

# **PROMOTIONAL SWEEPSTAKES' POTENTIAL TO ENGAGE CUSTOMERS ON FACEBOOK**

**Jyväskylä University  
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**Master's Thesis**

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**ABSTRACT**

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<p>This study examines promotional sweepstakes' potential to engage consumers and customers on Facebook from social media managers point of view. To reach this goal this study created a questionnaire, based on existing literature, for Finnish social media managers. Data for the questionnaires were gathered through semi-structured skype interviews.</p> <p>This study found out that the interviewed social media managers viewed engagement as a step-by-step process and that the social media managers' ultimate goal was to open a two-way communication by gaining a company Facebook page like from a sweepstakes' participant. The interviewed social media managers thought that sweepstakes has potential to make a consumer who does not know the brand into a customer in long term. The questionnaire examined also sweepstakes' design and based on the social media managers' answers this study listed the best practices to gain high levels of consumer and customer engagement on sweepstakes. This study found two new main sweepstakes' design elements and four new sub elements. The two new main elements are target audience and presentation. The four new sub elements are text, picture, feeling and style.</p> <p>This study contributed to the knowledge of sweepstakes in following ways. This study conducted an extensive literature review about sweepstakes and added to it the missing qualitative knowledge. This study added knowledge about sweepstakes' potential to engage customers on Facebook and found two new main sweepstakes' design elements and four new sub elements. This study also added knowledge about sweepstakes overall connection to the customer journey.</p>	
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## TIIVISTELMÄ

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Työn nimi Arvontojen mahdollisuudet sitouttaa asiakkaita Facebookissa	
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<p>Sosiaalisessa mediassa järjestettäviä arvontoja ei ole tutkittu tarpeeksi. Varsinkin Facebook-arvontojen mahdollisuuksia asiakkaiden sitouttamiseen sosiaalisessa mediassa tulisi tutkia enemmän. Tämän tutkimuksen tarkoituksena on selvittää arvontojen potentiaalia sitouttaa asiakkaita Facebookissa. Tämän selvittämiseksi toteutettiin kyselytutkimus Facebook-arvonnoista suomalaisten yritysten sosiaalisesta mediasta vastaaville työntekijöille. Kysely pohjautui aiempiin tutkimuksiin arvunnoista. Haastattelut toteutettiin puolistrukturoituina haastatteluina Skypen välityksellä.</p> <p>Tähän tutkimukseen haastateltujen sosiaalisen median vastaavien mielestä asiakkaan sitouttaminen on prosessi, joka tapahtuu askel kerrallaan. Heidän päätavoitteensa arvonoille on saada lisää tykkääjiä edustamansa yrityksen Facebook-sivuille ja sitä kautta mahdollistaa avoin viestintä arvontoihin osallistuvien henkilöiden ja yrityksen välillä. Tutkimukseen osallistuneet sosiaalisen median vastaavat kokivat, että arvunnoilla on mahdollista tehdä kuluttajasta, joka ei tunne brändiä, asiakas pitkällä aikavälillä. Tämä tutkimus tutki myös arvontojen muotoiluelementtejä, joiden pohjalta tässä tutkimuksessa listattiin parhaat käytännöt asiakkaan sitouttamiseen Facebook-arvonnoissa. Tutkimuksessa löydettiin kaksi uutta päämuotoiluelementtiä ja neljä uutta alamuotoiluelementtiä arvonoille. Nämä kaksi päämuotoiluelementtiä ovat kohdeyleisö ja esitys. Neljä uutta alamuotoiluelementtiä ovat teksti, kuva, tunne ja tyyli.</p> <p>Tämä tutkimus lisäsi tietoutta arvunnoista seuraavilla tavoilla: se tuotti kattavan kirjallisuuskatsauksen arvunnoista ja lisäsi siitä puuttuvan laadullisen näkökannan omalla tutkimuksellaan. Tämä tutkimus lisäsi tietoutta arvontojen mahdollisuuksista sitouttaa asiakkaita Facebookissa. Se löysi myös uusia arvontojen muotoiluelementtejä ja lisäsi ymmärrystä arvontojen yhteydestä asiakaspolkuun.</p>	
Asiasanat: Facebook Arvonnat, Sosiaalisen Median Arvonnat, Arvonta Malli, Asiakas Sitouttaminen & Digitaalinen Asiakas Sitouttaminen.	
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# 1 INTRODUCTION

## 1.1 Introduction and justification for the study

The topic of engagement has been researched in many different fields of study for many years. In the marketing world the most attention has received customer engagement. Last decade, researchers have started to investigate digital engagement and particularly customer engagement in social media. This is due to consumers growing usage of social networking sites, such as Facebook, (Jayasingh, & Venkatesh, 2015) which has led Facebook to be the most used social networking site for corporate advertising (Statista Research Department, 2015). Digital customer engagement is a relatively new research topic in marketing science, and therefore it is important to study further. Especially more empirical researches and researches conducted in online environments are needed (Hollebeek, Glynn & Brodie, 2014). Empirical information about digital customer engagement is usually held by professional social media managers and digital marketers. Therefore, this study concentrates on their point of views. The Marketing Science Institute supports the research ideas around digital customer engagement by stating that one of their Tier 1 priorities in 2018-2020 is to understand what are the most effective strategies to drive deeper and lasting customer engagement between a consumer and a company (Marketing Science Institute, 2018). Also, ongoing research about digital customer engagement is important due to constantly changing digital environment. Research about this topic is important for both practitioners and researchers.

The concept of consumer engagement has been discussed a lot in research literature and a lot of different versions has been offered, which gives an impression that the definition and conceptualization of consumer engagement is still on the process (Malthouse, Haenlein, Skiera, Wege & Zhang, 2013; Cheung, Lee & Jin, 2011). That is because consumer engagement depends on the place and context in which it takes place in and is being analyzed (Brodie, Hollebeek, Jurić, & Ilić, 2011). Especially, prize promotions arranged on social networks remain under researched with only limited conceptualization of its connections to digital consumer engagement and social media marketing (Sneath, Finney & Close, 2005). Although sweepstakes are often used and are likely to attract a lot of attention, very little is known about their potential to create long lasting customer engagement. Therefore, more research is needed (Kalra & Shi, 2010). Promotional sweepstakes arranged on Facebook, has become a lasting trend among Finnish social media marketing professionals. For this reason, insights from Finnish social media marketing practitioners would be helpful in order to understand the potential that sweepstake promotions have in engaging consumers online.

This study explores existing literature about sweepstakes promotions and how the elements of sweepstakes promotions influence on digital consumer engagement. Based on the literature review, this study creates a questionnaire for social media managers, that's purpose is to find out promotional sweepstakes' potential to engage customers in Facebook. This is because customer engagement is one of the main goals of social media marketing (Jung, Yang & Kim, 2019).

This study will focus the research on Facebook's social network platform, not only because companies tend to prefer it but because Funk (2013) found out that in Facebook 80-90% of organic likes come from ad-supported campaigns like sweepstakes.

## 1.2 Study objective and research questions

The purpose of this research is to produce experts' insights about promotional sweepstakes' potential to engage customers on Facebook. The focus is on sweepstakes promotions that are arranged on a company Facebook page, and their influences on digital consumer engagement within the sweepstakes post and the company's Facebook page. This study seeks to clarify the real potential of sweepstakes promotions and help marketing professionals to gain insights about quality and levels of consumer engagement that promotional sweepstakes can reach.

### **Objective of the study:**

Objective of this study is to describe sweepstakes promotions and explore their potential to engage consumers on Facebook.

### **Research questions:**

How marketers perceive the potential of promotional sweepstakes to engage customers on Facebook?

What kind of sweepstake design is perceived to engage customers on Facebook?

Before answering these questions following sub questions must be answered:

How do marketers perceive and identify the different levels of consumer engagement in a company's Facebook post?



How do marketers measure consumer engagement to sweepstakes on a company's Facebook post?

### 1.3 Structure of the study

This master's thesis consists of six chapters following the introduction chapter as Figure 1 shows. These six chapters are structured followingly. First two chapters introduces the theoretical background of this study. The theoretical background of this study explores two concepts: sweepstakes promotions and digital consumer engagement. Both of the two theoretical chapters offer general views and theories of the concepts presented, as well as provides more specific definitions of them together for this study's purposes. The methodology of this study is explained in chapter four. Then, the results of this study are presented and analysed in chapter five. In the last two chapters the whole study is concluded. The conclusions are drawn based on the interviews, in chapter six. In chapter seven the main contributions are presented and further research ideas about the subject are offered.

