

Twitter competitions with Binkd

May 2012

A very good way to increase your twitter followers and engage those twitter followers who are already following you is to hold a twitter competition.

Most brands will hold a RT competition where people need to 'retweet' a certain tweet you have composed but it is tricky to collate the data of all those who have entered and see any stats.



Original Source @originalsource

25m

We're giving away 3 Lavender and Tea Tree shower gels for #tingletime this week. RT + follow to enter and #win yourself a bottle

Expand



nectar.com @nectar

35m

RT this & follow @nectar for a chance to win 2,000 Nectar points!
More info here: bit.ly/MbQqFb

Expand

Binkd does this for you. Firstly, it will keep a list of all entries with details such as their name, email and twitter name.

Binkd Promotion

HOME ABOUT TOUR PRICING CASE STUDIES BLOG CONTACT FAQ LOGIN SIGN UP

Social Media Promotions and Rewards

Recording a video in a Mini and voting Facebook wall resulted in a 3x incr

WordPress twitter

Windows Phone

Over 12,000 fans
In less than 1 month

Congratulations! your answer was correct.

Phone
Score

travelshikh.com

Helping you get to where you need to be

You can create a unique twitter competition landing page, show an image of the prizes on offer and include the data capture form to collect email data quite easily.



Here at Menswear Style we have 2 very preppy striped slim ties from ASOS to giveaway! One Lucky winner will be picked and announced at 2pm on the 29th May. Good Luck!

Email:


Name:

Your Twitter Handle: @

Another great feature on Binkd is for a competition entrant to validate their entry to your competition they need to tweet to their followers by clicking a button which automatically populates tweet text you have populated.



Men's Style Advice @mensstyleadvice 23 May
I just entered the contest to win 2 ASOS slim ties by @MenswearStyle
Enter here at promotion.binkd.com/Direct.aspx?id...
Expand



MARTAN @MARTANMain 22 May
I just entered the contest to win 2 ASOS ties slim ties by
@MenswearStyle Enter here at promotion.binkd.com/Direct.aspx?id...
Expand



neelesh mistry @MAHADEV_108 22 May
I just entered the contest to win 2 ASOS ties slim ties by
@MenswearStyle Enter here at promotion.binkd.com/Direct.aspx?id...
Expand

The stats available through Binkd about the Twitter competition are quite good with reports on 'entries per day' and more importantly you get to download the email data records from everyone who has entered so you can add them to email database.

Contest:

Status:

Export To:

There are no security warnings for this contest.

Media	Name	Email	Answer	Custom Fields	Entered	Phone Number
Edit Delete	Clint Andrew Mamuri	xxclint@gmail.com			29 May 2012 08:47	Tweeted @ohohclint
Edit Delete	maxime goodwin	paulandmaximegoodwin@yahoo.co.uk			24 May 2012 12:05	- @psg1968
Edit Delete	Cole Johnston	coletjohn@comcast.net			24 May 2012 08:00	- @keyboardcole

Step 1 - Twitter Contest

It is free to set up a twitter contest with Binkd. You will need to go to Binkd.com and create a login. Once this is done choose 'twitter contest'






Twitter Contest [free]

Have people enter a contest by entering their details, then tweeting a message, link or hashtag, while mentioning your Twitter handle.

Step 2 - Create

The next screen will take you to a page where you can create the comp step by step. First you just need to specify the number of winners, start date, end date and time zone.

Create

Overview	Twitter	Prize(s)	Terms	Design
Name Your Contest: ?		Open Date/Time: ?		
<input type="text"/>		2012-05-29  00:00 (24 hr time)		
Number Of Winners: ?		Final Close Date/Time: ?		
<input type="text" value="1"/>		2012-05-29  00:00 (24 hr time)		
Timezone: ?				
<input type="text" value="(GMT) Coordinated Universal Time"/> 				
Next >				
Create Contest				

Step 3 - Connect your Twitter

Now you need to connect your twitter account to Binkd so they can add their software for tracking etc. You also have the option to include the tweet text for the comp. This is the copy that each entrant will need to tweet to their followers to validate their entry to the competition.

Overview **Twitter** Prize(s) Terms Design

Step 1

[Connect Your Twitter Account](#)

After Authorization Refresh Page

Step 2

Enter the message you want them to share. We recommend adding something before the mention to ensure it shows up in more twitter feeds.

@

[LINK] is a special tag that will be replaced with the actual contest link.

< Back Next >


Step 4 - upload a picture

























Here you need specify the type of prize such as 'physical product' and then upload a picture of the prizes to be included on your competition landing page.

























Overview | Twitter | **Prize(s)** | Terms | Design



Prize Description: [?](#)

Paragraph | Font | Size | Color

B *I* U **abc** **x** **x** 

 Design  HTML

Prize Category: [?](#)

Please select one

Prize Image: [?](#)

Upload New: No file chosen

< Back Next >

[Create Contest](#)

Step 5 - Design

After setting the terms you can personalise your competition landing page some more. You can upload a header image. We recommend simply uploading your logo here.

Overview | Twitter | Prize(s) | Terms | **Design**

Theme Color:

Logo/Header Image

The maximum image width is 810px for Facebook and 240px for Mobile. These images are optional.

Web or Facebook: No file chosen **Mobile:** No file chosen

No image uploaded No image uploaded

[Show Advanced Options](#)

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[Create Contest](#)



Step 6 - promote

Now you will be given a unique URL which will take you to your competition landing page.

Tweet the link to your followers, Share the link on your Facebook and Google Plus pages. Send out an email to your customer database informing them of the Twitter comp url. Once you get a few entries it is easy for this to go viral because each person who enters the comp is tweeting the link to their followers to validate entry and the exposure can be huge.