

# In App Contesting

In App contesting gives members an easy way to enter contests via an offer on GetintheLoop.

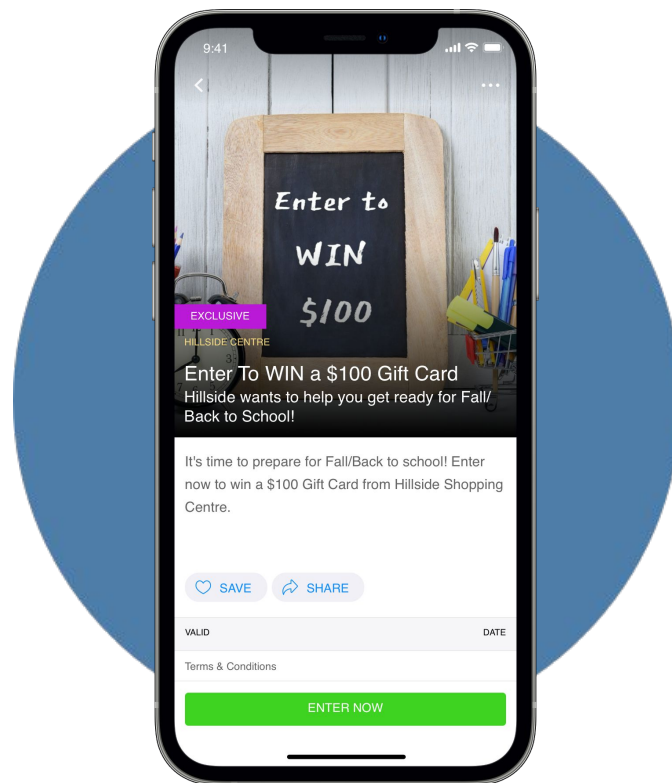
Simply create an exciting offer describing the contest and use the call-to-action button “Enter Now”.

Promote the contest on your social channels for optimum success!

You can request HQ’s help with the promotion of the contest by adding a push notification and a custom email.

Members are enticed into the app to enter into the giveaway but are also likely to browse through other offers while they are there. This promotes member engagement and gives members a reason to come back.

This request is only available to partners on a PAID tier.



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# How To Guide

## 1. Create an Exclusive Offer for the business.

- a. Headline: Prize and value ex. "Win a \$200 Dinner for 2"
- b. Sub Headline: from GetintheLoop
- c. Details: Explain the giveaway, how to enter ex. "Tap "Enter Now" to be entered for the day!"
- d. Terms & Conditions must include:
  - i. Winner will be notified by email.
  - ii. Winner must acknowledge receipt within 24 hours of being notified.
  - iii. See full contest terms & conditions at <https://getintheLoop.ca/general-contest-terms>
  - iv. How will customers use this offer: choose Online
  - v. Label: choose Enter Now
  - vi. Be sure to add this URL to take the completed entry to the Congratulations landing page. This confirms the member has just entered the giveaway draw.  
<https://embedded-app-content.getintheLoop.ca/contest/success>
  - vii. Offer Image: Use a clear exciting stock image, add giveaway stickers or take photos of giveaway items. A standard image can be found on Loop Central.  
<https://loopcentral.getintheLoop.com/share/asset/view/505>

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## 2. Add details about the contest

- a. Add details about the contest using the In App Contesting form linked on the Marketing Requests section of the Local Owner Dashboard. HQ will use the details provided to set up a push notification as well as a custom email to promote the contest. HQ will also pull a winner and notify you accordingly.

## 3. Create Social Posts on Facebook & Instagram

- a. Promote the contest by directing people back to the app. This will encourage new member downloads.
- b. Use an image that represents the contest
- c. Update the content for the post with the details on how to enter (example):
  - i. Here's how it works: Open the GetintheLoop app. Find the contest offer and tap "Enter Now" to be entered for the day! This contest runs from X - X.

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## 4. Contact the Winner

- a. A winner will be randomly chosen and provided to you by HQ within 24 hours of the contest ending. If the contest ends on a weekend, the winner will be sent Monday morning.
- b. Connect the winner via email. We find it's the best way to coordinate picking up the prize.

## 5. Announce the winner

- a. Announce the winner on your social channels. It's best to do a story when you're announcing. Or take a photo with the winner when delivering the prize.

