salomon
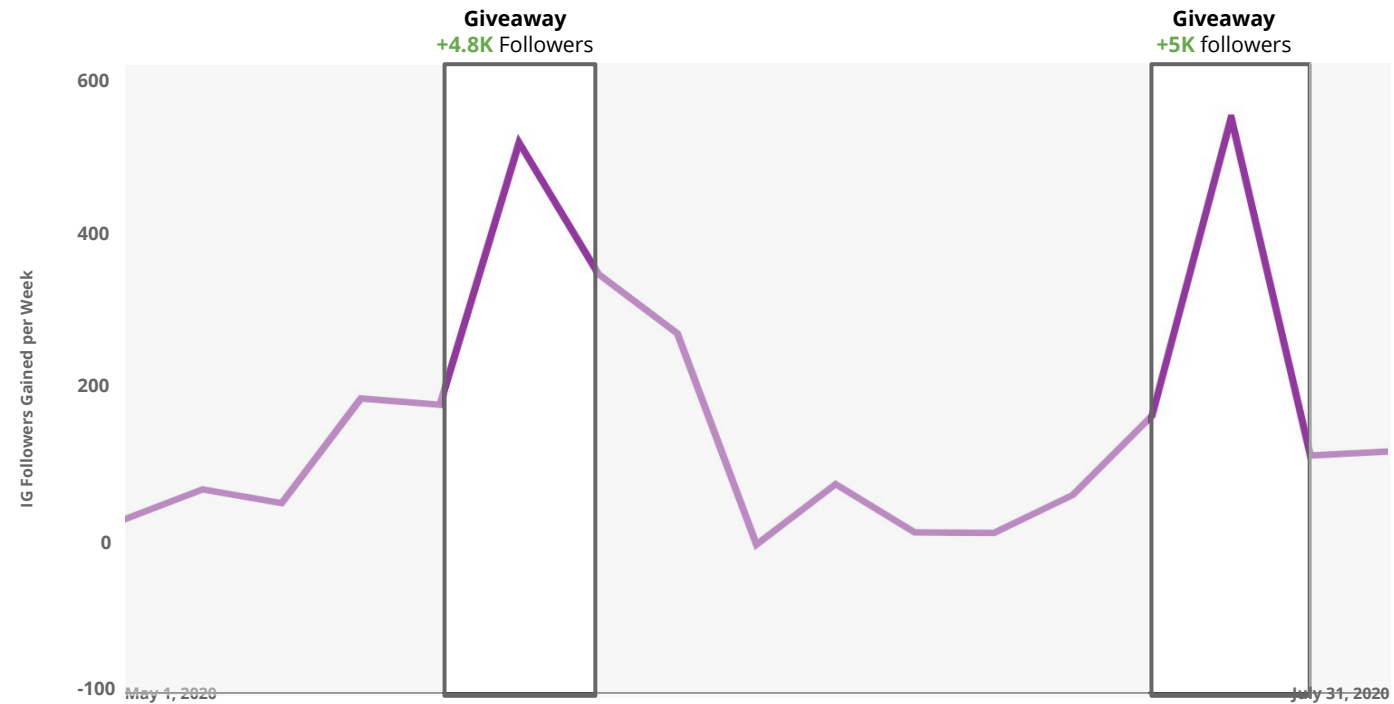
Using Contests & UGC to Increase Instagram Followers

Activewear

In May and July, Salomon saw significant +100% and +109% spikes above their account average of weekly new followers on Instagram.

