

ELITE BRANDS

Digital Consulting  
Elitebrands.org

# ELITE COMPETITION STRATEGY CASE STUDY & BLUEPRINT

A multi-channel customer acquisition  
& engagement exercise.

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## BACKGROUND - THE PROCESS

A behavioural data driven sequential marketing method.

We apply systems to eCommerce. We run our own eCommerce store, Gearbunch & we consult for others. The foundations upon which our systems are built are based on classical marketing theory.

We put the right message in front of the right person, in the right place, at the right time. Then we measure the results & continually improve. In order to do this, we use different channels to deliver appropriate messaging based on the customers stage of awareness and engagement with the brand at any given point in time.

We use Facebook/Instagram & Google ads, Social media engagement, SMS & Facebook Messenger, Email marketing & website conversion optimisation to engage & convert leads into new customers, then turn them into repeat customers, & graduate them into loyal ones.

While the channels differ, the strategy remains constant: a process of timings, messaging, & incentives all delivered sequentially in a process that spans nine months from first interaction (Top of Funnel) to a final win-back message delivered 36 weeks later. (Bottom of Funnel).

This process evolves & adapts automatically dependent on actions/inactions during different stages of the customer life-cycle. A 9-month timeframe is the minimum.

The more information we can acquire on every lead, the more relevant their message can be, the more appropriate the timing, & the more varied the delivery channels. Furthermore, each individual piece of behavioural information contributes to group averages & cohort analyses used for predictive modelling.

Because our systems follow a minimum nine month process, we are constantly engaging, reengaging & processing leads through multiple levels of communication & incentives.

**Because today's cold lead is tomorrows loyal customer, the quality & targeting of top-of-funnel traffic is paramount.**

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# ELITE COMPETITION STRATEGY - THE BLUEPRINT

This is not ad spend - this is investing in future customers.

This document outlines the Elite Competition Strategy as well as the theory behind the choices made, & the lessons we learned from running it monthly for our own brand as well as for our clients.

## **1. Define a Large Prize** - *Competition length - 1 month.*

Offer a prize worthy of an event. Your usual % discount is not enough.

You will be building an event around this promotion so offer an impressive prize.

Any cost associated with the prize will be offset by the gain in traffic, sales, & assets you will gain from the winner for future ads.

**2. Launch FB Lead Ad** to collect name & email via Native Facebook Landing Page that integrates with Klaviyo. *(Incentive: Grand prize + free gift for 1st entry)*

## **3. Connect to email list - Create Flow to trigger upon entry.**

1st email: CTA: link to private FB group PLUS link to fee gift. Reward with gift.

## **4. Email sequence to follow 1st email:**

*2nd email:* CTA: SMS subs *(incentive: bonus entry)*

*3rd email:* CTA: 24 hour reminder of draw. Establishing sense of event

*4th email:* 1 hour reminder of draw Adding urgency & FOMO

*5th email:* Post-FB Live event, winner announced, runner-up code given *(valid 2 hours)*.

*Note: Exclude entrants for the month from all usual campaign emails.*

*(Post-draw integrate back into usual marketing efforts).*

## **5. Live Draw on FB, in the group.**

Infomercial style, this is the event, presented to feel like one.

This is a highly qualified & engaged audience, treat them as such.

Hosts take questions in chat, prompt engagement & sneak peek new products, building up to main prize announcement , announcing a runners up prize for all in the audience first.

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# ELITE COMPETITION STRATEGY - CHANNELS

*THE RIGHT MESSAGE TO THE RIGHT PERSON  
IN THE RIGHT PLACE AT THE RIGHT TIME*

## TARGETED FB/IG ADS

- FB Lead Ad run to Lookalike audience of High Value Customers.
- Exclude current Subscribers & website visitors (last 180 days).

This is a Top Of Funnel lead acquisition exercise - Target a lookalike Audience of your High Value segment. See page 8 for images of the ad & its form.

## EMAIL MARKETING

The flow that sits behind the on-page sign-up form. *(Examples page 7-11).*

*The email flow is the point of this exercise.*

This project is about generating new TOF leads & processing them through this flow before behaviourally segmenting into other flows in your backend system.

