Generate Revenue With Social Media

BLUF: Run sponsored contests on Facebook and generate revenue.

How:

1. Research the price of holding a Facebook contest through a third party/ platform (there is a large number of companies available for use. If beneficial
2. Inquire a company to sponsor a contest for a month. Amount the sponsor would pay is based off= (price of contest+ cost or prize/in kind prize+ cost of marketing contest +our fee)
3. Then run contest (assuming rules, prizes, and all other official requirements/steps of a typical online contest conducted) and promote contest to Facebook users and customers on the web.
4. Collect money from sponsor and award contest prize.

Example: Fort Riley ran a Facebook contest sponsored by American Airlines. Marketed through information briefs (newcomers, command, FRG, etc.), website and Facebook posts (all advertising was through free channels). The customer was required to read and accept rules & information sharing policy, then had to submit a story no longer than (XX) number of words explaining why your soldier should win a trip to Chicago. All stories were on Facebook under the contest tab and could be read by anyone who wanted which was explained in the rules. Someone in the department would check daily on new stories to make sure all submissions were appropriate.   Many stories were submitted and our marketing department narrowed down the best stories to a total of "the top ten". Then we asked (as a perk not written out in the contract) American Airlines if they would like to pick the Winner out of our top 10 stories. American Airlines loved being able to pick the winner because they actually got to read 10 compelling and often emotional stories from soldiers/spouses/family members and pick who they wanted to receive the prize they paid for. So the sponsor got to see exactly who reaped the benefit of their sponsorship. Then complete the proper steps of verification, prize awarding, and execution. (This is one example, we did many more contests like photo contests, stories of pre-deployment/redeployment favorite meals, and many others based on the sponsor and prizing.)

Benefits:

1. Generate revenue
2. Building sponsorship relationships requiring smaller amounts that may develop relationship in turn leading to large sponsorships.
3. Sponsor gets the emotional impact of who they are helping as opposed to just giving money us money and seeing a write up at the end of their sponsorship (I believe this motivates the sponsors to want to help this customer base more equaling more sponsorships)
4. Provides sponsorship opportunities for smaller start up businesses or businesses with a smaller budget