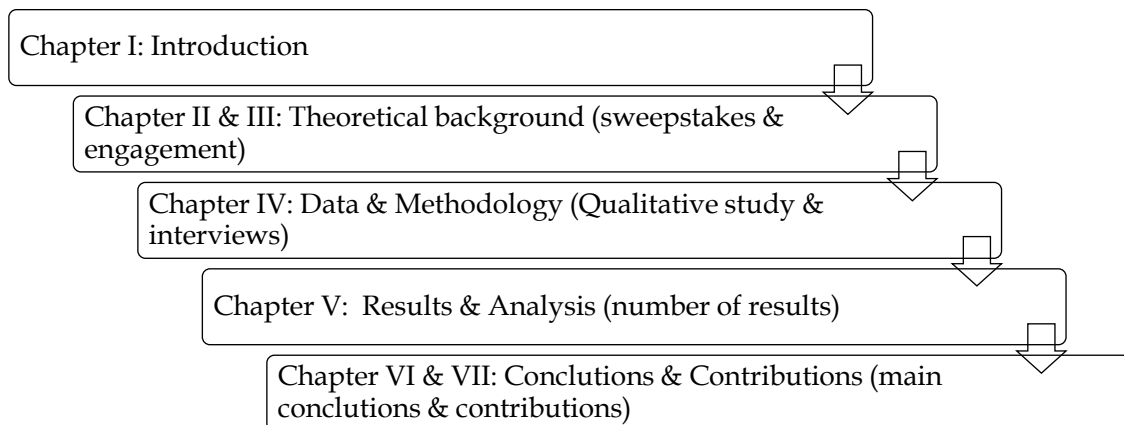


Figure 1 Structure of the Master's thesis

## 2 SWEEPSTAKES PROMOTIONS

This chapter is the first part of the theoretical framework of this study and it is constructed from concepts of prize promotions and sweepstakes marketing. While reviewing the existing academic literature about prize promotion and sweepstakes marketing the following research subjects came up; definitions of different type of prize promotions, legal rules of sweepstakes, common objectives of prize promotions, sweepstakes promotions' design elements, reasons why consumers participate on prize promotions, consumers' preferences about sweepstakes and ways to measure customer engagement levels of a sweepstakes promotion. All the listed subjects above are presented in this chapter except; ways to measure customer engagement levels of a sweepstakes promotion which will be presented in the next chapter.

### 2.1 Definitions of different type of prize promotions:

Sweepstakes are prize promotions that belong under non-monetary sales promotions. This is because sweepstakes do not require a purchase. Sweepstakes are not either an immediate reward to the consumers as the winner is defined later. Unlike monetary sales promotions, such as discounts and coupons, that are an immediate reward for a customer and includes the exchange of money. Therefore, sweepstakes are more relationship-based than transaction-based type of a promotion. (Kwok & Uncles, 2005).

Lotteries, contests and sweepstakes are the three types of prize promotions in today's world (Bennett, 2007) and it is important for legal reasons to distinguish between them (Egle & Mandell, 2017). *Lotteries* have three components: chance, prize and consideration (ABA Bank Marketing & Sales, 2015; Bennett, 2007; Seligman, 2013; Smith & Schultz, 2005). *Contest* has two components: prize and consideration. Contest does not include the component of chance. (Seligman, 2013). *Sweepstakes* have two components: chance and prize. What separates sweepstakes from other types of prize promotions is that it does not include the component of consideration. (Seligman, 2013). Table 1 visualizes the differences of prize promotions.

Table 1 Components of prize promotions

Type of prize promotion / Components	Chance	Prize	Consideration
Lotteries	✓	✓	✓
Contests		✓	✓
Sweepstakes	✓	✓	

To better understand the differences of the three types of prize promotions, this study explains next the three components (chance, prize and consideration) that are mentioned above. *Chance* means that the winner is randomly drawn, which means that the winner cannot be chosen based on a skill or any other way that would favor some participants over the other participants (Smith & Schultz, 2005). *Prize* means simply that there must be a prize, something that participants can win (Smith & Schultz, 2005). *Consideration* means an exchange of money or substantial effort made by the participants (Seligman, 2013). According to Seligman (2013) consideration, in social media, can refer to user generated content like: video or picture. However, liking a post or a company brand page is not considered as a substantial amount of effort (Seligman, 2013).

To be able to even better understand the components (chance, prize and consideration) this study will now place them inside the three types of prize promotions. *Lottery* requires a purchase of some type (consideration) which gives a chance to win something (prize) if the random drawn (chance) happens to favor the participant (Seligman, 2013). *Contest* winners instead are chosen based on skills (consideration) (Smith & Schultz, 2005). In contests, the prize (prize) is given by judge who chooses the winner (no chance) (Teichmann, Gedenk & Knaf, 2005). In Facebook, skill could be a photo, video or any other content that the participants give in order to win a prize (Seligman, 2013). Yovovich (1982) says that contests could require a money exchange to enter but the winner must not be chosen by change. *Sweepstakes* are purely based on chance (chance) to win a prize (prize) and there cannot be purchase needed to participate and therefore there is no element of consideration (Bennett, 2007; Smith & Schultz, 2005; Seligman, 2013; Yovovich, 1982). Entering a sweepstake must be effortless (Teichmann et al., 2005). In fact, legal sweepstake should not require major effort to participate nor it should require a purchase (ABA Bank Marketing & Sales, 2015). Bennett (2007) clarifies that the sponsor of the sweepstakes should not receive any benefits through the participants' efforts. These types of benefits include some types of competitive advantages and other economic opportunities. It is good to point out that, also time is considered an effort and therefore sweepstake cannot ask participants to fill up long surveys (Seligman, 2013).

Table 2 presents some of the existing definitions of sweepstakes. They all support the earlier-mentioned ideology of what sweepstakes are and what separates them from other prize promotions. All the definitions repeat the same idea that sweepstakes are based on a random chance to win a prize. All of the following definitions repeat words like: random drawing, chance, and luck. Most of the definitions also mention that a sweepstake cannot include consideration.

Table 2 Definitions of sweepstakes

Research:	Definitions of Sweepstakes:
Kalra & Shi, 2010 p. 288.	"...sweepstakes are promotions in which winning is based on chance..."
Shimp & Andrews, 2013 p.585	"...winners are determined purely on the basis of chance. Accordingly, proofs of purchase cannot be required as a condition for entry."
Seligman, 2013 p. 1.	"A sweepstakes is a promotion where the outcome is determined by chance and participants are not required to provide any form of consideration to the sponsor. Consideration can be purchase or payment, substantial effort or providing something of value to the sponsor."
Jung et al., 2019 p.123.	"Sweepstakes are promotions where winners are determined purely by chance; they cannot require proof of purchase as a condition for entry. In general, entrants need only submit their names for drawing the prize."
Moriarty, 2015 p.542	"Contest that require only that the participant supply their name to participate in a random drawing."

## 2.2 Legal rules of sweepstakes:

When talking about online sweepstakes it is good to remember that also "Sweepstakes and contests conducted through social media platforms are subject to each platform's terms and conditions." (Seligman, 2013 p.3). The earlier paragraph about sweepstakes definitions already mentioned one of the most important legal rules of sweepstakes, which is that a sweepstake is not allowed to cost money for the participants. However, there are many other rules connected to sweepstakes as well. One of them is that the participation rules have to be available for the participants. Participation rules can include the following information. First of all, the name of the company who sponsors the sweepstake. Second, promotion period. Meaning the beginning and end date of the prize promotion. Third, who is allowed to participate the sweepstake and how can they participate. Fourth, prize or prizes offered and the value of the prizes. Fifth, method of selecting the winners and a date for the raffle. Sixth, when and how will be the winner notified. (Seligman, 2013; Finnish Competition and Consumer Authority, 2015). Seventh, statement that there is no payment needed and the prize cannot be exchanged to

money (Bennett, 2007). The next paragraph includes some of the current rules that Facebook has about sweepstakes.

### **Facebooks' rules for companies that arrange prize promotions on their platform:**

Facebook writes that they will not assist companies in the administration of companies' prize promotions, and therefore the companies are responsible for all lawful operation of any prize promotion they may keep. By lawful operations Facebook means example the official rules of a sweepstake, that were mentioned earlier. Facebook also requires that companies must mention in their prize promotions that Facebook is no way hold accountable of the promotion or is in any other way associated with it. Facebook also specifically mentions that prize promotions can be administered on a company's Facebook page, Facebook groups or event pages but these promotions cannot require to ask participants to use their own or their friends' personal timelines or friend connections. Therefore, requests like "tag your friends in this post to enter" or "share on your timeline to enter" are not allowed. (Facebook, 2019). This means that legal participation actions are; liking the sweepstake post, liking a comment on the post, commenting on the post and sending a message to the page. However, asking a participant to like the company's Facebook page, asking them to tag a friend or asking participants to share the post is not allowed according to Facebook rules. Now when this chapter has reviewed the definitions and legal rules of prize promotions is time to examine what are the companies' objectives for arranging such promotions.

## **2.3 Objectives of Prize Promotions:**

Ogden, Minahan, and Bednall (2017) created a list of some possible objectives for arranging prize promotions (Table 3). Their list is based on existing research literature and the list reviews prize promotion objectives from eight points of view. These points of view are; sales, marketing, inventory management, supplier partnering and leverage, brand building, consumer enjoyment (experience), product awareness/customer engagement, and customer relationship management. Their list includes objectives from business to customer and business to business points of view. However, this study will concentrate on the business to customer point of view and especially on the marketing and customer engagement aspects.

Some of the objectives listed from marketing point of view include; 'provide a tactical, rapid promotional response to competitor activity', 'engage consumers

within established and emergent marketing channels', 'WOM (word of mouth) marketing potential'. Some of the objectives listed from customer engagement point of view include; 'raise awareness of product', 'simulate product interest', 'encourage product trial'. Also, some objectives from the other fields that are related to this study are following; 'increase positive brand perceptions', 'add diversity to the promotional mix', 'reward a small proportion of participants with prizes', and 'influence and modify purchase behavior' which are closely related to marketing and customer engagement. (Ogden et al., 2017, p. 459). Table 3 is adapted from Ogden et al.'s (2017) list and presents well all of the possible objectives for prize promotions found from existing literature.

Table 3 Objectives for prize promotions (adapted from Ogden et al., 2017, p. 459)

Field	Examples of listed objectives
Sales	Support sales and new product launches.
Marketing	Engage customers, create word of mouth and answer quickly if competitors' promotions are getting noticed more.
Inventory management	Sell more products that has a lot of inventory.
Supplier partnering and leverage	Work together with suppliers to promote their products especially if the sales are not good.
Brand building	Create interest and positive brand image.
Consumer enjoyment/fun	Reward customers and create different type of promotion than everyday advertisements.
Product awareness/consumer engagement	Create awareness and interest towards a brand as well as encourage product trial with attention grabbing promotion.
CRM/CFB	Get customer data and influence on their buying behavior.

