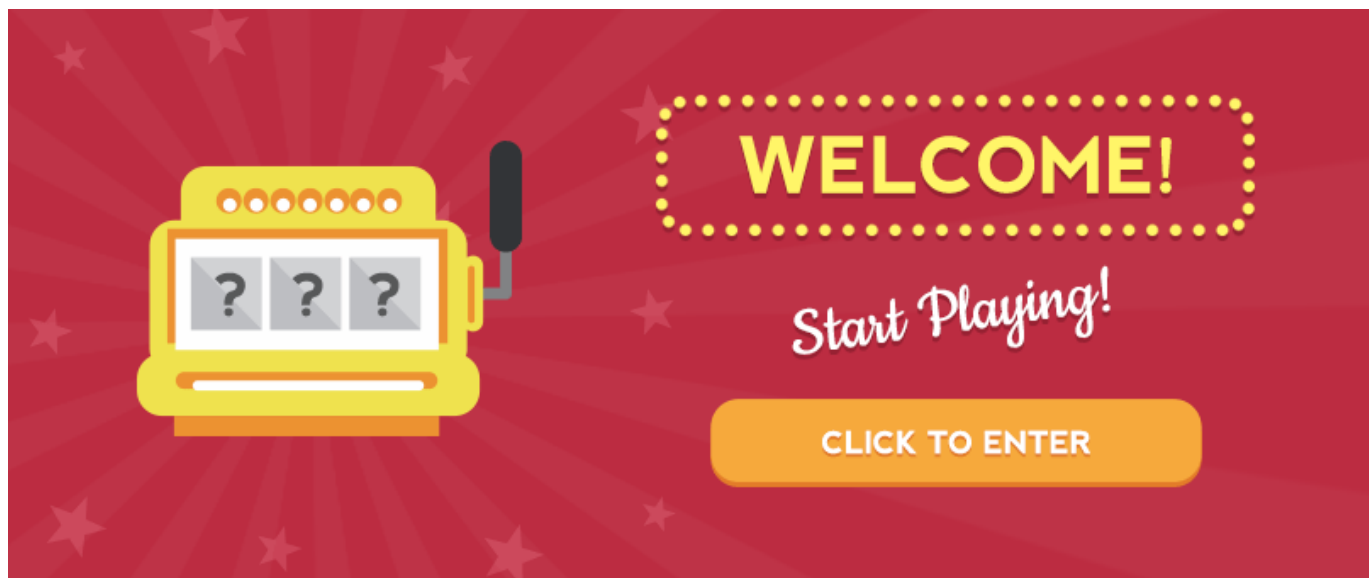
Photo Contests can generate a memorable and positive brand experience but be prepared to invest time into managing new entries and selecting winners.

Photo Contest

Make sure a photo contest is the right fit to help you reach your goals

Facebook photo contests are among the most viral and engaging campaigns you can run. Fans can participate by voting, or by uploading their favourite picture, and voting. They will actively promote their entries to their friends, thereby increasing virality!

The level of involvement required of participants- choosing their best picture, and taking the time to upload it, will drastically reduce the number of email addresses and qualified information you would normally collect from a simple sweepstakes or instant win game.

If you want to recruit fans and opt-in emails on a mass scale, a simple sweepstakes will be a better choice than a photo contest.

A photo contest will require more time and attention from you as well. You'll need to review new entries on a regular basis, deal with potential cheaters and set aside time for selecting the winners. If you are short of time you may want to try a less time consuming campaign.

The photo contest is a great choice if your goal is to offer an in-depth brand experience and capitalize on person-to-person marketing. You'll collect fewer emails, but you'll recruit new brand ambassadors to nurture amongst the minority of participants who upload their photos, as well as new potential first time customers amongst the majority who will come to vote.

> "*Make sure a **Photo Contest** is right for your audience, tap into their creativity and make the most of the resultant user generated content.*"

Make sure the photo contest is a good fit with your audience

If your fan base is an audience of artists, photographers, sports enthusiasts, vacationers or scrap bookers, you have the ideal audience for a photo contest. If your customers don't fit that profile, this type of contest can still produce amazing results.

A photo contest is just not the right fit for some audiences. If your target audience is very staid– accountants, tax inspectors, investment bankers and are simply not known for their creativity, you may have a hard time motivating them to enter.

There are also industries, especially in the B2B space, where the right subject to launch an engaging photo contest just doesn't exist. If you're in the insurance business, a photo contest highlighting the greatest environmental disasters of 2013 may not be the wisest move…

Before going for the photo contest, ask yourself if your audience is the right fit for the game.

Protect yourself from cheaters and fraud

Photo contests are the most engaging of all Facebook campaigns, but they're also the most challenging, for two reasons: photo contests leverage user generated content and are the only type of contest that allows participants to seek votes from their friends to increase their ranking.

User generated content on your page will reflect your brand and must be monitored closely so make sure your app provider has a moderation feature that makes it easy for you to approve each fan photo before it goes public.

The photo contest's potential for voter fraud is great. Based on our experience, cheating begins as soon as a photo contest goes live with attractive prizes. You don't want to risk losing your loyal fans' participation but monitoring for false or inappropriate images, fake accounts and vote cheating will be difficult and time consuming if your app doesn't provide efficient tools to do so.

Here are some essential actions you can take to prevent this:

Avoid awarding prizes based solely on the number of votes an entry receives.

There are many alternatives, the best being a mix of the entries with the most votes, a jury selection and a random draw..

Try a combination like one of these:

- A jury selects winners among the 10 or 20 entries with the most votes
- A random draw is made among all entries with at least 5 votes

Choose a contest app that helps you to identify cheaters and make sure that the rules on how you deal with cheating are clear.

Not only does this deflect cheaters, it will keep participants who are late to enter your campaign motivated because they can still get 5 votes! We've often found that entries with the most votes are not the best, and as a brand, it is hard to reward participants with poor entries. The methods of choosing a winner described above solves this issue too.

This will take a little more time to organize, but at least it's not time spent dealing with scavengers and disgruntled honest participants.

Choose an app vendor that allows you to limit the number of daily votes participants may submit.

Cheaters tend to work as a team and vote for each other, limiting the number of daily votes will discourage scammers and encourage your real fans to return on a regular basis.

Make sure the app you choose allows you to identify participants and voters by IP address. If you spot numerous votes coming from the same IP address, you've probably spotted the use of fake Facebook accounts, and a participant who is scamming your contest.

Make sure you can easily ban the users you have identified for cheating with your app. Once fraud has been uncovered, you want the associated entries removed in one click.

Display clear rules which state that cheating will lead to disqualification.

Rules determine how winners are chosen, and how users may be disqualified. If you have to ban users, your rules for participation will clearly explain why you've taken this action.

Personality Test

Our expert tips for running a personality test on your Facebook Page.