These competition entrants will be worked through your Top, Middle & Bottom of Funnel, their behaviour & your defined triggers will graduate them to Bottom of funnel over time.

***The Elite Competition Strategy populates funnel systems with qualified leads with intent.***

## SMS

As an incentive, offer a bonus entry in the draw upon receipt of the customers' acceptance of SMS marketing.

This is achieved via an email that drives the customer to a landing page with built-in form containing an SMS field. *(Example page 10).*

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## FACEBOOK LIVE - AN EVENT

The competition draw is a Live Draw - meaning that the entrant must be present in the group at the time of the draw to be able to win.

These conditions mean that joining the group is a required step in the process.

The Live Draw will be presented as an event, similar to an infomercial, building excitement to the draw while featuring product, demonstrating features & addressing pain-points.

**This captive audience of qualified, engaged & motivated leads is extremely important - and should be reflected in the tone & sense of event of this Live broadcast.**

During the call, just prior to the main winner announcement, a runners-up prize will be announced. This prize will be a further discount code manually sent to every person who is in the call.

This personalised code is high-value & greater than the regular rewards offered for sign-on actions.

This is to reward the viewer & rate them well as a thank you for joining the live call - this establishes a relationship where performing a required action results in a reward.



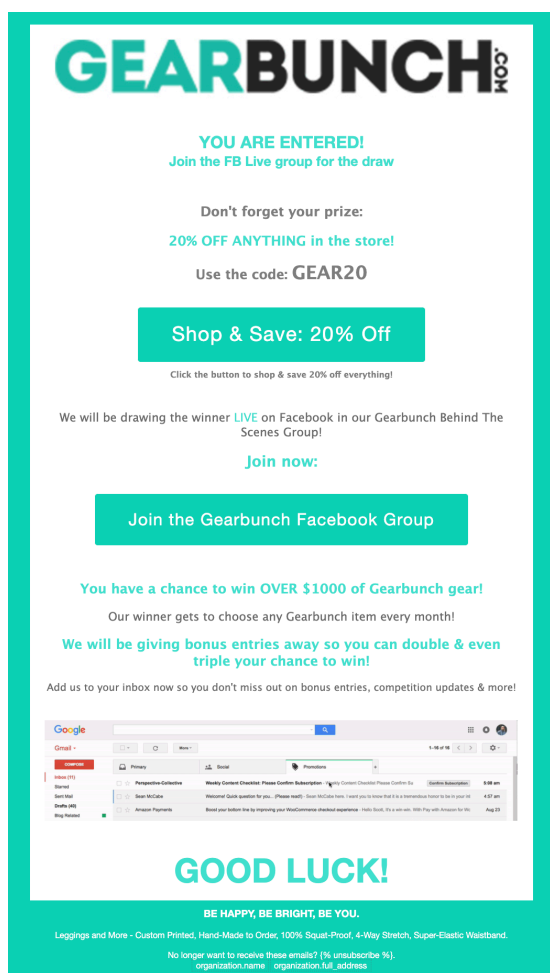


# EMAIL MARKETING - EMAIL 1 - WELCOME

Subject line: Your \$1000 Gear For A Year Confirmation

Preview Text: Your Prize plus Important Competition information

Upon signing up, the lead receives the following email. The primary goal is the lead joining the Facebook group, the secondary goal is the lead adding Gearbunch to their inbox (out of Promotions tab or Spam).



Note the confirmation of their action - '**You are entered!**' followed by a request for further action, then the 'easter egg' of a large discount *prior* to the new action being undertaken.

The reason for this is based upon Cialdini's findings that 'Giving first... cultivates a positive association & establishes a mutual rapport' As 'Giving First' is about establishing & cultivating it is appropriate at TOF.

This establishes an action/reward relationship where the lead 'learns that by following instructions they will be rewarded.

We have found that the first action/reward exchange also establishes value in the leads mind, thus the reward must exceed expected levels.