## 2.4 Sweepstakes design elements:

Designing a sweepstake involves several interrelated decisions (Kalra & Shi, 2010). This study will refer to these decisions as sweepstakes' design elements. Each element is a decision that a person that creates a sweepstake has to consider. Next, this study goes through the existing sweepstakes' design elements, found from existing literature. After that, this study compares those sweepstakes design elements to each other and creates a table that includes a list of all of the sweepstakes design elements found from earlier researches. The created list is presented in Table 5 and it includes main elements and their sub-elements. All of the found sweepstakes design elements are not completely only for sweepstakes.

Some include elements of other prize promotions like contests. This is due to a limited amount of research done exclusively on sweepstakes alone.

Ogden et al. (2017) suggests three major design elements for contests and sweepstakes. These three design elements are; action, entry and prize. *Action* refers to the activity that a participant must carry out in order to participate. In this study, action can be example: like or a comment to a Facebook post. *Entry* refers to the channels or a platform where the sweepstake is hold. In this study, entry refers to social media platform Facebook. *Prize* refers to what can be win. In this study, prize can be example: a product, a service, an experience or a gift card.

Schulten and Rauch (2015) instead made a design framework for both sweepstakes and contest. They suggest five main design elements; task of the contest, platform of the contest, type of prize, value of the prize, and participation conditions. These are similar to the three elements that Ogden et al. suggested but with different titles. Also, Schulten and Rauch took the elements a bit further and added a new element.

Ogden et al.'s element action is similar to Schulten and Rauch's element task of the contest. Ogden et al.'s element entry is similar to Schulten and Rauch's element platform of the contest. However, Schulten and Rauch divided Ogden et al.'s prize element into two separate elements; type of prize and value of the prize. Schulten and Rauch also added a new element participation conditions to their lists to consider when designing a sweepstake. This proves that Schulten and Rauch considers the legal aspects of sweepstakes as an important factor when designing a sweepstake. Schulten and Rauch's element participation conditions help this study in the next paragraph to categorize other studies' new elements under this main element.

Jung et al. (2019) instead designed a framework for only sweepstakes promotions. Their research identified three main sweepstake design framework elements; total prize amount, promotion period, and number of winners. They also identify that prize type and prize payment type has an influence to the success of the sweepstake. Prize type can be either cashable or non-cashable. Cashable prize types are example gift cards and non-cashable prize types are example products. Payment type can be either instant or delayed. (Jung et al., 2019). Unlike the earlier introduced design elements in this study, Jung et al.'s design elements do not consider the element of entry or the element of action. However, it adds to this study's list two new and more detailed elements; promotion period and number of winners. These two elements seem to fit under the Schulten and Rauch's element participation conditions.

Then again, Kalra and Shi (2010) research about both sweepstakes and contests design framework identified eight major design elements. These elements are;

total reward money, number of winners, theme of contest, type of prizes, duration of the sweepstakes, frequency of the sweepstakes, immediate or delayed rewards, amount of effort the consumers must expend to participate. Kalra and Shi's (2010) elements; total reward money, type of prizes, immediate or delayed rewards, can be categorized under Ogden et al.'s (2017) main element prize. Also, Kalra and Shi's (2010) elements; duration of the sweepstakes, number of winners and frequency of the sweepstakes can be placed under Schulten and Rauch's (2015) main element participation conditions. As well as, Kalra and Shi's (2010) element; amount of effort the consumers must expend to participate can be placed as a sub-element under Ogden et al.'s (2017) main element action. However, Kalra and Shi's (2010) element theme of contest does not fit into any of the earlier mentioned main elements and therefore it gets its own place as a new main category. See Table 4 for Sweepstakes' design elements comparison.

Table 4 Sweepstakes' design elements comparison table (main- and sub-elements)

Sweepstakes' design elements comparison table (main- and sub-elements)				
Number of main elements	Ogden et al. (2017)	Schulten and Rauch (2015)	Jung et al. (2019)	Kalra and Shi (2010)
1.	-Action	-Task of the contest		-Amount of effort the consumers must expend to participate
2.	-Entry	-Platform of the contest		
3.	-Prize	-Type of prize -Value of the prize	-Total prize amount	-Total reward money -Type of prizes -Immediate or delayed re-wards
4.		-Participation conditions.	-Promotion period -Number of winners	-Number of winners -Duration of the sweepstakes -Frequency of the sweepstakes
5.				-Theme of contest

The following Table number 5 has gathered all of the found sweepstakes design elements into a one table. The table 5 divides the findings into main element and sub-elements.



Table 5 List of sweepstakes and contests design framework's elements collected together based on existing literature

<b>Main Elements:</b>	<b>Sub Elements:</b>
Prize (Ogden et al., 2017)	<ul style="list-style-type: none"> <li>• Type of prize, value of the prize (Schulten &amp; Rauch, 2015)</li> <li>• Prize type, total prize amount, prize payment type (Jung et al., 2019)</li> <li>• Type of prize, total reward money, immediate or delayed rewards (Kalra &amp; Shi, 2010)</li> </ul>
Action (Ogden et al., 2017)	<ul style="list-style-type: none"> <li>• Task of the contest (Schulten &amp; Rauch, 2015)</li> <li>• Amount of effort the consumers must expend to participate (Kalra &amp; Shi, 2010)</li> </ul>
Entry (Ogden et al., 2017)	<ul style="list-style-type: none"> <li>• Platform of the contest (Schulten &amp; Rauch, 2015)</li> </ul>
Participation conditions (Schulten & Rauch, 2015)	<ul style="list-style-type: none"> <li>• Promotion period, number of winners (Jung et al., 2019)</li> <li>• Duration of sweepstakes, number of winners, frequency of sweepstakes (Kalra &amp; Shi, 2010)</li> </ul>
Theme (Kalra & Shi, 2010)	

From Table 5 can be observed that all of the earlier studies have considered prize element. Prize is the only element that stays in all of the studies. From that can be understood that Prize is an important element. After all sweepstakes are prize promotions so prize is in a central role. Therefore, this study will next discuss the prize element more deeply.

Prize is typically the first thing consumers check when noticing a sweepstake, therefore prize could be one of the main factors influencing the participation rates and customer engagement levels. All of the earlier mentioned studies highlight the importance of the prize structure when designing sweepstakes. Ogden et al. (2017) created a list of all possible choices for prize structure. This list can be helpful for practitioners when choosing a prize structure for their sweepstake. Figure 2 shows that prize promotions offer sometimes one big or small prize, sometimes multiple big or small prizes, and sometimes a combination of both. This raises the question of how reward structure affects consumer engagement of the prize promotion? Chen, Huang, Su and He (2012) found that consumers prefer prize promotions that offer both major and minor prizes because consumers think that it increases their winning chances. More about consumers preferences will be discussed in the next section 2.5 of this study.