Giveaway
+4.8K Followers

Giveaway
+5K followers

IG Followers Gained per Week

600

400

200

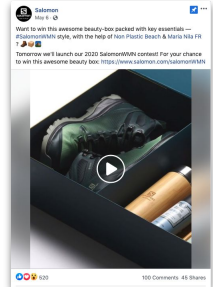0

-100

May 1, 2020

July 31, 2020

RightMetric

The driver of the May increase was the SalomonWMN giveaway - a women-focused contest which generated 71K visits to the contest landing page and 4000+ entrants, who posted UGC while tagging @salomon and using the #SalomonWMN hashtag.
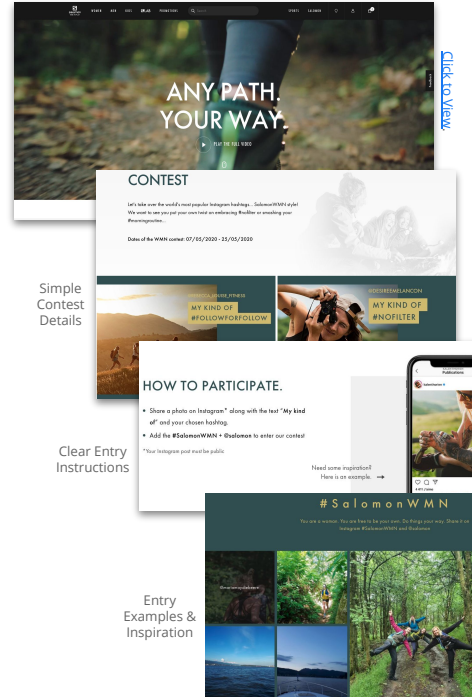
Promoted on Instagram
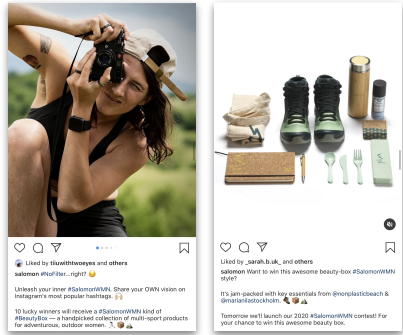
Click to View

Cross-promoted on Facebook

Click to View

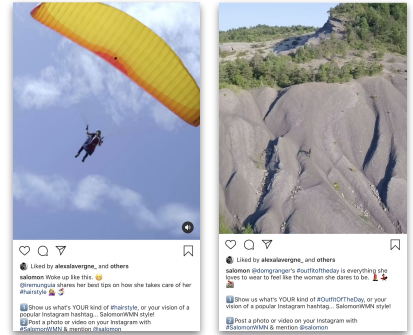**Contest-Specific Landing Page**

Click to View

Simple Contest Details

Clear Entry Instructions

Entry Examples & Inspiration
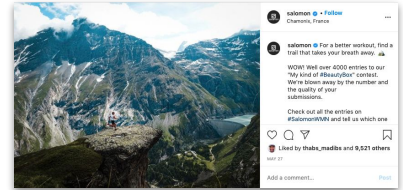
Continual Contest Promotion Throughout Entry Period

Click to View   Click to View

4000+ Entries

Click to View

RightMetric

The top performing posts during this week were...

Common Features of @Salomon's Top Performing IG Posts:

The top 5 Instagram posts in May were all geared toward women

Vertically optimized images to maximize screen real estate on mobile

Use of Carousels to provide additional storytelling moments and visuals

Click to View.

Eng. Volume: **14K**
Eng. Rate: **1.8%**

New women-specific hiking boot

New women-specific hiking boot
Use of carousel format to show the product from all angles

Click to View.

Eng. Volume: **12.9K**
Eng. Rate: **1.6%**

Uplifting copy aimed to inspire the reader

Stunning action shot featuring a Salomon ambassador
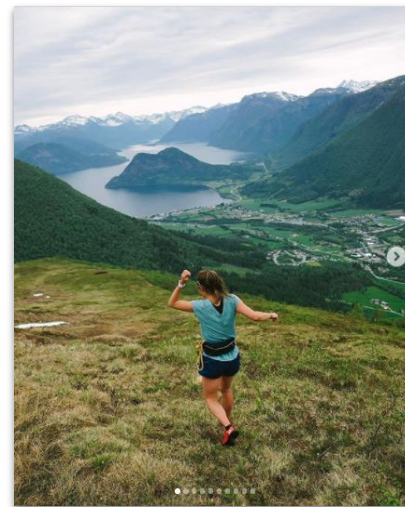
Click to View.

Eng. Volume: **10.7K**
Eng. Rate: **1.4%**

CTA to swipe through and click link in bio

Use of multimedia (photo & video) to tell a more complete story via carousel

@Salomon's Avg. Engagement Volume: **6.6K**

@Salomon's Avg. Engagement Rate: **0.7%**

RightMetric

The +109% spike in new weekly followers in July came as a result of another giveaway contest - the Ultimate Salomon Wishlist. Top posts launching the contest were...

Contest: *UltimateSalomonWishlist*

Eng. Volume:
15.3K

Eng. Rate:
1.91%

Clear display of Salomon products - giving the audience an idea of what's available and new

Photo caption immediately outlines the post purpose above the fold to capture user attention

Contest description provides clear instructions on how to enter the contest, in casual language

CTA to find more contest information in their bio

salomon Win your #UltimateSalomonWishlist! Yessss... You read that right.

Salomon will pick a lucky winner in 3 categories: winter sports, running and hiking, to win a 2000€ gift card and fufill their ultimate Salomon gear wishlist!

Want to be one of them? Wait no more...
1. Follow @Salomon
2. Post a photo of you doing your favorite activity telling us why you love it so much, on your Instagram account
3. Add #UltimateSalomonWishlist
4. Tag 3 friends who are in desperate need of new gear in your post, so they can also enter.

