



Increase Engagement With a Social Giveaway

While your customers are staying safely at home, engaging with them on social media is more important than ever. A social media giveaway is a great tool to increase engagement with your store and raise brand awareness. See PGI USA's guide below on best practices for structuring a giveaway on Instagram to strengthen your existing customer relationships, as well as forge new ones.

THE PRIZE

WHAT Offer a prize that’s relevant to your store and incentivizes entries. Promote a platinum piece to show the quality your store offers and to set your store apart from competitors who don’t work with the world’s most precious metal. A stackable band has proven to be a favorite prize among consumers since it can be worn as a wedding, anniversary or fashion band. However, consider catering the prize to the current situation and give away earrings or a pendant, so the winner can show off his or her new piece on video calls!

Prizes can also be service-oriented which can be redeemed when your doors safely re-open (jewelry cleaning, engraving, and more), or even from local businesses to show your community support (restaurant gift cards, grocery gift cards, and more).

DELIVERY If you are unable to ship the winner his or her prize at the conclusion of the giveaway, be sure the social copy mentions the prize will be mailed once your business re-opens; entrants are willing to wait for a prize with value and they seem to be understanding during this time.



VISUAL ASSETS

It's important to create and curate multiple visuals of the prize so there is enough content to support the giveaway.

*Prizes that retail above \$600 require the winner to provide the giveaway host with a completed W9 and signed affidavit prior to accepting the prize

THE PROMOTION

THE COPY It's essential to craft your giveaway messaging with care. PGI USA recommends positioning the giveaway to acknowledge today's uncertain times while also showing our industry is still here to add some joy and shine to everyone's lives. For example:

Tag a selfless individual deserving of something special for a chance to win...

Tag someone who needs a little extra sparkle in his or her life for a chance to win...

Tag a friend or loved one with an upcoming birthday or anniversary for a chance to win...

THE SCHEDULE Create a content calendar that clearly outlines the visuals and related copy for all posts (in feed and stories) during the giveaway period. It is recommended to start each Instagram giveaway with an anchor post in-feed that uses the most captivating image paired with copy that introduces the rules and requirements. If you're able, boost this anchor post with paid media to reach a wider audience base; it is recommended to spend a minimum of \$100 on promotion.

Re-post your anchor post on stories, and ask related partners to share as well. PGI will support all platinum jewelry related giveaways by sharing your brand’s anchor post on @platinum_jewelry's stories.

Schedule Example

Start: Introduce the giveaway with an In-Feed Post; Share this post on your account's Stories

Middle: Post a new visual on IG Stories directing the audience to enter in feed.

End: Post 1-3 new frames on IG Stories directing the audience that it is the last day to enter.

THE TERMS & CONDITIONS

An average of 3-5 days is the recommended giveaway length. Be sure to clearly explain when the winner will be chosen and notified, and adhere to your schedule.

Include a statement releasing Instagram from any responsibility.

For example:

Open to U.S. residents only. Giveaway will be closed (time and end date). Winner will be drawn by (date) and notified via Direct Message. Per Instagram rules, this promotion is in no way sponsored, administered, or associated with Instagram. By entering, entrants confirm that they are 18+ years of age, release Instagram of responsibility, and agree to Instagram’s terms of use.

Please contact PGI with any questions, comments, or concerns:

Business & Trade:
Jenny Luker (jluker@pgiglobal.com)
Kevin Reilly (kreilly@pgiglobal.com)

Marketing:
Jill Moynihan (jmoynihan@pgiglobal.com)
Mackenzie Keefe (mkeefe@pgiglobal.com)

@platinum_jewelry • www.platinumjewelry.com