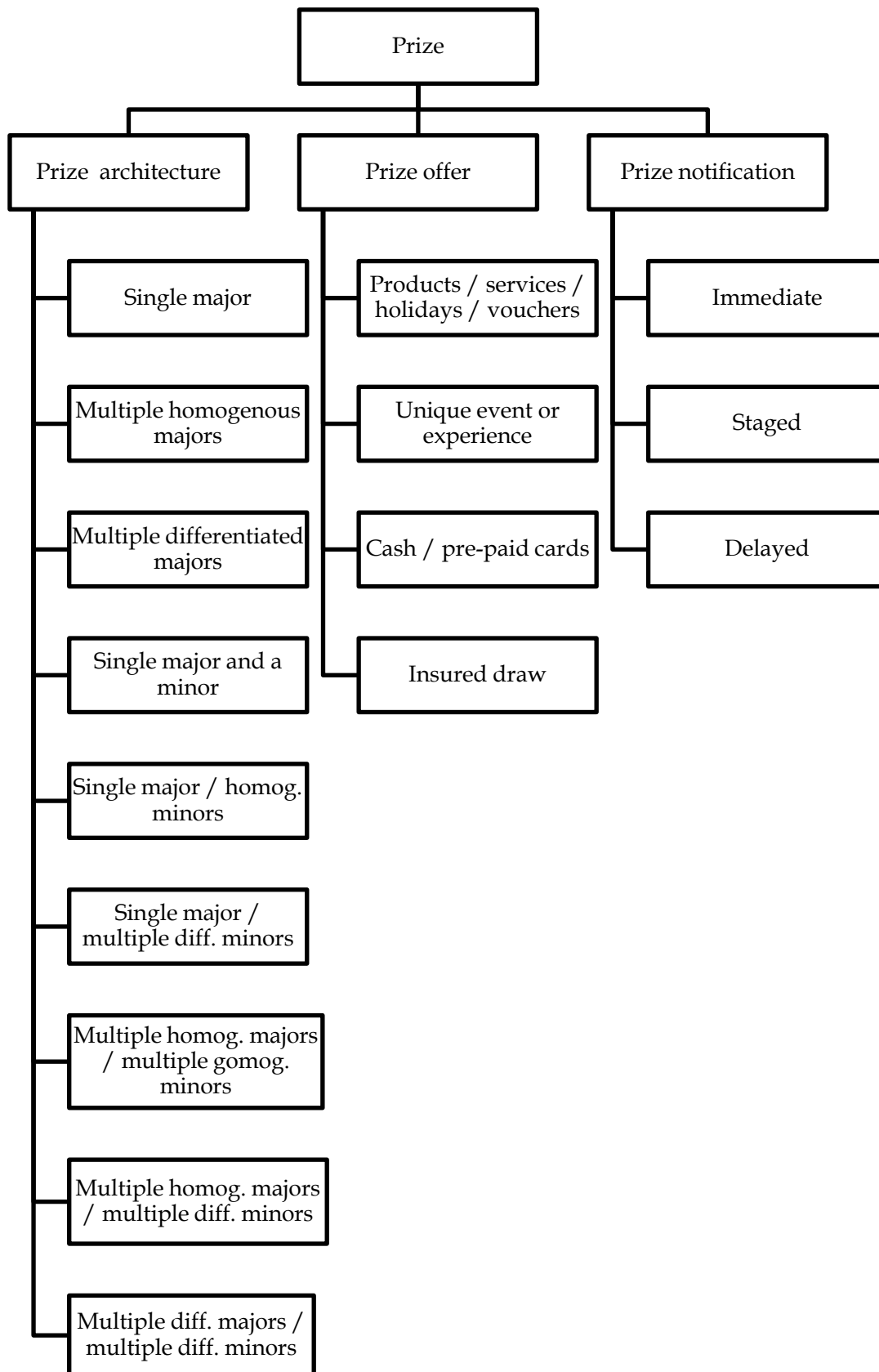


Figure 2 Sweepstakes' design elements for Prize (Ogden et al., 2017 p.466)

## 2.5 Findings about consumers' sweepstakes preferences from earlier researches:

Next, this study views some findings of earlier researches. These findings are about the effects that the different elements of sweepstakes design have on consumers. The findings from these studies enables practitioners to strategically design their sweepstakes competitions on Facebook. For example, Jung et al. (2019) analyzed the effects of Prize elements to online customer engagement (Figure 3). They made a quantitative study by analyzing promotional data of 14,230 posts and found out that customer engagement grew when the prize promotion time was short, multiple bigger prizes were offered, and when the prize was a gift card or money and single granted. Single granted simply means that there is only one raffle day when the winner is chosen.

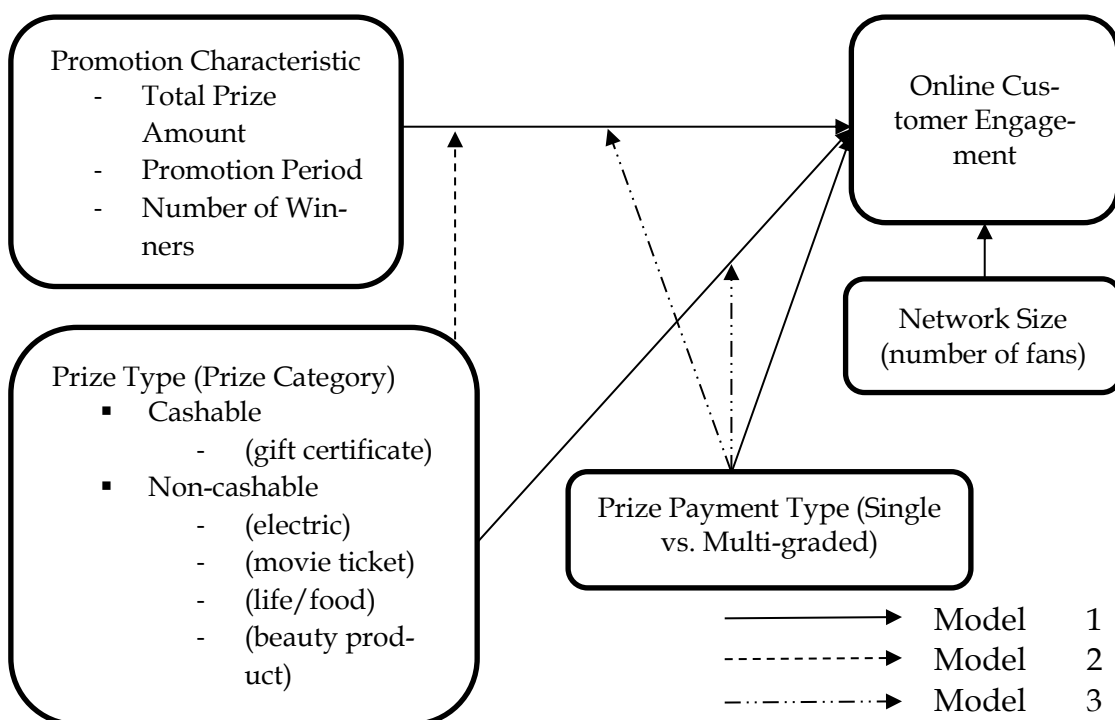


Figure 3 Research framework of Jung et al. (2019 p.10)

Schulten and Rauch (2015) analyzed 153 online sweepstakes contests and also found out that consumers prefer bigger prizes rather than smaller prizes. They also interviewed marketing experts that said that not all sweepstake participants are only interested about the prize but some are interested about the company behind it all as well. That for the experts claimed sweepstakes to be a great way to build long-term customer relationships.

Kalra and Shi (2010) instead did experiments on what prize promotion options would consumers prefer to participate in from a selection of all different type of

prize promotions' element options. They focus their study on the reward structure elements; 'number of winners' and 'number of prize levels'. The research was mainly about researching how to get a maximum number of participants to a prize promotion. They did not take a stand on the quality of the participants. Kalra and Shi found out that the best combinations of reward structure for current customers is to offer either a single big prize or multiple big prizes and for new customers the best combinations of reward structure is to offer a single big prize and multiple small ones or multiple big prizes and multiple small ones. (Kalra & Shi, 2010).

Table 6 summaries all the findings from earlier researches together. However, this study believes that being able to create a successful sweepstakes promotion acquires more information than these earlier mentioned quantitative researches' results can provide. This is because most of the earlier mentioned researches do not consider the quality of the participants. Therefore, some valuable experts' information may have been left out from their researches. This is the reason why this study will interview experts about these subjects and ask their points of view instead of counting on only numbers of participants.

Table 6 Earlier findings from other researches

Source	Method:	Findings:
(Jung et al., 2019)	The research examined what effects does different type of Prize design elements has on sweepstakes' participation rates. The Research analyzed the design elements of 14,230 sweepstakes posts online. As well as interviewed some experts. However, this research still was quantitative. The whole study concerned only the prize elements and did not analyze the other elements (action, chance, participation conditions, theme) of sweepstakes design.	<ol style="list-style-type: none"> <li>1. Consumer engagement on a prize promotion is positively affected by four items: number of prizes given, shorter promotion period, number of winners, single graded payment.</li> <li>2. Participants prefer cashable prizes over non-cashable prizes if they are the same value.</li> </ol>
(Schul-ten & Rauch, 2015)	The research tried to define central design elements for online sweepstakes and contests, and then analysed what elements increases the participation rates for sweepstakes and contests. This study analysed 153 online sweepstakes and contests and the data collection also included asking people their preferences. As well as asking experts insights.	<p>The research found five major design elements for online sweepstakes and contests: type of prize, value of the prize, task of the contest, platform of the contest, and participation conditions.</p> <ol style="list-style-type: none"> <li>1. Following things increased the participation rates on prize promotions: easy task to enter the prize promotion, bigger winning prize and non-cashable prize. Notice: last item got a</li> </ol>

		<p>different result from Jung et al.'s 2019 research.</p> <ol style="list-style-type: none"> <li>2. The platform which the prize promotion is held weighted the least amount on the consumers' decision-making process to participate. Website and Facebook weighted the same amount.</li> <li>3. Participants were thought to be not only interested from winning a prize but also interested from the company as they were willing to give up a lot of personal information to participate.</li> <li>4. Company related non-cashable prizes were found to be the best prize to use in prize giveaways as it eliminates the people who are not interested from the brand.</li> </ol>
(Kalra & Shi, 2010)	<p>The research examined how sweepstakes reward structure; number of winners and the allocation of the total reward prize among the winners affect consumers valuations of the promotion. The objective of this article is to investigate how consumers' valuations of sweepstakes vary on the basis of the sweepstakes design and consumer characteristics.</p>	<p>This research suggested that the reward structure should be based on three factors: the promotional objectives, consumers' level of risk aversion, and consumers' level of subadditivity.</p> <ol style="list-style-type: none"> <li>1. The prize promotion should be targeted either for current customers or possible product/service switchers.</li> <li>2. When targeting product/service switchers a company should offer more prizes but if the company targets current customers, they should use one prize. However, if the target group is non loyal occasional customers then the company should give large and small prizes.</li> </ol>
(Gavilanes, Flatten, & Brettel, 2018)	<p>The research measured digital consumer engagement with Facebook's available metrics: click, like, comment, share. The research introduced a four-level engagement model; click being neutral consumption, like being positive filtering, comment being cognitive and affective processing, and share being brand advocacy.</p>	<p>The research found that sweepstakes as Facebook content creates strong engagement in all levels but not in positive filtering (likes). However, the reason for this seemed to be that most of the sweepstakes required a comment to participate and therefore participants do not click like button as commenting</p>

		<p>is a higher level of engagement already.</p> <p>Other findings:</p> <ol style="list-style-type: none"> <li>1. Sweepstakes enhance brand advocacy.</li> <li>2. Sweepstakes offer consumers interactivity, entertainment and a potential economic reward.</li> <li>3. Asking customers' feedback can be more effective if the question is related to a new product while having a sweepstakes about the same new product.</li> </ol>
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Gavilanes et al. (2018) research is different from other earlier mentioned researches because it is not measuring the effectiveness of prize promotions design elements on consumers but instead it measures the social network advertising content types effects on consumer engagement. These content types are; current product display, new product announcement, sweepstakes, sales, customer feedback, infotainment, and organization branding. Their study confirms the results from earlier mentioned researches to be correct by pointing out that sweepstakes in fact create strong levels of customer engagement and enhance brand advocacy. Their study also offers reasons to why consumers like to participate on sweepstakes. These reasons include; interactivity, entertainment and a potential economic reward. These types of psychological influences of sweepstakes are also important. Therefore, this study will next examine shortly why consumers like to participate in prize promotions and what type of consumers like to participate in sweepstakes.

