

Social Contests and Campaigns

Launch social campaigns
with actual ROI

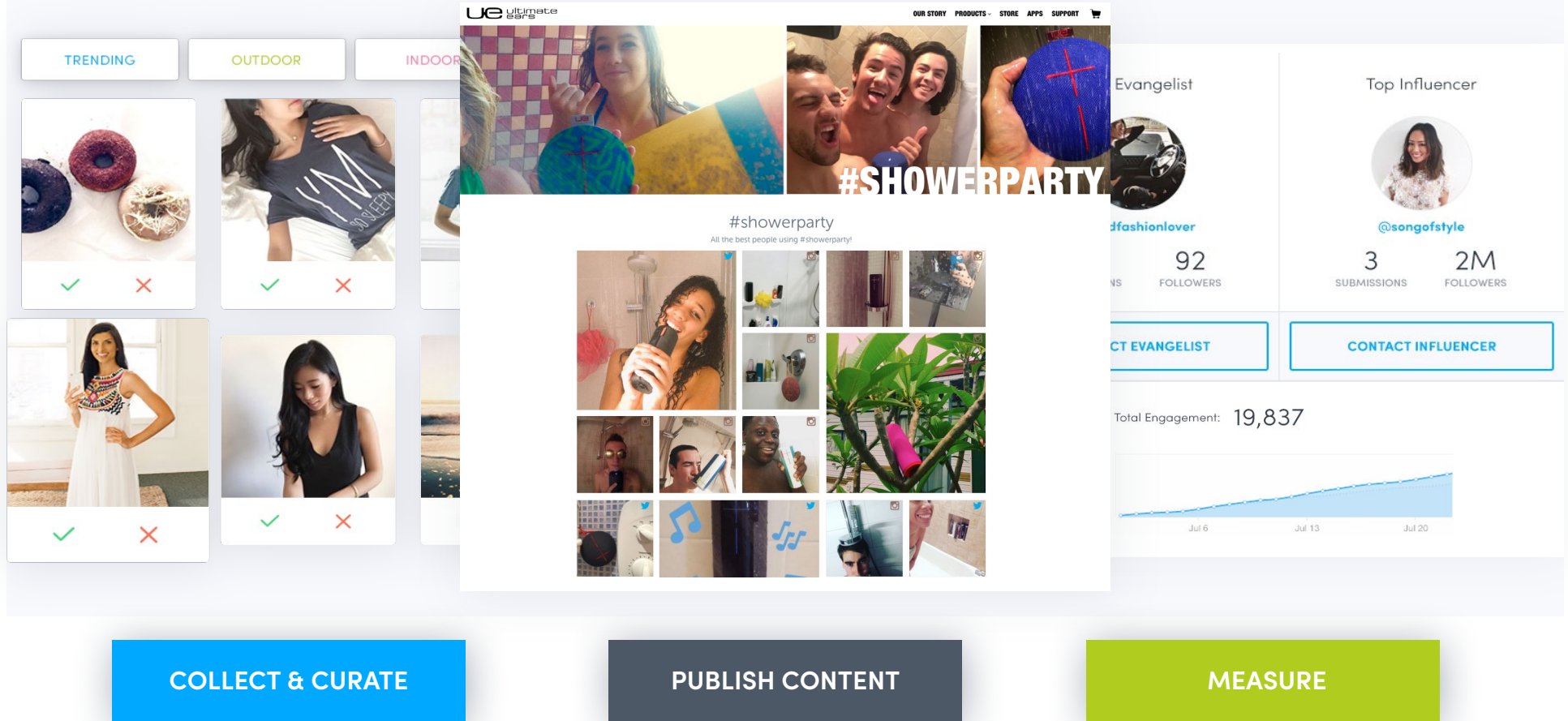


"70% of brands cannot
prove the quantitative
impact of their social media
efforts on their business."

CMO Survey

How it Works

Launch, manage, and measure your social media campaigns with minimal developer resources!



Use Case: Social Contests and Campaigns

80% ↑

of a marketing campaign reach comes from social amplification, Ogilvy

51% ↑

of brands struggle to produce enough visual content, Content Marketing Institute

HOW PIXLEE

Helps Your Brand

- Launch, manage, and measure all of your social campaigns in one platform.
- Choose from a wide selection of ready-to-use campaign tools and functionalities.
- Collect and permission customer content for future marketing initiatives.

HOW PIXLEE

Helps Your Customers

- Reward your brand advocates with discounts and promotions.
- Offer social proof of your products.
- Help social browsers discover your brand more organically.

Brands Using Pixlee Social Contests & Campaigns

charlotte russe

Levi's

photob★x

BRECKENRIDGE
COLORADO

SG
SPORTSMAN'S
GUIDE

Carnival

mophie.

KIMPTON®
hotels & restaurants

PPF
POWER OF
BooiDaddy

ue
ultimate experiences

PIXLEE

Other Resources

BLOG

- [5 Tips for Running your Best Social Media Campaign](#)
- [7 Ways to Gamify your Social Marketing Campaigns](#)
- [5 Social Media Campaigns with Real ROI](#)

WHITE PAPERS

- [Quick Wins to Get Customers Posting Great Content About Your Brand](#)
- [The Use Cases of User-Generated Content](#)
- [The Complete Guide to Social Commerce](#)

CASE STUDY

Sportsman's Guide

GOAL

To affordably scale content creation and engage its customers, it turned to Pixlee to drive results.

