



Wishpond

The Easiest Way to Generate, Nurture and Manage Your Leads



GoEco Volunteer Abroad Customer Success Story



33% INCREASE IN INSTAGRAM FOLLOWERS

2300+ VOTERS

550+ LEADS



Challenge

GoEco Volunteer Abroad wanted to build brand awareness, gain new leads and increase fan engagement. They joined Instagram a little over a year ago and their fan base wasn't growing as fast as they'd hoped.

"We wanted to do a fun and interactive campaign that would quickly and significantly increase our following on Instagram." - Cassandra Federbusz, PR Manager at GoEco



Solution

GoEco ran a photo contest called "Animal Selfie #GoEcontest" which incentivized entries with a GoPro Hero4. They asked entries to follow them on Instagram @go.eco, share their favourite animal selfie on Instagram, hashtag the photo #GoEcontest, tag it @go.eco and get their friends and family to like and vote for their entry.

The used Wishpond's Instagram Hashtag Contest app to run the contest and embedded it on their website for people to view. The app allowed viewers to see the details of the contest, moderate entries and allow voters to vote on their favourite ones.



Results

"We saw an increase in followers that extended beyond Instagram into our other social media platforms. Fans are increasingly engaging with the brand through comments, likes, tags and hashtags. Our site visits and inquiries also spiked during the period of the contest and shortly after.

The outcome actually exceeded our expectations. We were thrilled to see so many current and past volunteers participate in our contest even though we opened up the contest to everyone. We were pleased when the campaign's winner turned out to be a past volunteer whose animal selfie came from our Marine and Turtle Conservation project in the Maldives.

In just over two weeks [we gained]:

- a 33 % increase in Instagram followers
- 2,358 votes
- 552 new leads
- more comments and interaction
- significant number of visits to website"

- Cassandra Federbusz, PR Manager at GoEco



Why Wishpond?

"Wishpond is easy to use."

"For a first-time Instagram contest, GoEco was blown away with the results. Wishpond's photo contest platform turned out to be everything we envisioned with several submissions that we could easily manage and monitor. We're definitely going to use Wishpond for future contests and promotions." - Cassandra Federbusz, PR Manager at GoEco