## 2.6 Reasons why consumers participate on prize promotions:

### Participant types:

Schulten and Rauch (2015) mentions three participant types for prize promotions. These are; players, prize maximizers and data minimizers. They found that the 'player' types of participants were the most concerned about the task element of the prize promotions. 'Player' types avoided creative task contests but were attracted to sweepstakes. 'Players' valued product prizes and the value of the prod-

uct was not important to them. Unlike 'prize maximizers' who were most concerned about the value of the prize. For 'prize maximizers' the prize type and participation conditions were secondary. 'Data minimizers' instead were the most interested about the participation conditions. They would not give personal information to the companies. After going through the preferences of each participant type can be noticed that participant type 'players' are the most interested of sweepstakes promotions and therefore companies should try to reach this type of people. (Schulten & Rauch, 2015).

Kalra and Shi (2010) instead examine the likelihood of participation of an individual by two factors; brand preferences and how the individual perceives the risk of participation. Their study concentrated on prize promotions that required a purchase from the participants (lotteries) and therefore their findings are not equivalent to this research. However, it is also important to understand how consumers psychological behavior is related to the success of the prize promotions, and not only the design of the promotion. This is because consumers who are evaluating their own willingness to participate to a prize promotion are conducting a decision under uncertainty of winning (Jung et al., 2019).

#### **Reasons why people participate on sweepstakes:**

This study already mentioned three reasons why consumers participate on sweepstakes. These reasons were; interactivity, entertainment and a potential economic reward (Gavilanes et al., 2018). Other gains that consumers get from taking part to sweepstakes are feeling of excitement and fun (Dunn & Barban, 1974). It has been also argued that it is a human nature to want to get something for free (Edwards & Lebowitz, 1981) (Wells, Burnett, Moriarty, Pearce & Pearce, 1989). There is a limited amount of information of why consumers participate on sweepstakes on Facebook and therefore further research of it would be needed. However, it is safe to say that people participate from different reasons on sweepstakes. The participants also engage to the sweepstakes on different levels. Next, this literature review will concentrate more to the concept of engagement and what it means for the sweepstakes on Facebook's environment.

### 3 DIGITAL CONSUMER ENGAGEMENT

The second part of the theoretical background of this study explores the concept of engagement. This chapter particularly discusses the definition of consumer engagement and its different levels, because there is no clear consensus about it (Malthouse et al., 2013; Cheung et al., 2011). The reason for that may be that consumer engagement depends on the context in which it is analyzed and taking place (Brodie et al., 2011). For this reason, this section first examines some of the already existing definitions of consumer-, customer-, brand-, and digital engagement, which all share highly identical conceptualization (Hollebeek et al., 2014) and then this study provides a definition that would best fit to this specific study context. The study context being digital consumer engagement in a promotional sweepstakes post placed in a company's Facebook page. After defining customer engagement, this chapter focuses on two questions; what are the different levels of customer engagement and how to identify them from sweepstakes that are arranged on Facebook?

#### **Importance of customer engagement:**

Customer engagement is important because its purpose is to increase both time and attention a customer gives to a brand's marketing channels (Chaffey & Ellis-Chadwick, 2012). Time and attention that consumers spend to a brand can work as a competitive advantage for the brand (Sedley, 2010), increase return on advertising investment (Neff, 2007), and company profitability (Voyles, 2007). The reason for this can be the value that consumers bring to the brand by rating, recommending and talking about products online (e-word of mouth). This is called user-generated content which allows consumers to participate in brand co-creation (Prahalad & Ramaswamy, 2004). Earlier studies have identified sweepstake marketing effective on generating referrals on social media. For example, Tingley (2015) found that Generation Y can be motivated with giveaways and sweepstakes to leave referrals on social media. Consumers can sometime even play a part in new product development (Hoyer, Chandy, Dorotic, Krafft & Singh, 2010; Nambisan & Nambisan, 2008) by telling companies their opinions about the company's products. This interactive role of consumers is called service-dominant logic, which was created by Vargo and Lusch (2004) and it highlights the role of consumers in the value creation process.

#### **3.1 Different dimensions and definitions of engagement:**

There are different dimensions to customer engagement. In fact, customer engagement is multi-dimensional concept and the dimensions together creates the overall customer engagement. Not all researchers agree on the dimensions but



the most commonly used one consists of three dimensions; cognitive processing, affection and activation (Hollebeek, 2011b; Hollebeek et al., 2014). These dimensions are shown in Figure 4. *Cognitive processing* talks about the level of all (negative and positive) brand-related thoughts that a consumer has towards the brand. Cognitive processing means consumers thinking process. *Affection* tells about the positive emotional attachment level that the consumer has towards the brand. Some studies simply refer affection as emotional dimension. *Activation* tells about the level of effort and time that consumer puts in the brand relationship. Some researchers use the word behaviour instead activation and the word emotional instead of affection, in their dimensions but they mean the same thing. (Hollebeek, 2011b; Brodie et al., 2011).

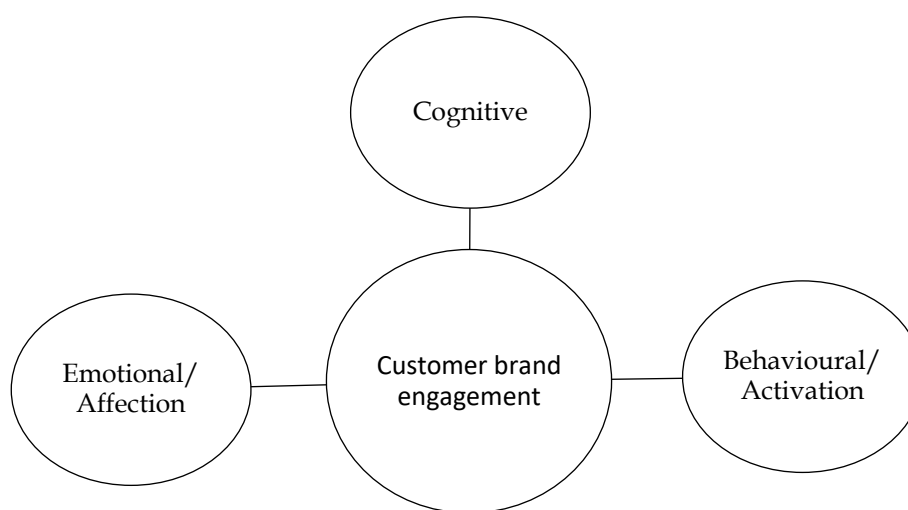


Figure 4 Three dimensions of customer brand engagement

In Hollebeek's (2011a) definition of customer brand engagement the dimensions are clearly presented. Her definition goes as following "the level of an individual customer's motivational, brand-related and context-dependent state of mind characterised by specific levels of cognitive, emotional and behavioural activity in direct brand interactions" (Hollebeek, 2011a p.790). It is important to notice that this definition includes the consumers state of mind as well as pressures the interactive role of consumer engagement. Many other researchers use a similar definition and include the three dimensions. Table 7 includes some of these similar definitions of customer engagement. It is important to notice that these definitions are general concepts of customer engagement and not limited to a specific case like digital consumer engagement.

Table 7 Definitions of customer engagement

Category	Definition	Research
Consumer engagement	"... state that reflects consumers' individual dispositions toward engagement foci, which are context-specific. Engagement is expressed through varying levels of <i>affective, cognitive,</i> and <i>behavioural</i> manifestations that go beyond exchange situations'."	Dessart, Veloutsou & Morgan-Thomas (2016, p.409)
Customer engagement	Interactions that customer has multiple times to strengthen the <i>emotional, psychological</i> or <i>physical</i> bond towards a brand.	Chaffey & Ellis-Chadwick (2012)
Customer engagement	"... a multidimensional concept subject to a context- and/or stakeholder-specific expression of relevant <i>cognitive, emotional</i> and/or <i>behavioral</i> dimensions."	Brodie et al. (2011 p.260)
Customer brand engagement	"the level of an individual customer's motivational, brand-related and context-dependent state of mind characterised by specific levels of cognitive, emotional and behavioural activity in direct brand interactions"	Hollebeek (2011a, p.790)
Customer engagement	The level of a customer's <i>physical, cognitive,</i> and <i>emotional</i> presence in their relationship with a company.	Patterson, Yu & De Ruyter, (2006)

For online engagement, Calder, Malthouse and Schaedel (2009) offer eight dimensions (Figure 5). These are: stimulation & inspiration, social facilitation, temporal, self-esteem & civic mindedness, intrinsic enjoyment, utilitarian, participation & socializing, and community (Calder et al., 2009). *Stimulation and inspiration*, as a dimension for online consumer engagement, means simply that the consumer is inspired by the brands' online channels and finds them stimulating. Example that the content in the brand channel is touching or makes the consumer think and feel. *Social Facilitation*, as a dimension for online consumer engagement,

means simply that the consumer brings up topics from the brand's online channels to other people in conversations. *Temporal*, as a dimension for online consumer engagement, means simply that the consumer has a routine to use a brand's online channels in their daily life. *Self-esteem and civic mindedness*, as a dimension for online consumer engagement, means simply that the consumer feels that the brand's values fit them and makes them feel as a part of some type of a community. *Intrinsic enjoyment*, as a dimension for online consumer engagement, means simply that consumers get enjoyment from the brand. The enjoyment can be feeling of happiness or a feeling that using the brand's channels is a "treat" for the consumer. *Utilitarian*, as a dimension for online consumer engagement, means simply that the consumers feel that the brand's online channels are beneficial for them. Example, that the online channels of a brand help the consumer in decision making and providing information. *Participation and socializing*, as a dimension for online consumer engagement, means simply that the consumer spends a lot of time on the brand's channels and engages on conversations in the site. *Community*, as a dimension for online consumer engagement, means simply that the consumer wants to interact with similar minded people in the brand's channels. (Calder et al., 2009).