SOLUTION

The Sportsman's Guide partnered with Pixlee to launch and manage its #SharetheThrill campaign and to encourage customers to post more photos and videos of its products online.

The screenshot shows the Sportsman's Guide website. At the top, there's a navigation bar with links like Home, Catalog Quick Order, Free Catalog, Wish List, Order Status, Sign-up for Email Specials, and Canada/International. Below this is a search bar and a shopping cart icon. A prominent banner reads "Free Shipping and Extreme Markdowns on Cold Weather Gear! Shop Now!". Below the banner, there's a section for "VOTE FOR YOUR FAVORITE SHARE YOUR THRILL PHOTO TODAY!". It lists the prizes: Grand Prize Winner (\$1,000 Sportsman's Guide Gift Card), 1st Place Winner (\$500 Sportsman's Guide Gift Card), and 2nd Place Winner (\$250 Sportsman's Guide Gift Card). A large image of a \$1,000 gift card is shown. Below the prizes, there's a "VOTE" button and a photo gallery. One photo is highlighted, showing a man in camouflage gear holding a black dog. To the right of the photo, there's a "VOTE" button and a social media share bar with icons for Facebook, Twitter, Pinterest, and Tumblr. Below the photo gallery, there's a "SHOP SPORTSMAN'S GUIDE!" button and a "POWERED BY PIXLEE" logo.

+3100

photo and video submissions
for #SharetheThrill

+40k

people saw the customer
photo gallery on the
Sportsman's Guide website



"#ShareTheThrill is our rally cry-- the thrill of the hunt, the thrill of a great deal, and the thrill of sharing it with friends and family. The combination of Pixlee's campaign tool set and the strategic guidance from its customer success team helped us to scale our ideas and run our most successful social media marketing campaign to date."

JAKE DYBEDAHL, SOCIAL MEDIA SPECIALIST *THE SPORTSMAN'S GUIDE*



PIXLEE

Social Contests and Campaigns Implementation

Overview

1 COLLECT YOUR PHOTOS

Set up social media collection in your Pixlee account to start collecting brand mentions and hashtags.

2 MODERATE YOUR PHOTOS

Approve an album of brand and customer photos.

3 MAKE YOUR INSTAGRAM SHOPPABLE


Assign your products to their respective brand and customer photos.

4 DISPLAY YOUR SHOPPABLE SOCIAL GALLERY

Publish the album and copy paste the generated scripts onto your website.

5 MEASURE YOUR RESULTS

Measure the success of your social media campaign.



Your Checklist

Your Checklist

- ☐ Define your campaign goals and measurable key performance indicators.
- ☐ Choose which social channel(s) to run your campaign on. The demographics of the social channel you choose should reflect the demographics of your target customer.
- ☐ Set up social collection for your brand's handle and social campaign hashtag(s) to collect content from:
 - ☐ Instagram
 - ☐ Twitter
 - ☐ Facebook
 - ☐ Vine
- ☐ Place your hashtag in the "About Me" sections of:
 - ☐ Instagram
 - ☐ Facebook
 - ☐ Twitter
 - ☐ Vine
 - ☐ YouTube
- ☐ Include your hashtag at the end of all brand Tweets, Facebook posts, and Instagram captions.
- ☐ Print out wall decals of your hashtag for your stores.
- ☐ Include your branded hashtag and feature customer photos in all email marketing.
 - ☐ Place your branded hashtag in all employee email signatures.
- ☐ "Approve" or "Deny" the collected photos and videos in the Pixlee inbox.
- ☐ Set up voting for gallery of social campaign submissions.
- ☐ Regularly promote content on social media.
- ☐ Display the gallery of highest-quality customer photos on your website campaign landing page.
- ☐ Set up in-store displays that showcase winning customer photo submissions.
- ☐ Create package inserts that highlight your branded hashtag and feature customer photo submissions.
- ☐ Reward users who submit winning photos and videos with promos, discounts, freebies, events, etc.



425 2nd Street
Suite 602
San Francisco, CA
94107

pixlee.com
hi@pixlee.com
855.474.9533



@pixlee

Powered by the belief that customer stories are the most powerful way to articulate the value of a product or service, Pixlee helps brands market and sell with real customer photos and videos.

The company works with more than 150 brands such as Kenneth Cole, Gaiam, Levi Strauss and Kimpton Hotels & Restaurants to develop a more authentic marketing experience and create stronger relationships with their most passionate customers.

Pixlee's visual marketing platform curates customer-generated content in real-time, manages permission rights and easily integrates the content directly into multi-channel browsing and shopping experiences.

The company's approach has proven to impact sales profoundly: Shoppers that engage with Pixlee-managed content on a brand's website are, on average, 2x more likely to make a purchase.

Pixlee is headquartered in San Francisco with offices in New York.