Make sure a personality test is the right fit to help you reach your goals

It's a quiz with a reward - a personality profile created especially for you! Whether you're selling detergent or sexy sports cars, people love personality tests, especially now that they can compare their profiles with their friends!

This type of campaign is a reasonably good way collecting emails Success can be boosted by offering prizes. A personality profile offers an in-depth brand experience, capitalizing on person-to-person marketing, nurturing your brand ambassadors and finding new ones. It will also increase your brand awareness, regardless of your industry.

Is a personality test a good fit for your audience?

Personality tests work well with all kinds of audiences- B2C, B2B, groceries, luxury products, car parts, sports fans and enthusiasts, lawyers, bankers, high tech, low tech… And, it's also one of the few apps that can generate virality with or without prizes. Personality tests are just fun. Your fans will actively promote your campaign and your brand to show off their profiles to their friends! Basically, you can run a personality test for any brand, targeting any kind of audience, and do

Personality Tests work well for all types of audiences and if your campaign is creative enough you won't need prizes to generate virality.

> "*If you are creating a **Personality Test** you'll need to get creative with appealing graphics and engaging copy that inspires fans to participate and share.*"

so without giving anything away if you choose. You're not taking any risks running this type of promotion on your Facebook page!

The level of time required of participants may reduce the number of email addresses and qualified information you would normally collect from a simpler campaign (sweepstakes or instant win). If you want to recruit fans and opt-in emails on a massive scale, a simple sweepstakes will be a better choice than a personality test.

A personality test will require more time and attention from you as well. You'll need appealing graphics and interesting and exciting copy to build your campaign. So, if you are looking for a "low maintenance" type of app, this isn't what you're looking for.

Make sure you have the time and the resources to be creative

Of all the Facebook apps available on the market, a personality test will be the ultimate trial of your creative ability. First, you'll need to define all of your personality profiles. Then, you'll need to write creative questions and draft a potential answer for each question that corresponds with each personality profile. Finally, you'll need to create more visuals than any other type of app since each question will require a unique illustration.

If you already have a good idea which questions you want to ask and can easily find royalty free images on the web to compliment them, you'll be set in no time. But, if you don't have the time or resources to write the necessary copy and/or create or curate all the visuals, a personality test will be tough to put together.

> **"***You can provide awesome customer service using a **Personality Test.** Help customers discover which of your products or services is right for them.***"**

You have the time and resources? Then be creative!

Just because it's called a personality test doesn't mean you must limit yourself to creating personality profiles. A personality test can be an extension of your customer service efforts. Why not help users discover which product or service fits their needs prior to making the purchase.

Think about the following uses for this type of app: which type of car best suits a driver, which foreign country a home chef's cooking style more closely represents, which bottle of wine would best accompany your cooking and leisure habits. Assistance in choosing the right golf clubs, phone contracts, insurance plans, furniture sets and more will make life a bit simpler for those who want to love you.

Or, you could provide meaningful insight into which celebrity your fans ought to be stalking…
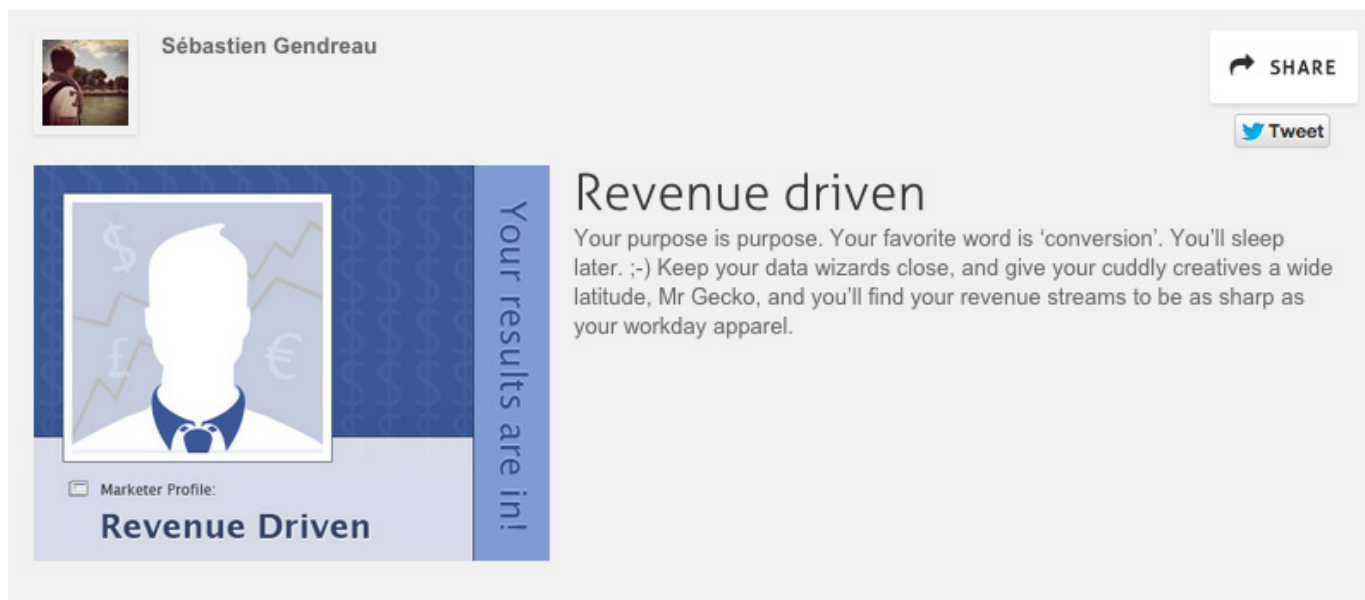
Offer prizes!   Or not!

Unlike most Facebook apps, the personality test doesn't require prizes to draw a big crowd. Offering a prize or two may boost conversions and increase the number of participants. So, if your goal is to get a high conversion in terms of new fans or email entries, offering a prize will be necessary.

Prizes can be awarded for participation in a personality test in a myriad of different ways, the simplest is a random draw. Just export your participants, use your own random method, and say thank you with a gift. Or, for more fun, conduct a random draw amongst those who land in a certain profile (most common, least common, jury's favorite)

The best model may be a mix of these two- a random draw amongst all participants, along with a grand prize random draw for a participant who is of the selected profile. You can even choose amongst the most pure of a certain profile. Some users will only qualify 3 out of 5 for a profile, whereas others will qualify 5 out of 5. Some app providers, like Agorapulse, will provide you with the ability to see this in your campaign export.

If you're offering prizes, whatever you do, prize-hunters will come. But, you won't attract as many scammers with this campaign as you would with others, because it's harder to know how to win.

Quizzes *offer an in-depth brand experience, fans love to show off their knowledge and challenge their friends. There's nothing like a bit of healthy competition to generate virality!*

Quiz

Our top tips for running a quiz on your Facebook Page.

Make sure a quiz is the right fit for your goals

Quizzes are among the most viral and engaging campaigns you can run on Facebook. Your fans will enjoy the challenge and have fun showing off their knowledge. They will actively promote their participation and invite their friends to challenge them, consequently promoting your campaign and your brand for you!