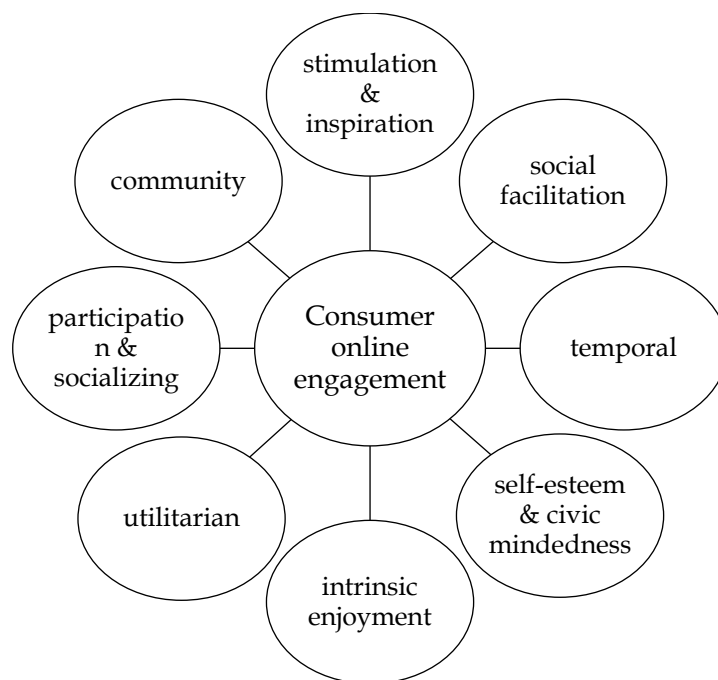


Figure 5 Online consumer engagement dimensions (adapted from Calder et al., 2009)

Table 8 presents some engagement definitions specifically for online engagement. The table 8 is quite short as there is a limited amount of research done on definitions for online engagement. Most online engagement studies use the general definitions of customer engagement. For example, Mollen and Wilson's (2010) definition uses the traditional three dimensions (cognitive, affective and active) but has placed them in the online environment. However, each of the definition

on the table 8 highlights the interactive role of the customer. Peterson (2007) states that “Engagement is an estimate of the degree and depth of visitor interaction on the site, measured against a clearly defined set of goals.” Peterson not only highlight the interactive role of the customer but also refers to different engagement levels in his definition. He also writes that each company has their own version of engagement and each of them is unique because each company has different goals and different metrics for measuring engagement. This is important factor in this study as it suggests that successful engagement means different things for each company.

Table 8 Definitions of online engagement

Category	Definition	Research
Online brand community engagement	Consumers identification with the online brand community that results in <i>interactive participation</i> in the online brand community.	Wirtz et al. (2013)
Online consumer engagement	“... the state of being present in a mediated branded space where the consumer is immersed in the brand’s offerings meant to deliver purpose and value.”	Reitz (2012, p.47)
Online engagement	“... a cognitive and affective commitment to an <i>active relationship</i> with the brand as personified by the website or other computer-mediated entities designed to communicate brand value”	Mollen and Wilson (2010, p.923)
Website visitor engagement	“... is an estimate of the degree and depth of visitor <i>interaction</i> on the site against a clearly defined set of goals.”	Peterson (2007)

### 3.2 Customer engagement levels and ways to measure them in a sweepstakes promotion that are placed in Facebook:

Customer can be engaged to each dimension of customer engagement in a different level. In fact, between a company and a consumer, engagement levels represent a certain engagement state in the relationship (Hollebeek, 2011a). Just like the dimensions and definition, researchers have not agreed on the different levels

of engagement either. For example, some use only two levels; low and high (Malthouse et al., 2013) while others use three levels; observing advertising, participating in brand conversations, and cocreating brand content (Maslowska, Malthouse, and Collinger, 2016). These three levels have been also described as; consuming, contributing and creating by Muntinga, Moorman, and Smit (2011). In this study, these three levels of engagement are reflected into Facebook's post metrics. Facebook's post metrics are: Company Facebook page like, website visit, post clicks, post likes, post comments, and post shares. This study's assumption is that in Facebook, company page like, website visit and post clicks could be considered as consuming, post likes and comments could be considered as participating, and producing could be considered as sharing the post.

In fact, Gavilanes et al. (2018) created a framework to measure digital consumer engagement in Facebook posts (Figure 6). Their framework combines together Facebook metrics, advertising processing (consumer's intermediate mid-set responses at various levels) and digital consumer engagement levels. This enables the intangible digital consumer engagement levels to be observable and measurable by using Facebook metrics. However, this framework has been tested only once by its' own creators whom tested it with only one example company. For this reason, the framework needs more testing. Notice, that this model uses the three dimensions (cognitive, emotional and active) of customer engagement.

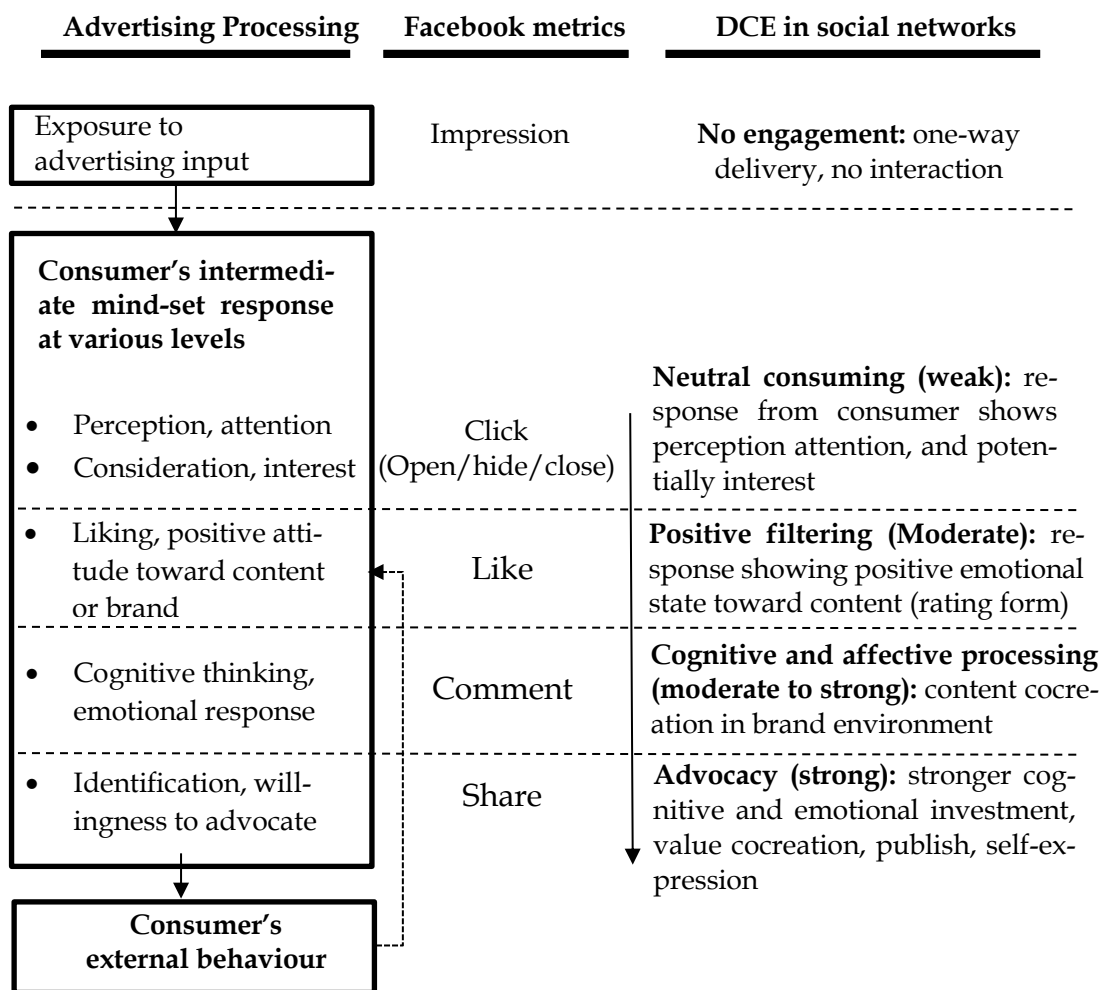


Figure 6 Research model with metrics for advertising processing and DCE in social networks by Gavilanes et al. (2018) p.12

Gavilanes et al. (2018) framework creatively reflects consumers psychological advertising processing into Facebook metrics and consumer engagement levels. Consumers see daily many advertisements but if they do not interact with the advertisement they are just counted as impressions in Facebook, which means no engagement. However, if a consumer clicks the advertisement it is considered a potential interest. This is considered neutral consuming which is still a pretty low level of engagement. If the consumer however likes the advertisement or in this study case sweepstake it is considered as positive filtering which is a moderate level of engagement. If the consumer comments on the sweepstake promotion the consumer is giving an emotional response to it, which is considered to be moderate to strong level of engagement. And if the consumers share the sweepstakes post it is considered as strong engagement because the consumers have willingly identified and advocated the company that is arranging the sweepstake.