Wait... That's not all! They will also win a one-to-one session with one of our product experts to help them choose the right gear!

(More infos via the link in our bio)

📷 @kilianjornet

#Salomon #TimeToPlay #trailrunning #runningshoes #runningcommunity #runrunrun

Click to View.

Contest: *UltimateSalomonWishlist*

Eng. Volume:
9.8K

Eng. Rate:
1.23%

Use of top Salomon team members to show audience members which products top athletes use and prefer, which acts as social proof

Use of emojis to indicate that the contest is for products of all season provides details while reducing caption length

Captions of each contest post are unique and share different details - keeping users interested in reading post copy

Liked by **codytownsend** and **others**
salomon @mikedski is already covered with all the gear he could want! What about you?

We're offering a unique opportunity to 3 lucky winners... Win the gear you've always been dreaming of with the #UltimateSalomonWishlist 🏃 🎿 🏔

1. Follow @Salomon on Instagram
2. Share a photo of you doing your favorite activity with #UltimateSalomonWishlist + tell us why you love it so much
3. Tag 3 friends on your own post who are in desperate need of new gear so they can also enter.

We will pick a lucky winner in 3 categories: winter sports, running and hiking to win a 2000€ gift card + a one-to-one session with one of our product experts to help them choose their dream gear!

📷 @mikedski
#Salomon #TimeToPlay #freeski #skiing #qst #powpowpow #powdertothepeople #skitouring

Click to View.

Eng. Volume Benchmark: 6.8K
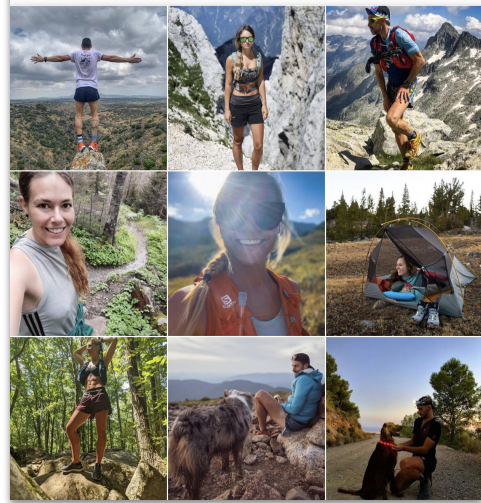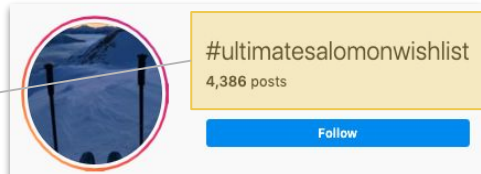
ER Benchmark: 0.9%

RightMetric

Much like the SalomonWMN contest, the Ultimate Salomon Wishlist made use of a contest-specific landing page to provide additional details for interested readers - which ultimately led to 4.3K contest entries using the contest hashtag.
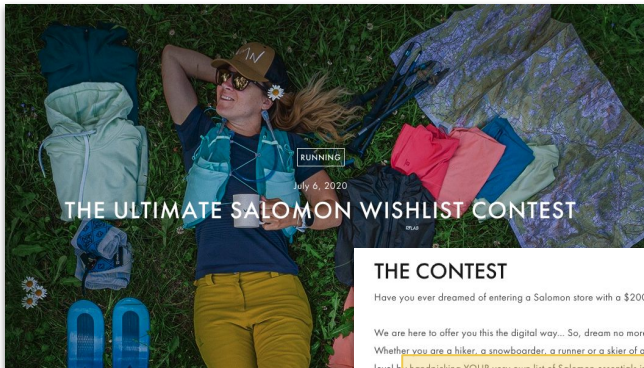
Click to View

Use of a contest hashtag allows all contest entries to be trackable, while acting as UGC that drives increased visibility for the contest and Salomon's IG page

#ultimatesalomonwishlist
4,386 posts
Follow

Contest format allowing winners to pick their own prize pack creates further enticement for those interested - as they likely have specific product preferences.

THE ULTIMATE SALOMON WISHLIST CONTEST

THE CONTEST

Have you ever dreamed of entering a Salomon store with a $2000 gift card?

We are here to offer you this the digital way... So, dream no more and enter our "Ultimate Salomon Wishlist Contest"! Whether you are a hiker, a snowboarder, a runner or a skier of any kind, now is your chance to take your skills to the next level by handpicking YOUR very own list of Salomon essentials in the sport of your choice.
We will also organize a one-to-one call with our brand experts to offer you the best advice possible to help you decide which gear will suit you the best.