The quiz is offers an in-depth brand experience, and promotes brand awareness. It will also allow you to collect emails, although because of the time required from participants there are better choices of contest if this is your primary goal.

Is a quiz a good fit for your audience?

The quiz is the most versatile app on the Facebook market. It works well with all kinds of audiences and it's also one of the few apps that can appeal with or without prizes.

A quiz will require more time and attention from you. You'll need to draft images and well thought out copy to build your campaign. If prizes are involved, and you choose to increase your participants' scores based on the number of friends they invite (see below), you'll need to be attentive during your campaign for potential fraud. Basically, if you're looking for a "low maintenance" type of app, the quiz is not a good choice for you.

*"A **Quiz** is a good fit for most audiences provided you create copy that appeals to the audience you are targeting."*

Make sure you have the time and or the resources to be creative

Unlike most other Facebook apps, a quiz will require some creativity and copywriting skills. First, you need to find the right subjects to challenge your fans' knowledge. Then, you'll need to write creative questions and answers that will keep them engaged until the end of the game. Finally, you'll need visuals for each question.

If you already have a good idea as to which questions you want to ask and can easily find royalty free images on the web to compliment them, you'll be set in no time. But, if you don't have the time or resources to write the necessary copy and create or curate all the visuals, a quiz will be tough to put together.

Offer prizes. Or not!

Unlike most Facebook apps, the quiz doesn't require prizes to attract participants. They can be launched just for fun, or award prizes with no monetary value, such as recognitions or VIP benefits. Regardless of your industry, your fans want to be challenged, and they want to show off. A newspaper may organize a quiz about recent news to test participants' knowledge about a specific subject. In this case, a simple "grade" comparing one's performance against their friends will be enough to motivate users to participate.

If your goal is to get a high conversion in terms of new fans or email entries, offering a prize will be necessary.

> **"** *If your goal is fan engagement you probably won't need to offer a prize. If you want to recruit new fans or collect email addresses, offering a prize will be necessary.* **"**

One of the differences between a quiz with prizes and one without, is the inevitable attraction of fans who are only in it for a prize. These new 'fans' are likely to hide your posts and disengage from your stories after the chance to win is over. This will eventually decrease your ability to reach even your most loyal fans.

A quiz without prizes will ensure high quality fans for your page that won't drag down your EdgeRank score, but there will be fewer participants.

Make your quiz go viral. Here's how

TThe quiz has built in social features that Facebook loves. If your app provider has built in open graph frictionless sharing, like Agorapulse, stories will be created on friends' newsfeeds for each participant. Certain app vendors will even award additional points to participants who invite their friends to participate, capitalizing on the exciting chance to compare scores with peers. The Agorapulse Facebook Quiz app also gives additional points for answering quickly.

These features can really boost the viral potential of your quiz campaign, but, as always, awarding points for friend invitations will open up the potential for fraud. You will always have scavengers who will create fake Facebook profiles to raise their score artificially. Don't panic! There are ways to ensure your viral strategy won't jeopardize the whole campaign!

Simple steps to avoid fraud and protect your contest

Avoid awarding prizes based solely on the top scores. Try a combination of factors such as:

- A jury selects winners among the top 10 or 20 scorers

- A random draw is made among all participants with a minimum number of correct answers

This will take a little more time to organize, but at least it's not time spent dealing with scavengers and disgruntled honest participants.

1. **Make sure the app you choose allows you to identify participants by IP address.** If you spot numerous participations coming from the same IP address, you've probably spotted the use of fake Facebook accounts, and a participant who is scamming your quiz.

2. **Make sure you can easily ban the users you have identified as cheating.** Once fraud is uncovered, you want the concerned entries removed in one click.

3. **Display clear rules which state cheating will lead to disqualification.** Rules determine how winners are chosen, and how users may be disqualified. If you have to ban users, your rules for participation will clearly explain why you've taken this action.

Fan Vote campaigns work well for any audience, particularly if you are asking fans for their opinion. The viral potential of a *Fan Vote* is significant, particularly for established brands.

Fan Vote

Will this meet my goals? Why run a fan vote campaign?

Customers love telling you what they think. Just take a look at your Facebook page! Why not give them a chance to choose the color of your next product? Restaurants can tantalize their guests with potential items for the next menu. Bars and nightclubs can receive insight on which band to invite out for Friday night. Just want to engage and have some fun? Why not get all sentimental and ask your customers to vote for their favourite early models of your products?

Fan vote campaigns are a good fit for any audience. They're always productive, whether you're receiving insight on your next product, or just razzing your customers up about your brand. The more established your brand, the more popular and active your campaign will be. Obviously, a campaign to choose the next model corvette will stump the next exotic coffee to serve at Joe's. Facebook loves fan vote campaigns, and if your app is integrated with frictionless sharing - like all Agorapulse apps are - each vote produces a story in friends' newsfeeds.

You'll recruit new fans and collect emails (though, not as many as you would in a sweepstakes or instant win), excite your customers and deepen your relationship with them.

Boost recruitment by offering prizes. But...

Want to boost your campaign's recruitment and email collection? Offer prizes! The prizes you offer should interest participants who are already your customers, or will be in the future. If your contest prize attracts contestants who have no reason to become your customer, change it!

Prizes can be awarded for participation in a fan vote campaign in a myriad of different ways, the simplest- a random draw. Just export your participants, use your own random method, and say thank you with a gift. Or, conduct a random draw amongst those who choose the product / service / older model / band… , that receives the most votes or will become your next offer. The best model may be a mix of these two- a random draw amongst all participants along with a grand prize random draw for a participant who voted for the top choice.

A great use of a fan vote campaign is to determine who will win a prize. One of our favorite clients runs a campaign each month asking their fans to choose the charity which will receive a monthly donation. Spoiler alert: they all received donations! But, the community spirit, interactions and engagement were amazing. Imagine those interactions and engagement on your Facebook page! The sky is the limit, so be as creative as you want to be. The rules you draft and display during your campaign will determine how winners are chosen.

Avoid fraud

Fan vote campaigns are among the few that are intrinsically fraud proof, even when prizes are involved. Professional cheaters and scammers (yes, they're out there, day in and day out, in their underwear, just trying to scam online promotions) hate them, and usually move on to

Fan Vote campaigns are among the least attractive to professional cheaters and scammers. This is because most apps like Agorapulse allow only one vote per participant per campaign.

more attractive campaigns such as sweepstakes or photo contests. Most app vendors, like Agorapulse, will only allow one vote per participant for each campaign. Still, here are a few tips on how to keep an eye on your campaign:

1.   Make sure the app you choose allows you to identify participants and voters by IP address. If you spot numerous participations coming from the same IP address, you've probably spotted the use of fake Facebook accounts, and a participant who is scamming your contest.