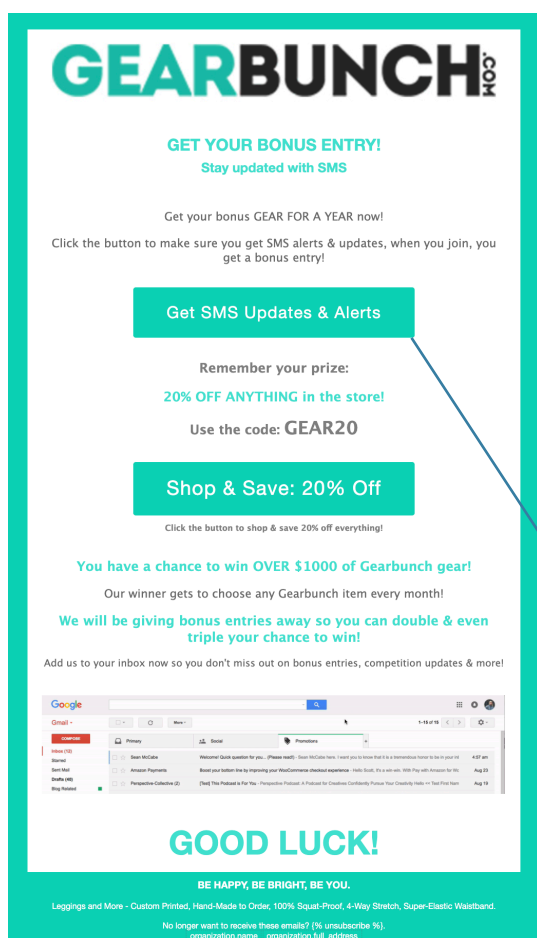
The secondary goal 'Join Now' is promoted three times in the body of the email. The add-to inbox action remains, but is relegated below the fold.

# EMAIL MARKETING - EMAIL 2 - SMS SUBS

Bonus Gear For A Year \$1000 competition ENTRY! 🎉

SMS alert! Don't miss out.

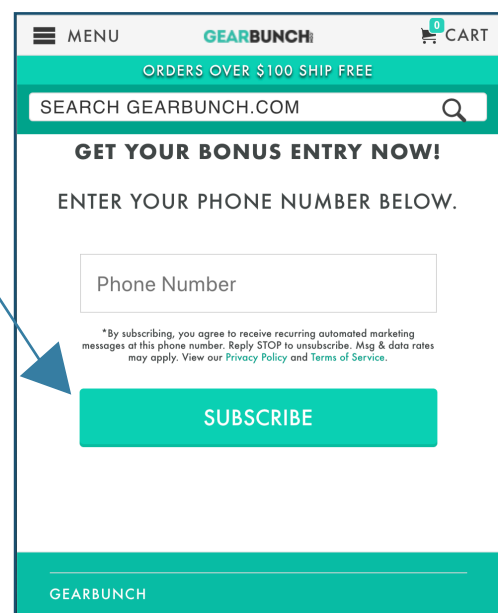
The primary goal is the lead providing their phone number for SMS marketing, the secondary goal remains the same as the first email - inbox add.



The incentive is a bonus entry & the framing of the request is to receive alerts & updates.

The subscribe form is a simple landing page on the site with an embedded Klaviyo form, nothing else.

We do this by first offering a method to be rewarded (bonus offer) & also the secondary action of adding Gearbunch to their inbox remains.





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## EMAIL MARKETING - EMAIL 3 - 24 HOURS TO GO

Bonus Gear For A Year \$1000 competition DRAW! 🎉

Don't miss the live draw!

## EMAIL MARKETING - EMAIL 4 - 1/2 AN HOUR

Bonus Gear For A Year \$1000 competition DRAW! 🎉

30 minutes till the LIVE DRAW!

**GEARBUNCH** HQ

We will be drawing the winner **LIVE** on Facebook in our Gearbunch Behind The Scenes Group tomorrow (Sunday) at 7pm Pacific Time

Remember you need to be on the live call to be eligible to win.

Make sure you join Facebook in our Gearbunch Behind The Scenes Group before the draw.

**Join now:**

[Click to Join Gearbunch Facebook Group](#)

*Live Draw In:*

**00** **00** **00** **00**  
DAYS HOURS MINUTES SECONDS

**GOOD LUCK!**

BE HAPPY, BE BRIGHT, BE YOU.