WHEN & HOW TO PARTICIPATE?

Entries for the contest are open from July 13th to August 16th and here's what you need to do:

- Consult our Terms & Conditions
- Follow @Salomon on Instagram
- Share a photo (on a public account) of you doing your favorite activity telling us why you love it so much
- Use the hashtag #UltimateSalomonWishlist and tag @Salomon
- Tag 3 friends who are in desperate need of new gear so they can also enter.

PRIZES

3 lucky winners will be selected by the Salomon team. One from every category - winter sports, running, and hiking. These three winners will also win a one-on-one session with one of our product experts to help them chose the right gear!
We can't wait to see your entries.

Good luck everyone!

Including a contest end date creates a sense of urgency for users to get involved and enter

Simple & clear details of how to enter the contest, reducing any friction that may cause users to avoid entering.

RightMetric

Through continual pushes of the Ultimate Salomon Wishlist contest on Instagram, Salomon was able to drive a +105% WoW increase above the average of social media-driven traffic to their website.

Social Web Traffic

15K

10K

5K

0

June. '20

Jul. '20

Launch of the
Ultimate Salomon
Wishlist contest

RightMetric
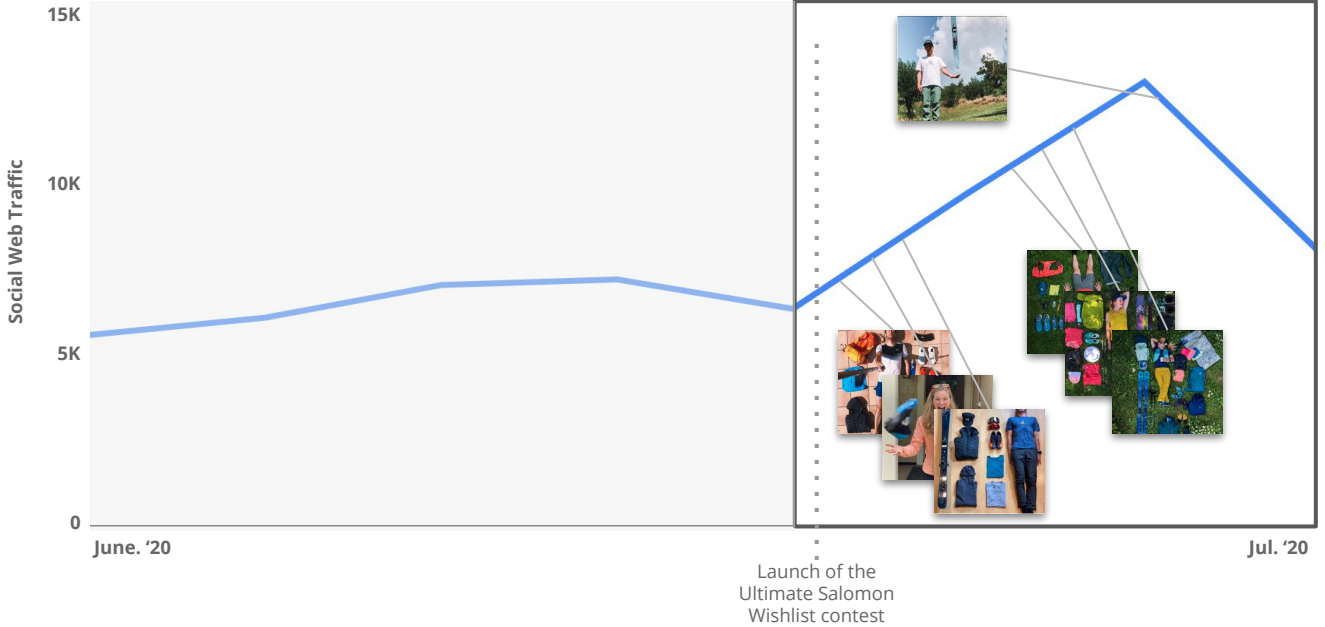
Takeaways

Key Findings

Salomon using contests & giveaways on Instagram to generate awareness and build their audience: Salomon saw significant spikes in weekly follower growth, far above-average post engagements, and increased socially-driven website traffic when running simple contests requiring entrants to tag friends, follow their account, and post adventure-focused content on their own pages using a contest-specific hashtag.

What Brands Should Be Thinking About

Consider running giveaways and engagement-based contests on Instagram to build your following and educate about key products: Cross-promote the giveaway on other social channels to increase reach, and consider implementing a similar contest format - simple, low-cost to run, and easy for new audiences to enter and get involved.