Contest Ideas: Easy ways to drive traction

"Learning to do by doing helps get to the 'ah-ha' moment faster" - Anonymous Smart Person

Hosting contests and raffles offer great ways to promote texting to your customers and team. Below are a few easy ways to drive adoption and incentivize getting to the 'ah-ha' moment faster.

Prize Ideas: Gift Card, Yeti Cup, Pizza Lunch, Preferred Parking, Hat, Hoodie

Order Raffle

- **Set Up:** Inform your team and customers that a raffle is being held with each order texted into Prokeep being an entry to a raffle.
- **Finish:** At the end of the term, do a random drawing and award the prizes. Text the winner from Prokeep!
- **Real Example:** Distributor wrapped 5 gifts under a Christmas tree. Each order via Prokeep was an entry and a chance to win. They did this for their team and contractors.
  - **Variation!** You can also adapt this to your Inside or Outside Sales Team.

Proactive Messages Contest

- **Set Up:** Proactive messages are the single best way to gain traction. To get your Inside Team moving, incentivize sending the most proactive messages via Prokeep within a specified amount of time.
- **Finish:** At the end of the term, count the outbound messages each user has had and give the highest user a prize. Prokeep analytics can help deliver the answers.
- **Real Example:** Every 2 weeks this distributor would take the top 3 reps (company wide) and give them gift cards of $50, $25 and $10 based on who sent the most proactive messages using Prokeep. They ran it twice within a month with traction increasing each time!
  - **Protip:** Start texting with people that are already texting
  - **Variations!** Fastest Time to Claim **or** Most Threads Claimed

Contact Creation Contest

- **Set Up**: It is important that your team is onboard as well. A great way to help your counter reps get in the habit of using Prokeep is to set up a contest to see which branch adds the most contacts to Prokeep.
- **Finish:** At the end of the contest, count how many customers each branch has added to Prokeep and give them a prize.
- **Real Example:** West Coast distributor did not have an accurate address book. To build out their address book in Prokeep they created this contest and within a few weeks, all their primary customers were saved in Prokeep AND using the platform.
  - **Protip!** Start by adding customers who already text and send a welcome message!