These emails were identical in content, the preview text & countdown timer being the only elements that differed.

Ramping up the event excitement & sweeping in to prompt stragglers to (CTA) Joint The Facebook Group.

The countdown timer was added to these emails to further communicate the time left.

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## FACEBOOK LIVE EVENT

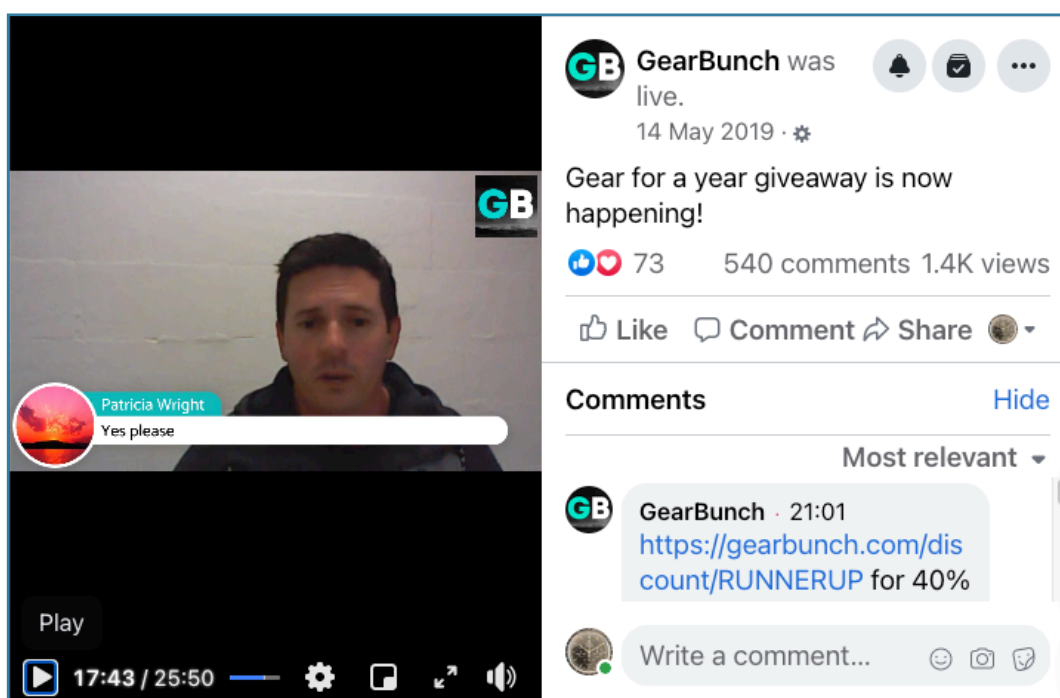
The event was presented in an infomercial style format, engaging viewers, asking them to perform actions such as ‘typing where you are from’ to raise the engagement level of the group. We took questions, previewed new products & then drew the winner who of course was there live in the chat.

We announced the runner-up prize prior to the winners announcement to ensure maximum visibility, because once the winner was announced we saw a steady decline in viewership.

The runners-up code was used at a higher than average rate compared to a regular % discount & was an effective way of directly monetising this exercise.

**The focus here is engagement. Creating a highly engaged group that is not simply one-way promotional messaging.**

Note the discount offered is a larger incentive than all others (including the following email). This is to reward the users for being on the call & to position the next event as unmissable.

