

## **Fan Campaign ProPay**

### **Objective:**

- Create increased awareness of ProPay Facebook page
- Phase 1:
  - Increase fan base by 5000 followers (April 2-22)
- Phase 2:
  - Increase fan base by an additional 5000 followers (April 23 -29)
- Increase lead gen and sales

### **Offer:**

- Phase 1:
  - Enter to win an ipad Mini or a \$500 gift card.

### **Audience:**

- Current customers and prospects

### **Communication tactics:**

- Eblasts to 115,000- 150,000
- Promotions on Facebook posts/other social sites – twitter/linkedin
- Facebook ads –\$75 per week from April 2-22
- Website homepage

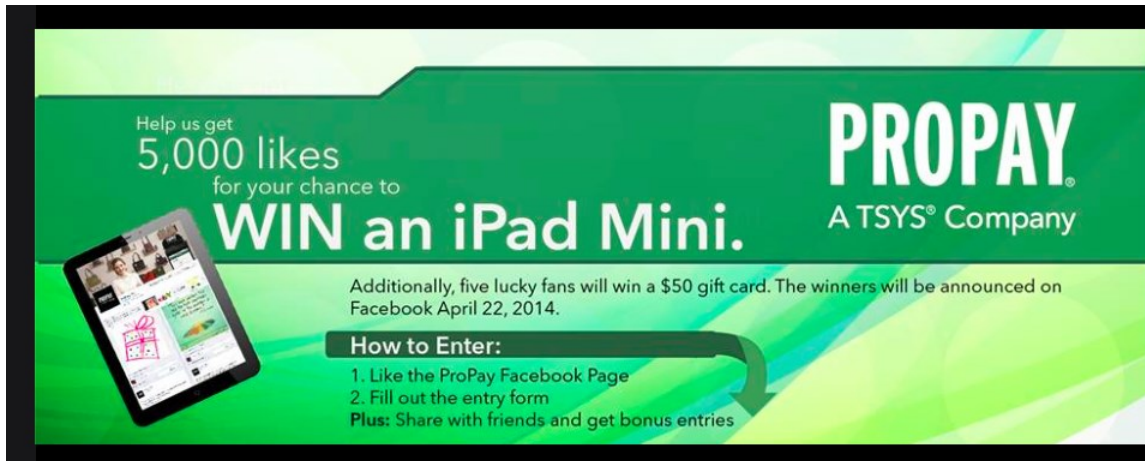
### **Campaign costs:**

- Internal resources
- Web ad budget

**Copy for the email and graphics to be placed on ProPay website, Twitter, Facebook, Google+ and LinkedIn with instructions on how to enter.**

1. Like the ProPay Facebook page
2. Fill out the entry form - there is an opportunity to have a form fill to provide their name and email address)

Bonus: Share with friends and get bonus entries



- Image replaced with the following graphic and promotion after hitting 5,000 in three days.



#### Results:

- **Goal reached at 15,000+ \*Likes**
- **12,747 \*Invites**
- **8,536 \*Shares**
- Extremely positive and unsolicited comments from ProPay customers that were seen by thousands of customers and prospects.

	40 people like this.
	<b>Kelly Pursel</b> PRO PAY IS AWESOME April 11 at 8:46am · Like
	<b>Valerie Hill</b> Love my Pro Pay account April 11 at 5:03pm · Like
	<b>Linda Lee Cartwright Fuski</b> Like! April 11 at 6:24pm · Like
	<b>Jennifer Asencio</b> 😞 What happened to the 5000 likes promo? April 11 at 10:05pm · Like
	<b>Tonya Irwin Yay.</b> This would be awesome! !! 😊 April 12 at 1:58pm · Unlike · 🔄 1
	<b>ProPay, Inc.</b> Hi Jennifer – We hit 5,000 likes before the final deadline. Everyone that entered is in the sweepstakes and to make it fair, we've added another iPad Mini for those that will be entering before the deadline! I hope this helps answer the questions 😊 April 12 at 7:59pm · Like · 🔄 1
	<b>Jessie W Michaels</b> Like Propay April 13 at 6:40pm · Like
	<b>Damaris E Rivera Quiles</b> I love my Propay account!!!!!! April 17 at 9:04pm · Like
	<b>Megan Schmitz</b> Where is the "sweepstakes tab"? April 20 at 7:19am · Like
	<b>Sharon Siegrist</b> When is the big announcement and where will we see it? Thanks for the offer! April 22 at 12:16pm · Like
	<b>Geneva Boyle</b> Love ProPay April 22 at 1:33pm · Like
	<b>Amanda Bunt</b> I love my propay... April 22 at 3:26pm · Like

- 2,450 people viewed this post on Facebook



**ProPay, Inc.**

Posted by Sharon Bargas [?] · April 2 · 🌐

Ok – secret is out! We have a brand new sweepstakes that we are launching today! Enter and SHARE, SHARE, SHARE! Help us get to 5,000 likes!!! It's a win-win! Go to the PROPAY SWEEPSTAKES APP above.

Like · Comment · Share

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👍 Tess Berrios and 22 others like this.



**Lisa Swartz-Scott** Where do we find the entry form?

April 2 at 9:38am · Like · 🗨️ 1



**ProPay, Inc.** Hi Lisa – go to the ProPay Sweepstakes app above. Click on it and it will take you to the sweepstakes page! Let us know if you have any trouble! Good luck!!!

April 2 at 10:22am · Like



**Lisa Swartz-Scott** Ahhhhhh, thank you!

April 2 at 10:27am · Like



**ProPay, Inc.** No problem!!

April 2 at 10:28am · Like



**Becky Adame** Love my prepay...No problems with it, ever!

April 2 at 3:45pm · Like



**Becky Adame** prepay!

April 2 at 3:46pm · Like



**Betty Held** We are happy with ProPay, a great company to do business with.

April 2 at 8:30pm · Like



**Leelee Hare** when I click on the link it just goes back the Facebook page. still can't find the entry form.

April 2 at 11:44pm · Like · 🗨️ 1

\* *Likes: The number of Likes for your Page.*

\* *Invites: The total number of invites sent; an invite counts as each individual friend that an entrant has sent an app request/invite.*

\* *Shares: The number of times people have shared the offer by posting the URL on their Wall/Timeline. This is in addition to the number of likes.*