2.   Make sure the app you choose can makes it easy to ban the users you have identified as cheating. Once fraud is discovered, you want the concerned participants removed in one click.

3.   Display clear rules which state cheating will lead to exclusion.   Rules determine how winners are chosen, and how users may be disqualified. If you have to ban users, your rules for participation will clearly explain why you've taken this action.

How to promote your Facebook Contest
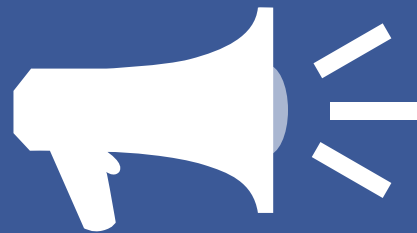
As a top-notch marketer, your goal is not to recruit more fans, but to recruit the right ones- those highly valuable fans you can build a productive relationship with. A great way to do that outside of Facebook is to leverage the communication channels you already own, like your email list, your website traffic or your point of sale. We'll start with how to promote your contest on Facebook and move on from there.

On your Facebook page

One of the best ways to promote your contest on Facebook is by creating a really high-quality post to let your fans know all about it. Make sure that you use a clear call to action (CTA) – tell fans exactly what you want them to do, Facebook's new call to action buttons are perfect for this purpose. We also advise that you use a really high quality graphic to make sure that your post stands out from the crowd.

Your post will reach 5-15% of your fans organically in their newsfeeds, so in order to ensure that your big competition announcement get the attention it deserves you can promote the post, just make sure that you promote it to fans only. If your Facebook contest is only running in one country be country specific about where you are promoting the post, you can do this at the time that you are setting up the adverting campaign via the ads manager tool or in Power Editor.

Repeat the steps above multiple times during the course of your campaign using a good mix of posts and test your creative to see what gets the best response. Another good tip is to put a reminder about the contest in the footer of all posts for the duration of the campaign – this works particularly well where your contest is being run over a short time period.

*Create a high quality **Facebook Post** to promote your campaign. Include a clear call to action. Use Facebook advertising to ensure your contest gets the attention it deserves.*

"*Don't forget to leverage your current customers. Promote your contest on your website and via your email database.*"

To your e-mail subscribers

So, you already have a targeted database of email subscribers who love to hear about your brand? Make sure your Facebook app provider offers you the tools to reach these customers where they already interact with you. Use a Facebook app that includes an embed feature to promote your Facebook contest directly via email. Make sure that the app is mobile friendly – many users access their email on mobile devices and won't be slow to access your contest in the same way.

A good tip is to split test your emails with varying content, to see which version or versions result in the best conversion rates. This is particularly useful if you can test smaller samples of a large database.

On your Website

The best leverage you have to bring the right new fans into your social fold is your current customer base. These loyal customers are already visiting your website, reading your emails or visiting your stores and are probably waiting for an invitation to tell the world about you!

Make sure your Facebook app includes an embed feature to promote your Facebook contest directly on your website. Your website visitors can like your page, participate in the contest; give you their email address and other valuable information without ever having to leave your website.

Using Facebook Ads

Sometimes, investing a little in Facebook ads to increase the number of qualified fans can be a legitimate expense, but we recommend leveraging your own communication channels over paid ones first. With mobile optimization and website embed options you can easily get new fans directly from your point of sale, your website, blog traffic or email list without spending a dime!

In your store

For your store traffic, make sure you have a mobile ready app and QR code (or short URLs) signage at the point of sale to convert these "real" visitors into fans.

When Agorapulse sponsor events, visitors are prompted to scan a QR code to install our Facebook app. This tactic converts a significant number of booth visitors into leads. You could use the same tactic to invite people to participate in a contest directly in your store.

How to Leverage Virality

What it means for your contest

'INVITE YOUR FRIENDS AND INCREASE YOUR CHANCES OF WINNING!'

It's appealing, isn't it?

If your campaign offers very attractive prizes to a wide, generalized audience, scammers are going to leverage these mechanisms to their advantage. They already have a lot of friends to invite- their fake profiles. Virality is the promise of Facebook, and that promise is still alive.

Just be aware this can be like advertising an open back door to your house, an easy pick for cheaters who know what they're doing.

If you elect to use these viral mechanisms, you need to make sure your app provider has strong fraud protection measures in place.

The different types of viral options

Invite + shares

Are you still counting on the "invite your friends" feature to help your Facebook sweepstakes go viral? Facebook is no longer a viral Nirvana for Sweepstakes apps. With 12% of participants sharing their participation and less than 10% of these shares leading to a click, sole reliance on

the manual sharing options offered by Facebook is not the way to go. Even worse, only 0.23% of invitations are accepted by friends of participants. This will not impact your app's virality.

"Share & Invite" Promotions are Not Effective Anymore. What Should You Do?

Reward friend participations, but don't limit rewards to "shares" or "invites". It's always a good idea to reward participants who bring their friends to your sweepstakes. Some vendors offer features that track who has invited whom, and they use that information to reward participants. The Facebook campaign "share" and "invite" features are not particularly effective anymore, so you shouldn't use an app that relies only on these mechanisms.

A more productive way forward is to let participants use any channel they want (Twitter, Email, etc.) to invite friends and keep track of the number of participating friends each participant has in the promotion. After all, what really matters is that a user was able to attract friends, not the channel he or she used to do so.

In order to accomplish this, you'll need to seek a vendor that requires the installation of a Facebook app. This is the only way to know who is friends with whom and track accordingly.

Open Graph Action

Now we know that shares and invites don't perform so well anymore, what is the alternative? The recently released "frictionless sharing" based on Facebook Open Graph is much more effective.

Open Graph Frictionless Sharing is automatic. Frictionless sharing will not require your participants to click on a button in order to share their participation in your sweepstakes.

> *The viral potential of **Open Graph Frictionless Sharing** is 7 to 8 times greater than that of Invite and Share promotions.*

> *"It is no longer easy to generate significant viral participation in a contest. If you reward fans for inviting friends and leverage Open Graph Frictionless Sharing you can still generate some viral participation."*

Instead, once they have installed your Facebook app and have accepted the automatic "share" dialog, their participation will be shared automatically on their timeline as well as in their friends' Newsfeeds. EdgeRank will still determine what information makes it to a particular user's timeline, and the stories published by your app will not make it through your participants' Newsfeed 100% of the time, but they will get there much more often.

