Wishpond

The Easiest Way to Generate, Nurture and Manage Your Leads

Blue Cross Customer Success Story

400+
NEW LEADS

Challenge

Blue Cross wanted to build their Facebook following, engage their audience and build their email list.

Solution

They wanted to reach their target audience: Mothers. To achieve this without being about to give away any product themselves that would appeal to this audience they gave away prizes that would attract the right demographics by giving away a $100 Babies 'R' Us gift card and a $100 Motherhood Maternity gift card. They ran a sweepstakes to "Enter to win a $200 Happy Moms and Happy Tots Gift Package!".

Results

This campaign was a simple yet effective way for them to reach one of their key target audiences, all while collecting valuable marketing insights and building their Facebook presence. Their website traffic (generated from social properties) has increased by 8%. Furthermore, they saw a sharp increase in there Facebook followers, and the momentum continues to today.

"We had a 20% increase in Facebook followers, and were able to utilize entrant data to further segment our Facebook ad targeting. As this was our first campaign, the primary challenge was trying to understand how users would interact with this promotion, and whether we were utilizing the right channels to reach our target audience. Luckily, most of our predictions were correct, and for the few that weren't, Wishpond offers excellent insights into what failed, allowing us to adapt or future strategies to ensure success."

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Why Wishpond?

"Ease of use, and time in the industry. Increased website traffic & Increased fan engagement"

"Wishpond offers digital marketers robust tools to engage target audiences and drive business results. In a world where it is increasingly difficult to have your campaigns stand out, Wishpond's software allowed us to create a brilliant and effective campaign that stood out from the rest. We're very impressed with both the platform and the support team."