



VICTORIA LANZ

Model and DJ, Victoria Lanz was able to run a time-sensitive marketing campaign to create a more engaging Facebook Page and reach potential customers.



Quick Background

Victoria Lanz is a Model and DJ from Caracas, Venezuela. She promotes herself and her music with appearances and performances across the country.

Goal

Victoria Lanz wanted to find a new way to reach potential customers and get her brand buzzing on Facebook.

Solution

Victoria Lanz created a Facebook Sweepstakes using Vionic's Deal Maker Pro application. The campaign offered fans the opportunity to win a CD & Poster, both signed by Victoria Lanz herself.

To enter the contest, Facebook users had to:

1. Like Victoria Lanz's Page
2. Enter Their Name
3. Enter Their Email

Over the course of 10 days, Victoria selected 4 winners per day (40 winners total) and interacted with fans on Facebook to amp up excitement for the sweepstakes.

With 5,129 entries, Vionic's Deal Maker Pro helped Victoria Lanz' Facebook Page garner major attention as she was discussed over 22,200 times over the course of 10 Days!

10 Days
Campaign Duration

5,129
Total Entries

+200%
Engagement
(Talked About)



Before

Started: August 9, 2014

0

Entries

19,600

Page Engagement

After

Ended: August 19, 2014

5,129

Entries

41,800

Page Engagement