Open Graph frictionless sharing produces dramatic results compared to shares and invites.
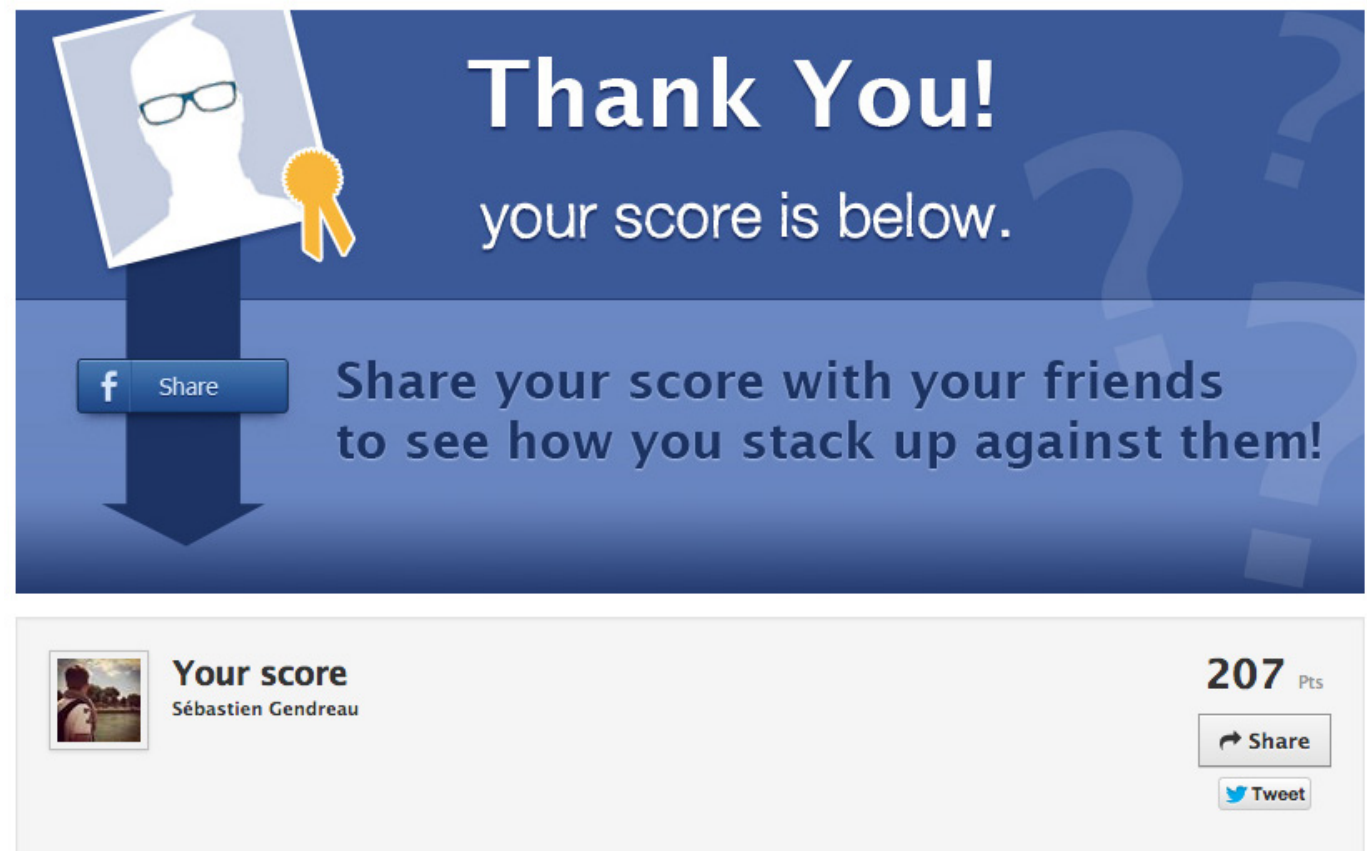
> *"Maximising the virality of your campaign may impact the quality of the fans and participants that you generate. This may not be for the best in the long run."*

Let's compare some data. During the same period of time as the one used to gather "shares" and "invites", sweepstakes apps generated 76,763 "automatic shares" (compared to 12,885 with the manual option) and received 895,156 impressions (compared to 211,984) that led to 7,575 clicks (as against 1,094). In a nutshell this data shows that Open Graph frictionless sharing generates between 7 and 8 times more referrals than the traditional "share" feature.

If you can reward your fans for getting their friends to participate and leverage Open Graph frictionless sharing, you can still expect some virality from Facebook. The glory days of easy virality for contests is gone, but done well, a Facebook contest is still going to generate viral participation.

Why you might want to limit your virality

Viral mechanisms in Facebook apps are built to reward participants to invite friends to participate. But they reward the ones who invite the most friends, not the ones who invite the friends who are the best fit for your business.

Emeric Ernoult: *"Depending on the type of business you're in, this may not be the end result you are looking for"*.
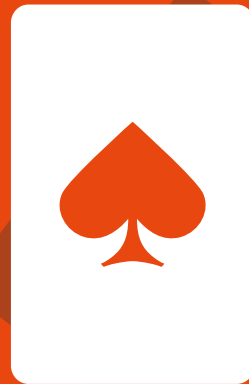
Sometimes this kind of mechanism may even bring you fans you don't want to have!

What it means for your contest - may attract free emails and fans, which is why people want it but watch out for the artificial growth (growth in numbers not actually quality users) you may experience!

Cheating

Unfortunately cheating is a frequent and recurring issue for marketers running Facebook contests, and it's one of the most frustrating and time consuming problems to solve. Thankfully there are a number of strategies that you can use to limit the problem and to protect your Facebook contests from scammers and cheaters.

What apps are subject to cheating

Some contests can attract more cheaters than others, depending on the type of Facebook contest app that you use to manage your promotion.

Low risk Facebook contest applications

Contests that do not rely on the participation of others to increase your odds of winning are less likely to attract cheaters. A simple random draw, for example, will not appeal much to scammers because no matter how hard they try to game the system, their odds of winning will remain very low. Even if they try to enter the draw multiple times with fake Facebook accounts to increase their odds, but you'll spot them easily with the right fraud protection tools.

There is an exception- when the app offers an increased chance of winning to participants who invite friends. Usually, these apps will offer some sort of incentive that provides several entries to the same users if they invite friends to enter the contest or it offers them the opportunity to participate in a secondary draw if one of their friends win.

A simple random draw is the least appealing contest for cheaters, it is very difficult for them to increase their odds of winning

Since the positive effects of these viral options are very limited (see our section on virality), one should really look at this option twice before using it. It sounds good on paper, but as very few legitimate participants will enter via that option, it only leaves the cheaters room to use and abuse it.

High risk Facebook contest applications

Applications that are more prone to attracting cheaters are the ones that rely heavily on the participation of others to select a winner. Photo and video contests are prime examples.

If a photo or video contest ranks entries based on the number of votes they get, it's highly tempting for cheaters to game the system and buy or exchange votes with strangers to gain a top ranking. So, you need to be careful about the way you choose a winner when organizing a contest based on votes.

We recommend that contest winners should never be selected solely based on votes. Ideally, you could offer the biggest prize to an entry selected by a jury, the second one to a random entry and the lowest one to the one with the most votes. Assuming the 3rd type of prize is not super appealing.

Your jury will be influenced by the number of votes, but they will not be bound by them. And if they feel the entry with the most votes does not deserve a prize because it's low quality (which is a strong indicator of cheating) or because your software has detected this entry as a potential cheater's, you'll have the ability to select a more suitable winner.

