

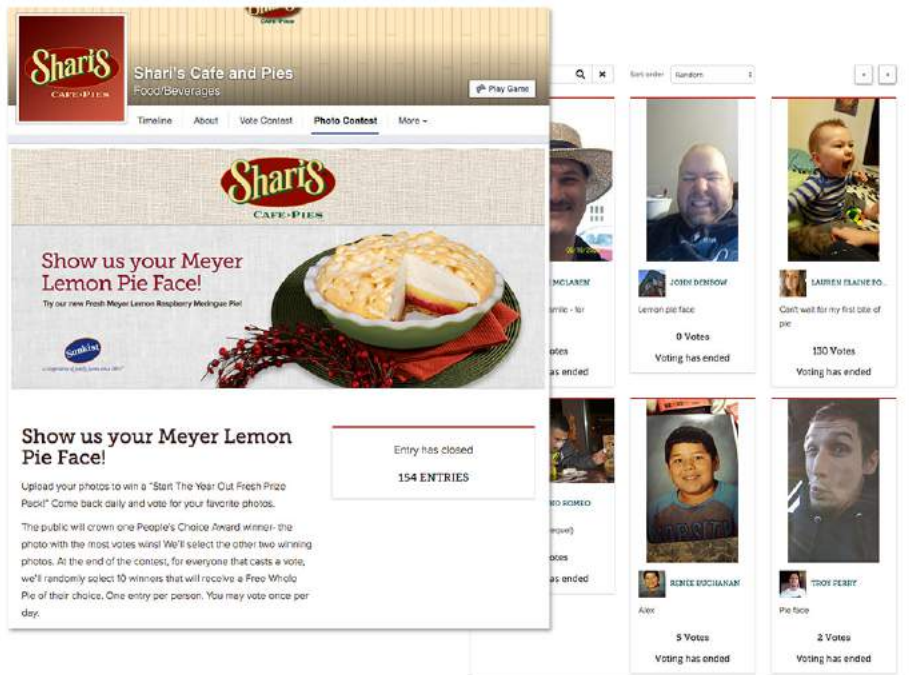


Wishpond

The Easiest Way to Generate, Nurture and Manage Your Leads



Shari's Cafe & Pies Customer Success Story



Challenge

Shari's Cafe & Pies wanted to engage their social media followers using a fun photo contest promoting a seasonal pie and their partnership with Sunkist.

Solution

They used the photo contest because their customers love taking selfies with their food at Shari's Cafe & Pies.

"[It was the] perfect opportunity to run a photo contest."

They asked participants to upload a photo to win a "Start The Year Out Fresh Prize Pack!", which included a Sunkist Commercial Electric Juicer (\$600 value), \$50 in Sunkist Fresh Fruit certificates and a \$50 Shari's gift card. The winner was chosen based on the photo that received the most votes and two more were selected as winners by Shari's Cafe & Pies. They also incentivized voters to vote by randomly selecting 10 voters, who had the chance to choose a free pie.

Results

"We had hundreds of entries and our fans enjoyed voting for their favorite photos. We saw a lot of increased traffic on our website and Facebook page."

"We received hundreds of wonderful photos and guests had a lot of fun participating in the contest, which was one of our primary objectives. [We created] photo fun around a seasonal item we wanted to highlight."

"We increased our Facebook traffic by 30% during this photo contest. It's the 2nd time we've run a photo contest and we received far more entries during this photo contest."

Why Wishpond?

"[The] service from your development and sales team along with very reasonable pricing [is why we chose Wishpond]. I'm blown away by the attentiveness of your team and attention to detail."

"Your pricing and services are fantastic! The team that currently services our account are so reliable and responsive. I'm VERY happy with our services with Wishpond. I've used other services that were far more expensive and they didn't provide anywhere near the level of service I expected for the cost."