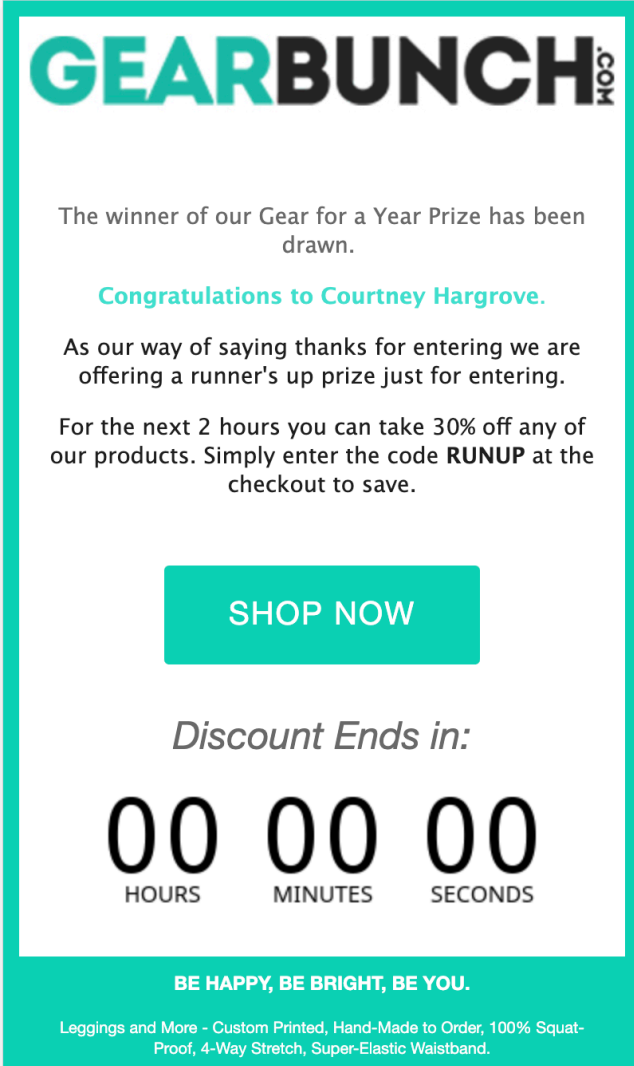


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## EMAIL MARKETING - EMAIL 5 - WINNER ANNOUNCED

Subject: Winner Announced: Gear For A Year \$1000 competition DRAW! 🎉

Preview: Your prize is...



**GEARBUNCH**.COM

The winner of our Gear for a Year Prize has been drawn.

**Congratulations to Courtney Hargrove.**

As our way of saying thanks for entering we are offering a runner's up prize just for entering.

For the next 2 hours you can take 30% off any of our products. Simply enter the code **RUNUP** at the checkout to save.

**SHOP NOW**

*Discount Ends in:*

**00** HOURS   **00** MINUTES   **00** SECONDS

**BE HAPPY, BE BRIGHT, BE YOU.**

Leggings and More - Custom Printed, Hand-Made to Order, 100% Squat-Proof, 4-Way Stretch, Super-Elastic Waistband.

The final email in the Elite Competition Masterplan.

This email acts as a closer for the FB Live Draw, announcing the winner & adding urgency for a final 30% incentive offered to the FB Live group only.

This is their reward for participation. This offer is framed as a 'Runner Up Prize'

The 2 hour time limit is added as scarcity to prompt the user during this time of familiarisation with the competition.

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## CONCLUSION

Once the competition had run its course, we analysed the data & saw increases in email open rates, FB group engagement, and of course sales.

These are all positives, but obviously they are reflections of past-performance. Once an email has been opened, it has been opened, this does not reflect on future emails. Once a sale is made the challenge becomes how to prompt a second purchase etc.

**The real value of the Elite Competition masterplan is not in its performance & generated revenue during its front-end life cycle, but is *what happens post-competition* in the back-end - the behavioural data that this exercise has garnered.**

The FB Live group is now a tracked cohort, the behaviour of all site visitors during competition time further segments & places them into the appropriate place in the appropriate flow.

Our existing flow structure has (abandoned, retarget, welcome & win-back sequences) has had a fresh injection of new qualified leads.

Working from a Top, Middle & Bottom Funnel structure, these new users have entered via Top & are now in the middle of our funnels. Their behaviour & our defined triggers graduate them to Bottom of funnel over time.

**The Elite Competition Strategy populates our systems with qualified leads with intent.**

This strategy was a success for Gearbunch, so we rolled it out for our clients. Some of which had even better results than we did. We now run this competition monthly, always aimed at top of funnel & excluding existing customers.

As a customer acquisition exercise, it has proven to be invaluable in keeping our funnel systems populated & is an important part of our funnel systems.

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