Gavilanes et al.'s (2018) way of measuring customer engagement from a Facebook post is limited to the engagement happening in the post. It does not consider the engagement that is happening around the post but is due to the post. Their approach fails to see the full impact of a Facebook post to customer engagement. Most often companies measure these dimensions of customer engagement by their own means like; customer satisfaction surveys, online reviews, recommendations, frequency of visits to a website or sales. That is why practitioners often have a different point of view on customer engagement in general. However, even though the model presented is good to measure the customer engagement of that one post it does not measure the change that it has on customer engagement in general.

For instance, Brodie, Ilic, Juric and Hollebeek (2013) presented the three-dimensional model (cognitive, emotional, behavioural) of customer engagement in virtual brand communities and identified five sub-processes for virtual brand community engagement (Figure 7). These sub-processes are: learning, sharing, advocating, socializing and co-developing. Their model highlights that consumer engagement is a process that may lead to different consequences. These consequences can be example: like, loyalty, satisfaction, trust and commitment. (Brodie et al., 2013.).

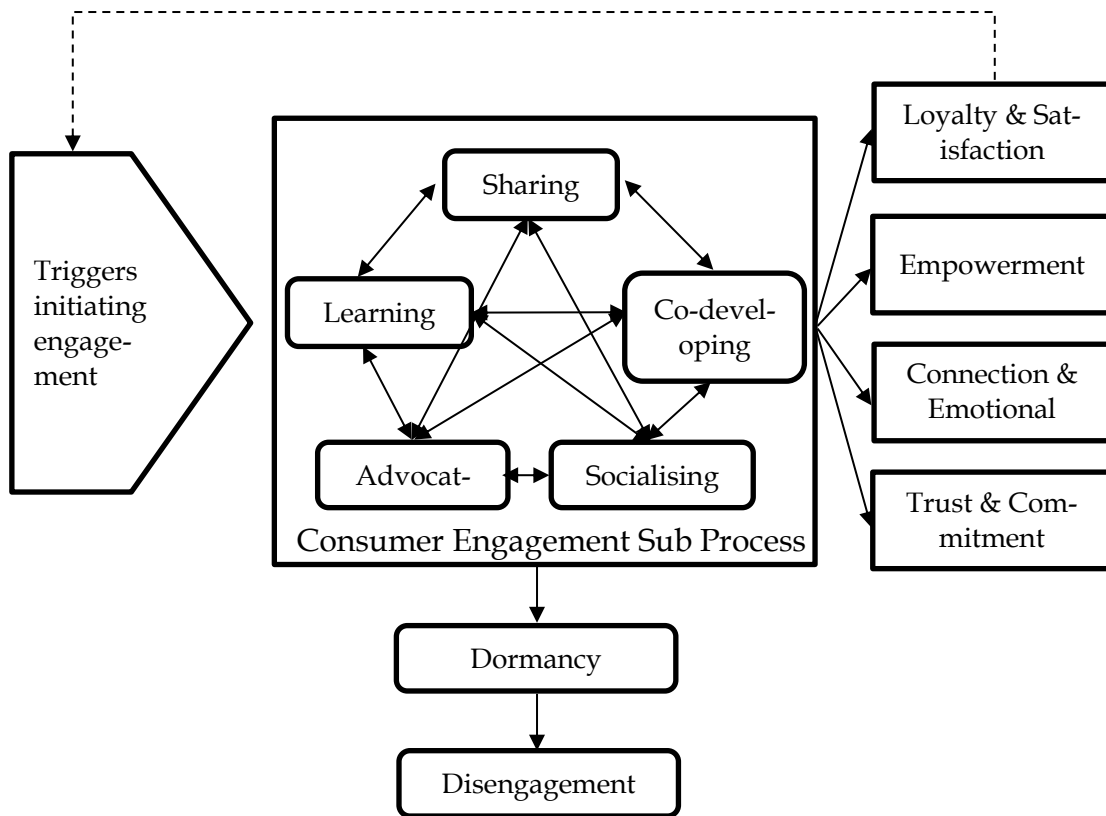


Figure 7 Consumer engagement process in a virtual brand community (Brodie et al., 2013, p.46)



## 4 RESEARCH DESIGN AND PROCESS

This chapter explains the research design and process of this study. Research design is a plan of how a research is planned to be conducted (Leavy, 2017). Research design simply gives boundaries to the research and inside those boundaries the data is collected and analysed (Kothari, 2004). Methodology means a way that researcher discovers knowledge (Kamal, 2019). The methodology this study uses is Qualitative. As the method of data collection, this study uses semi-structured interviews. Figure 8 demonstrates this process and highlights the research methodology and the data collection method that this study uses.

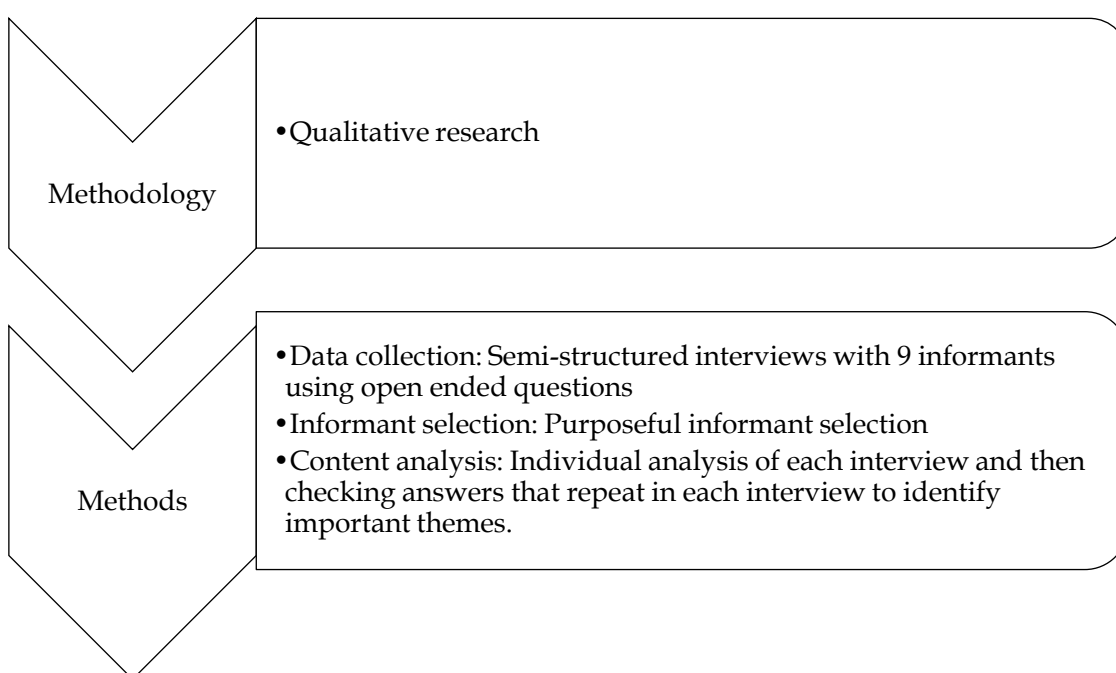


Figure 8 Research design of this study

### 4.1 Research methodology

There are two main type of research methodologies. These are quantitative and qualitative (Kothari, 2004; Kuada, 2012). Quantitative research relies on measurements and statistical analysis, whereas qualitative research relies on human perception and understanding (Stake, 2010; Habib, Pathik & Maryam, 2014; Kothari, 2004). This study is a qualitative research as it concentrates on collecting data from people's personal experiences and allows the researcher to interpreted the

context from their own personal experience. The justification for choosing qualitative research for this study is that qualitative study is more concentrated on the close-up view of an individual or a phenomenon (Stake, 2010; Leavy, 2017) which this study is researching.

Qualitative study includes different interpretive techniques which aims to describe meaning of a phenomenon rather than the frequency of it (Sachdeva, 2008). This study aims to find out sweepstakes' influence on customer engagement through experiences of 9 social media marketing managers and that way to be able to understand the sweepstakes phenomenon beyond numbers. It is essential to view this subject from the social media marketing managers' point of view as they can see the influence of sweepstakes beyond the participation numbers. Social media managers have a better understanding of the long-term influence sweepstakes have on customer engagement than what numbers could show. Therefore, this study requires that social media marketing managers would openly describe their experiences by answering questions about sweepstakes. Semi-structured qualitative interviews are the best way for this study to access the necessary information. Sachdeva (2008, p.165) writes that "... to understand the different meanings that people place on their experiences often requires research techniques that delve more deeply into people's hidden interpretations, understandings, and motivations. Qualitative research is designed to tell the researcher how (process) and why (meaning) things happen as they do." This idea fits well with the purpose of this study.

## **4.2 Data collection and analysis methods**

Primary data refers to raw data that is collected directly from the source where the data is coming from that the researcher has to analyze in order to make sense of it (Habib et al., 2014). Secondary data instead is already in an organized form and it usually refers to existing literature (Habib et al., 2014). Secondary data to this study was collected through an extensive review of literature in order to have better understanding of sweepstakes nature online. Academic journals, published books, newspapers, master's theses, and electronic journals were used to collect data relevant to this study. There are multiple interview methods from which this study chose to use semi-structured skype interviews as its primary data collection method (Leavy, 2017). Semi-structured interviews are not completely structured with readymade questions and answer options but can use open ended premade questions as its structure (Leavy, 2017).