"*Facebook contest apps that allow participants to increase their chances of winning by inviting friends or where a winner is selected solely on the basis of the number of votes they receive are more likely to attract cheaters.***"**

Photo contests are one of the most risky apps when it comes to attracting cheaters, especially if the prizes are awarded based solely on the number of votes.

Most popular

1. **Like my Apple!**

I was amazed to see that "come play with us on Facebook" sticker on an apple! You can see their page here: http://www.facebook.com/PinkLadyApples Pink Lady is an apple brand, pretty bold for an apple brand to promote their Facebook page this way...

By Emeric Ernoult 2 months ago · 💬 0

23 Votes (already voted)

2. **Like my cab company!**

Seen in a cab in Arizona last spring. This is a family business, and I love the "clean air" concept. The company's page: https://www.facebook.com/cleanaircab

By Emeric Ducourtil 2 months ago · 💬 0

8 Votes ♥ Vote

3. **Like my candy bar (on a Smart!)**

Seen in Paris, right under the Pont neuf. This is a candy bar brand. Not sure they got a lot of likes for this one as you can't text and drive around here!

By Grégory Lestaf 2 months ago · 💬 0

7 Votes ♥ Vote

How to prevent cheating

1. Choose your prizes carefully

By offering prizes that appeal to the masses, and not necessarily your target audience, you put yourself in a high-risk zone. Always offer a prize that is only interesting to your target audience. If you sell golf clubs, offer golf clubs, not iPads, unless your contest is only open to your target audience.

2. Be selective about the channels you use

The rule of thumb here is simple: if you're only promoting to your clients, your risk of facing cheaters is near zero. If you promote your contest to qualified prospects (people you have in your database, for example), the risk increases but remains low. If you promote your contest to unidentified prospects (such as visitors to your website), the risk increases again. Finally, if you target the public without any restriction (for example with a TV commercial), the risk of attracting cheaters is at its highest.

3. Beware of viral mechanisms

In order to motivate participants to share your campaign with their friends, most applications offer built-in "share" and "invite" mechanisms and offer an incentive to participants if they invite friends. If your campaign offers very attractive prizes to a non-qualified audience, scammers are going to leverage these mechanisms to their advantage. Most organised Facebook contest

scammers probably already have a lot of fake Facebook friends, they'll use that to increase their chances of winning, and it may well work for them! But for you, it will only generate an awful lot of fake fans that definitely won't do you any good. Worst, it may damage your future performance (engagement rate will likely decrease and may hurt your EdgeRank).

4. Make sure your contest rules protect you

Creating an official set of contest rules will protect you should you choose to ban a participant for cheating. Official rules are also required by Facebook's terms of service.

Every contest on Facebook must have official rules. This is required by Facebook's terms of service, and by law in most countries. That's reason enough to draft some up! They're also your best protection against cheaters. Your rules should give you the right to ban a participant if she or he is suspected of cheating. If this rule is evident from the beginning, it will protect you from long and unpleasant arguments on your timeline should you ever decide to ban a user. Your rules should also explain how winners will be elected. This is where you should describe how your selection process works and how the different types of prizes will be awarded. Your official contest rules are the place to be comprehensive on these issues. Potential cheaters will read your official rules extensively and if you have the right information in place, they will be dissuaded from entering.

Ideally, your rules should have a paragraph like this one:

"Sponsor reserves the right to disqualify contestants. Contestants shall not enter multiple times or vote for their own entry with a fake Facebook account. Fraudulent activities will be monitored and will lead to exclusion."

Using an app that requires your participant to authorize a Facebook app will make cheating more difficult as they will have to create multiple fake Facebook accounts. That's very time consuming and risky (Facebook closely monitors and regularly deletes fake accounts, undermining the efforts of scammers!)
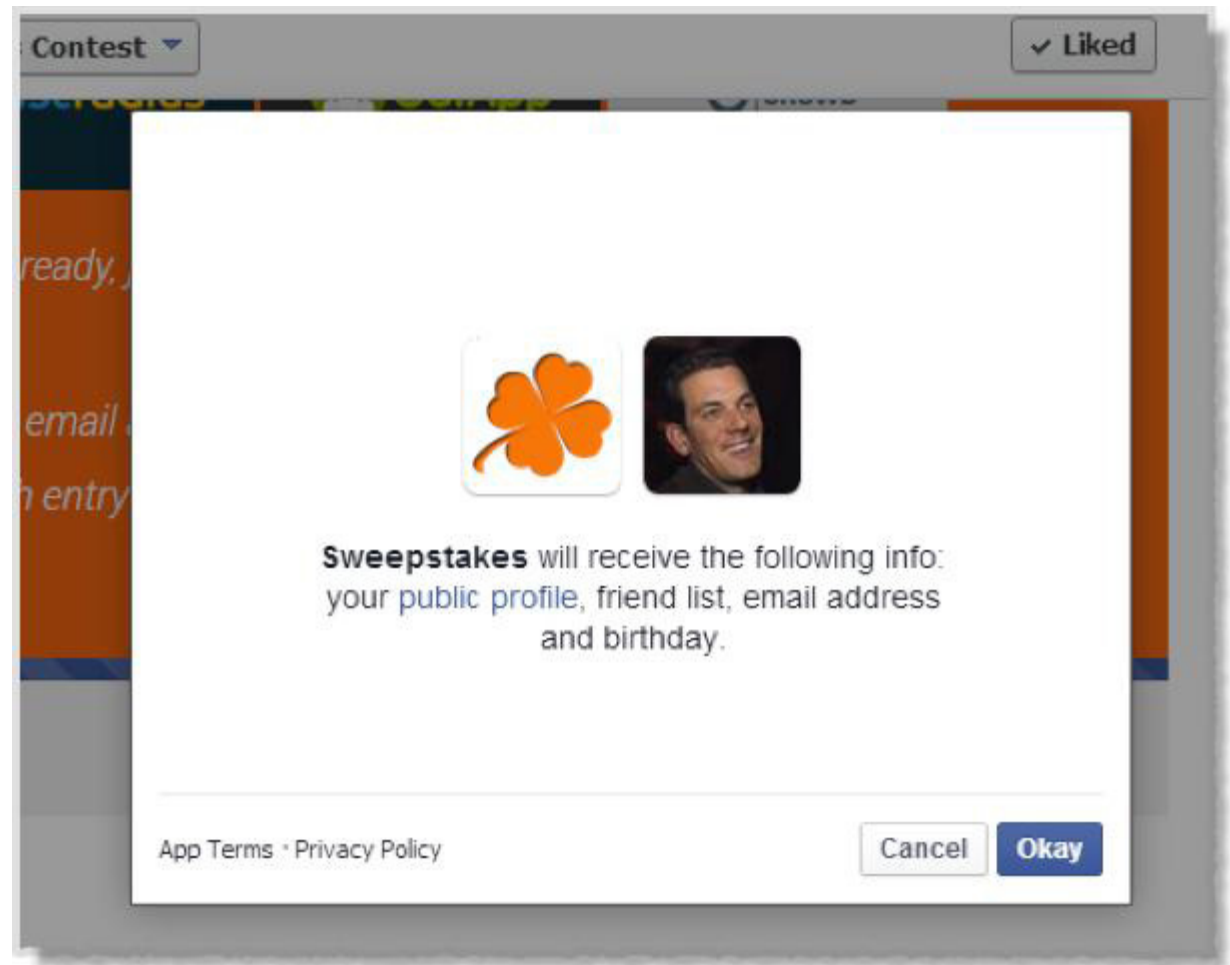
> *"Requiring participants to authorize and install a Facebook app is one of the best ways of deterring cheaters. You can use the same app to help detect any remaining cheaters who overcome this barrier."*

5. Favor safe entry mechanisms versus weak ones

There's a lot of debate about whether or not contest participants should be required to install a Facebook app and accept its request for permissions. There are several reasons that this is a good idea and one of them is that requiring an app install is your best firewall against cheating.

If your Facebook contest only requires the completion of a simple form, or a simple vote on a JavaScript button but does not require the installation of a Facebook app, it's super easy to enter multiple times and vote hundreds of times without leaving any visible trace.

By requiring your participants or voters to install your Facebook app, not only do you make it a lot more difficult to cheat, but you also create a way to easily identify fake participant's accounts.

6. Use Facebook contest applications to help identify cheaters

There are many Facebook app providers out there. To help you decide on a Facebook app vendor, be sure they offer extensive options to identify and ban cheaters from your Facebook contest.

Here is a helpful checklist:

- The app require participants to install a Facebook app to participate (see above why),
- You can log and keep track of the IP address of all participants through the app. IP addresses are the best way to spot cheating by users who use several Fake Facebook accounts to vote for themselves or get a lot of "fake" friends to participate,

The fraud prevention and detection measures integrated into the app will allow you to permanently ban any cheaters you have identified from your Page timeline and all future contests.

- The app allows you to easily identify all the users who have participated from the same IP address as this is a sure fire way to identify fake Facebook accounts,

- You can ban individual users from the contest, and you can also ban all users from one IP address in batch, saving you a lot of time,

- When banning a user, or a batch of users, the app should remove their corresponding votes, or adjust the corresponding scores. Banning users should not only handle the source of the problem (the cheating user) but also the consequence of it (the undue votes, score points or additional entries)

- Once a user is banned, she or he should also be banned from the page timeline and all future contests. So the hard work you're doing today to get rid of these unwanted participants will not be wasted.

Agorapulse offers all these advanced anti cheating features, others may do as well. Make sure to use the checklist above when choosing a Facebook contest app provider. Without these features, managing a contest with a serious cheating issue will become a nightmare.

To limit the pain of having to deal with cheating behaviors, choose a vendor that offers options to spot them and ban them with ease.

> **"***If your app has flagged potential cheaters there are several ways that you can use your own judgement to assess the situation.***"**

How to identify cheaters

Even with the appropriate software tools, there may be times where you won't be sure about who is really cheating and who is not. You may have to use your judgment and common sense to evaluate if a participant is cheating. Here are some tips to assist with that situation:

#1. Fake Facebook accounts generally have nothing on their wall

There will generally be nothing on the wall or profile of a fake Facebook account other than items that relate to contests. If you are in doubt about the legitimacy of a given participant, check their Facebook public profile. A good app will make this easy. Generally speaking, they are either empty, they only like brand pages have few friends and no personal content.

Sometimes, they are also 100% private. A legitimate Facebook account is rarely 100% private and always has some content and likes that reflect the life of a "real" person.

#2. Mutual friends all link back to the entrant

Cheaters usually hunt in packs! So they will all be voting for each other, and all their "fake" friends will do the same. So, when looking at a specific entry, if you see that some voters have dozens of friends who have also voted for that entry (and possibly others) but they have not submitted an entry themselves, you've nailed yourself a cheater. There are very few reasons on earth why a person asked to vote for a friend's entry would then go out and invite dozen

of her friends to vote for that friend also. They have nothing to gain from that, so it looks very suspicious.

#3. Email address looks weird

> "*Strange email addresses, multiple entries by people with similar names, profiles with almost nothing on their walls are all indicators of potential cheaters.*"

If users have emails that sound legit, like firstname.lastname@gmail.com, or even better, the domain name is a branded one, you're probably safe. But if the email looks like a random suit of letters and or numbers, like johndoe124443@hotmail.com, beware… Worst, some of them even have email addresses like FBcontest567@hotmail.com, not smart, but they will make your life easier.

#4. Similar name spelled differently (example Andy, Andrew, Andre)

This is a common feature of fake Facebook accounts. Creating dozens and dozens of fake accounts is tough, and people quickly lose their creativity with fake emails and names, so they may well use the same names with little tweaks.
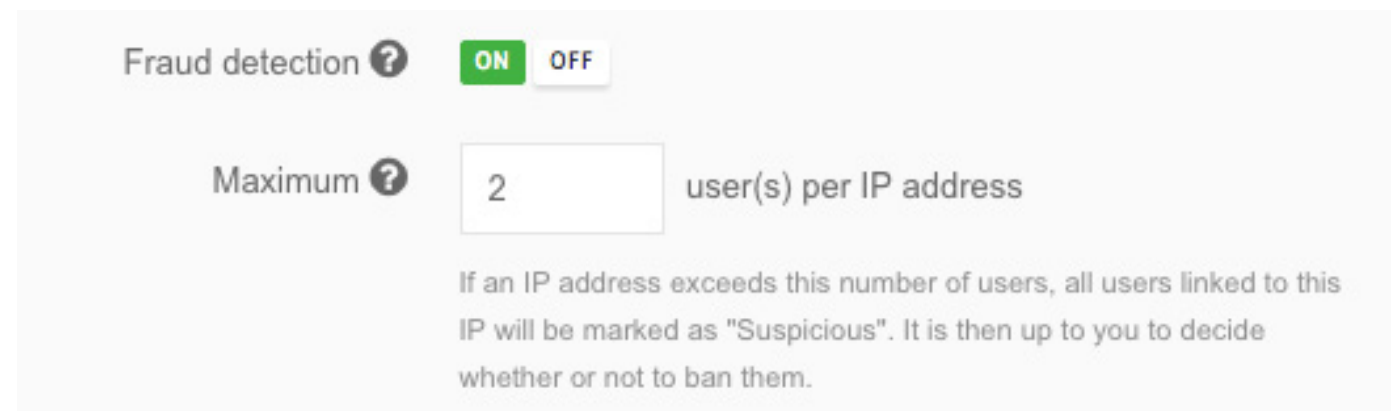
How to handle cheating

So you've identified some cheaters, now what do you do? You should refer to the rules of your contest that you have taken the time to draft. If you have taken our suggestions on board when drafting official Facebook contest rules (see above), you can easily ban cheaters from your contest and eliminate the effect of their participation (like their votes, points, etc.). Not only can you do this but you should do it!

The main reason you need to be firm with cheaters is that your legitimate participants have an expectation that you will be. They've witnessed these cheaters amass all these invalid votes and that made them feel angry about it. Such anger will be directed at you if you don't do anything about it.

You owe it to your legitimate participants to deal with cheating behaviors so your "real" fans don't feel that only the "fake" ones can win. So go ahead, be strong! Ban those cheaters and keep your real fans happy!

Fraud detection ON OFF

Maximum 2 user(s) per IP address

If an IP address exceeds this number of users, all users linked to this IP will be marked as "Suspicious". It is then up to you to decide whether or not to ban them.

When & how to use an app on your timeline (to run a contest)

Although you can run a promotion directly on your Facebook page timeline without using a third-party app, there are several factors to address before you decide to run your contest..

Know How You Can and Can't Collect Entries

*Although Timeline contests are now legitimate, requiring fans to **Share** as a condition of entry is still prohibited.*

Facebook's new promotion rules and the accompanying guidelines are pretty straightforward.

- You can collect entries by having users post on your page, message your page, comment on or like a page post and use likes as a voting mechanism.

- In other words, you can ask users to enter by posting a photo on your page or in the comments on your post, and then select a winner based on which entry has the most likes.

- You can ask users to enter with a message to your page, a post on your page or with a comment or like on your post, then randomly pick a winner.

- You can also ask users to answer a question and pick the first correct response as your winner.

- But you can't ask users to tag themselves in a photo they're not pictured in, ask users to share a post or ask users to post something on their own timelines or their friends' timelines.

> *"You still need to draft official rules for your contest. You could host these on your website, on a tab on your Facebook Page or in a public Dropbox folder."*

Follow ALL the Rules

Facebook has loosened its rules, but there are still rules to follow!

As stated in Facebook's pages Terms - If you use Facebook to communicate or administer a promotion (e.g., a contest or sweepstakes), you are responsible for the lawful operation of that promotion, including:

The official rules

- Offer terms and eligibility requirements (e.g., age and residency restrictions)
- Compliance with applicable rules and regulations governing the promotion and all prizes offered (e.g., registration and obtaining necessary regulatory approvals)
- Comply with local laws and regulations in relation to contests.

In plain English, you must comply with all local regulations. For example, in France, you must register contest rules with a notary public. In Italy, you must use a server based in Italy to collect entries. In Brazil, sweepstakes are allowed in very limited cases. Your local laws still apply and not respecting them can cause you a lot of trouble.

Create Official Rules

You're still required to draft official rules for a contest or sweepstakes run on your timeline and you must let your participants know about them. Your rules need to state what prizes you're giving away, how winners will be selected and contacted, who can enter, etc.

If you don't have a website to publish your rules on, host them as a PDF in your public Dropbox folder or on a tab on your Facebook page so you can link to them somewhere in your post and prove that participants had a chance to read them.

Release Facebook from Liability

Your contest or sweepstakes timeline post must contain the legalese associated with promotions on Facebook. There's been no change on that side and Facebook requires that you include the following:

- A complete release of Facebook by each entrant or participant.
- Acknowledgement that the promotion is in no way sponsored, endorsed or administered by or associated with Facebook.
- You need to add the sentence in the second point somewhere within your post and further state that participants, by entering the sweepstakes or contest, fully release Facebook from any liability.

You might think the legal language makes your post resemble a long disclaimer rather than a fun promotion, but you can't get rid of it.

Beware of Cheaters

It's difficult to verify legit entrants or votes for a contest or sweepstakes that's run on your page's timeline. Some participants create fake Facebook profiles to enter multiple times or to participate in vote exchange schemes that increase their chances of winning.

> *Decide how you will pick a winner and communicate this clearly to participants. The more valuable the prize the more scrutiny how you choose a winner will come under.*

If you run a quiz-type contest, remember that users can edit their comments. So it's next to impossible for you to know if an answer in the comments was correct when it was originally entered or if the user edited the answer after seeing other participants' answers.

Whether you have 100 or 10,000 entrants, if your contest has unclear rules and you select a winner who's not a legitimate participant, you'll likely face disgruntled users.

Make sure your contest attracts genuine participants and address any issues early and decisively. Cheating is often spotted early on by legitimate participants. When it is, the key is to address it quickly and appropriately.

Think About How You Select Winners

Whether you want to pick a random winner from among all participants, sift through comments to identify the first "right" answer or scroll through user posts to find the entry with the most votes, there's no native tool to help you select a winner and you'll have to invest some time in the process.

If you have a small audience, this isn't too big of an issue. But if you gather a significant number of entries, you may still need a third-party application to help you pick a winner without spending too much time scrolling through hundreds or thousands of entries.

Make sure the prize you select is a good fit for your audience. Prizes with a small monetary value may be best for a Timeline contest.

Consider the Value of Your Prizes

Whether your page audience is big or small, the value of the prizes you offer through your timeline contest amplifies any potential troubles you encounter.

For example, if you offer a $1,500 vacation to the Caribbean, your participants will watch very closely to see how you pick the winner, and they'll definitely scrutinize that winner to make sure it was a "fair" selection. If your selection process isn't clear or seems unfair as far as the other participants are concerned, you'll face a virtual "riot" on your page. On the other hand, if you're giving away two movie tickets valued at $10 each, your participants are less likely to care about the legitimacy of the winners.

These examples are extreme. But the point is that a timeline contest can be a great choice to offer prizes of low value, even to a big audience. However, if your prizes are of high value, think twice before taking the timeline promotion path.

Choose the Right Promotion for Your Business

If you're not looking to grow your fan base and you don't need to collect your fans' email addresses—you just want to entertain your existing fans—you can definitely consider timeline contests.

While timeline promotions present a lot of opportunity for businesses to engage with and reward their fans quickly and easily, they may not be the right answer for every contest.

" *Timeline contests are a good way to engage with existing fans but they don't offer the opportunity to gather email addresses or grow your fan base. You'll need an app for that!* "

The biggest downside of timeline promotions is that they can't help you grow your fan base or collect information about your participants. For example, Facebook doesn't prohibit asking your participants to like your page when they enter, but you can't enforce that action from a timeline promotion like you can with many third-party app tools. You can't collect any data, including emails, without using a third-party app. Because many page owners use contests and promotions to increase their mailing lists, this makes timeline promotions a big no-go for them.

The value of prizes, the expected number of entrants, the process of selecting winners and the end goal of your business should all be taken into account when you weigh whether to run your contest on your page's timeline or to use a third-party app with a custom tab.

Thank you!

http://www.agorapulse.com
http://contest.agorapulse.com