Few other widely popular data collection methods like observation and survey (Kothari, 2004) were excluded from this study for the following reasons. This

study wanted to gather information from the experts who were doing practical work in the social media marketing and had valuable information on sweepstakes promotions' potential to engage customers on Facebook. By using the interview method this study was able to access the information that the interviewed social media managers have observed for years. This study did not have the means itself to start observing years' worth of data of sweepstakes influences on customer engagement of 9 companies. Therefore, observation as a data collection was excluded. By using the interview method, this study was able to find out and understand experiences and attitudes of the social media managers which otherwise could have been hard to understand (Kothari, 2004). In a survey, the participants cannot as naturally share their experiences and feelings. A lot of important information would have not been covered by using a survey. Therefore, survey as a data collection method was excluded.

This study used a semi-structured interview. All the questions were the same but the participants were able to answer the question with their own words and give additional information. This study did not provide any answer options to the interview participants as it would have led them to answer a certain way and concentrate on those given options which could have led to missing important information. Before the interview the researcher came up with the interview questions and structure. All the questions were open-ended. However, the participants were able to answer the questions in a different order and refer to previous questions during the interview. Before the interview started the interviewer informed the participants from main themes that were asked in the interview. However, the participants did not see or hear the questions before the interview took place. All the interviews were audio-recorded. The researcher interviewed the participants personally. The researcher invited participants to take part in the interview via Facebook messenger and email. The average length of the interviews was 43 minutes. All the interviews were transcribed into written documents.

**Sampling method:**

Sampling is a process where researcher chooses a smaller number of cases, called a sample group, from a bigger potentially qualified number of cases in the world (Leavy, 2017). This study used purposeful sampling method. Purposeful sampling method means that the sample group is selected purposefully to fit the study in the best possible way and then results are drawn from the selected sample group straight (Patton, 2015). As earlier mentioned, there were 9 participants to this study. This study's questions and objectives could have applied to more companies but because of lack of resources this study chose to interview 3 small, 3 medium, and 3 big sized companies. These companies are presented in Table 9. All the companies, which will be later referred as sample group, had certain similar traits to each other.

This study is interested in is Finnish social media managers that keep sweepstakes on Facebook at least 3 times per half a year. For that reason, the sample group selected to this study must have kept at least three sweepstakes within the last six months prior to the interview. The sample group also had to be Finnish and working on digital marketing. However, to be able to create a variety of business situations this study did not limit the product or service types in any specific group. This study also made sure that the sample group included entrepreneurs, medium sized business, and big sized businesses. That way the study ensured to include many points of views. This study followed six months over 50 companies online and then sent an interview request via Facebook messenger to these companies that fulfilled the sample group requirements. Nine companies out of those 50 companies were interested of the study and had time to participate in it. All the answers from the interviewed experts started to imitate quickly each other, which gave the researcher the confidence that the sample group of nine companies was large enough to draw conclusions. This way the study created the needed sample group for the research.

Table 9 Interviewed companies

Company	Product/Service	Company size	Role of the interviewed person	Length of the interview
A	Product, Children's clothing & Service, Sewing	Small	Owner	30 minutes
B	Product, Jewellery	Small	Owner	1 hour
C	Product, Candy	Small	Digital marketer	39 minutes
D	Product, Makeup	Medium	Owner	40 minutes
E	Product, Furniture	Medium	Social media manager	34 minutes
F	Service, Education	Medium	Owner	1 hour
G	Service, Bank	Big	Marketing manager	40 minutes
H	Product, Clothing	Big	Marketing manager	42 minutes
I	Product, Food	Big	Social media marketer	45 minutes

#### Interview questions:

The interview had 8 sections and 36 questions. The eight main question sections of the interviews were the following:

1. General questions about the companies that were interviewed
2. Companies' use of Facebook as a marketing channel
3. Companies' use of sweepstakes promotions in Facebook
4. Sweepstakes' design
5. Sweepstakes' participants
6. Customer engagement in sweepstakes
7. Sweepstakes' measurement

## 8. Final thoughts regarding sweepstakes

The questions on the questionnaire were based on the research questions and the literature review's findings. As a help to form the questions this study used Chaffey's and Ellis-Chadwick's (2012) recommendation of what questions companies should consider when developing their social media marketing strategy. Chaffey and Ellis-Chadwick (2012) recommends 12 questions which this study adjusted to fit the needs of this study. Chaffey's and Ellis-Chadwick's (2012) questions, just like this study's research questions, are concentrated on engagement and content marketing strategy. Table 10 display the framework of selected questions for the interviews. In the table 10, the questions are grouped into the eight earlier mentioned sections.

Table 10 Interview questions

<b>Question sections of the interviews</b>	<b>Interview questions:</b>
General questions about the companies that were interviewed	1. What size of a company do you work for? 2. What line of business the company you work for is? 3. Describe the target audience of the company you work for. 4. How important is social media in the company's marketing strategy? 5. What percentage of the marketing budget social media marketing is?
Companies' use of Facebook as a marketing channel	6. How often does the company you work for post to their Facebook page? 7. What type of content does the company post to their Facebook page? 8. Who in the company decides and creates the Facebook posts? 9. What type of content is the company's target audience interested form? 10. What type of content goes viral the fastest? 11. Does the company have a specific Facebook marketing strategy?
Companies' use of sweepstakes promotions in Facebook	12. How does the company define a sweepstake promotion arranged on Facebook? 13. How often does the company arrange sweepstake promotions on Face-book? 14. Why does the company arrange sweepstake promotions and what goals the company has when arranging sweepstakes? 15. How has the company benefit from arranging sweepstakes?
Sweepstakes' design	16. Who in the company designs and creates the promotional sweepstakes?

	<p>17. What are your key considerations when designing a sweepstakes?</p> <p>18. What is required from participants to be able to participate in the sweepstake?</p> <p>19. Is there a specific time when the company keeps sweepstakes?</p> <p>20. How long does the company's sweepstakes generally last?</p> <p>21. Are there any other legal participation conditions or requirements for the participants in the sweepstakes the company arranges?</p>
Sweepstakes' participants	<p>22. What is the target audience for the company's sweepstakes promotions?</p> <p>23. What type of participants has the company's sweepstakes received?</p> <p>24. What do you believe to be the reason that people participate on sweepstakes?</p> <p>25. Do you use paid marketing in Facebook when you arrange sweepstakes?</p>
Customer engagement in sweepstakes	<p>26. How would you define customer engagement on Facebook?</p> <p>27. Are sweepstakes a good way to engage customers on Facebook?</p> <p>28. Are there differences in customer engagement between sweepstakes promotions and other Facebook posts?</p> <p>29. Does sweepstakes have any negative effects on customer engagement?</p> <p>30. Does the company try to create a relationship to the sweepstakes participants or winner after the sweepstake is over?</p>
Sweepstakes' measurement	<p>31. How does the company you work in measure the success of the promotional sweepstakes?</p> <p>32. How do you measure customer engagement on Facebook?</p> <p>33. Has the sweepstakes arranged worked for the company the way they wanted?</p>
Final thoughts regarding sweepstakes	<p>34. Do you follow what type of sweepstakes other companies arrange?</p> <p>35. Is there something you would like to add to this interview that I didn't ask about?</p> <p>36. Do you have recommendations of who I should interview to this research?</p>

### Data analysis:

Analyzing qualitative data is not regarded as a separate process but it already starts when the researcher is collecting the data from the interview participants

(Brinkmann & Kvale, 2009). However, the average length of the interviews was 43 minutes and that for all the interviews were also voice recorded for later review. All data from the interviews was collected by using an audio recorder and then transcribed later into word documents. These documents were then translated from Finnish to English. After that, the researcher used back translation technique to see if the translation matched the original Finnish text. Then, the companies' answers to the premade questions were placed into a excel sheets for comparison. This was done in purpose to better compare the answers in between all participants.

Both primary (interviews) and secondary (literature) data was analyzed through qualitative content analysis. Qualitative content analysis systematically investigates the documented text in order to identify themes that create the big picture of the results (Leavy, 2017). All the transcripts were read many times and then grouped into themes according to relevant content and repetitive answers. Patterns were noticed and then results written. There were five themes that emerged from the transcriptions. The five main themes found from the interviews were following:

1. Social media managers' general perception of social media marketing and Facebook marketing
2. Social media managers' thoughts on promotional sweepstakes
3. Social media managers' experiences with sweepstakes' design elements
4. Social media managers' points of view on how to measure customer engagement on sweepstakes promotions
5. Social media managers' perception on sweepstakes' potential to engage customers on Facebook

In the next chapter, point of views from the interviewed social media managers are presented and the five main themes will be discussed.

## 5 RESULTS AND ANALYSIS OF THE INTERVIEWS

This chapter shows the results of the primary data by presenting the experiences and point of views of the interviewed social media managers to the five identified themes. Primary data being the data gained from interviewing nine experts from nine different companies about sweepstakes promotions. To protect the privacy of the interviewed companies this study has named the companies A, B, C, D, E, F, G, H and I. Companies A, B and C are small companies, mostly entrepreneurs. Companies D, E and F are medium sized companies. Companies G, H and I are big corporations. This naming helps the reader to understand the results.

All interviews had the same 36 official questions that were divided into eight sections. All the answers from the nine interviewed companies are represented in this chapter. The results are divided into five sections in this chapter based on the five identified themes that emerged during the primary data analyses. See Figure 9 for demonstration.

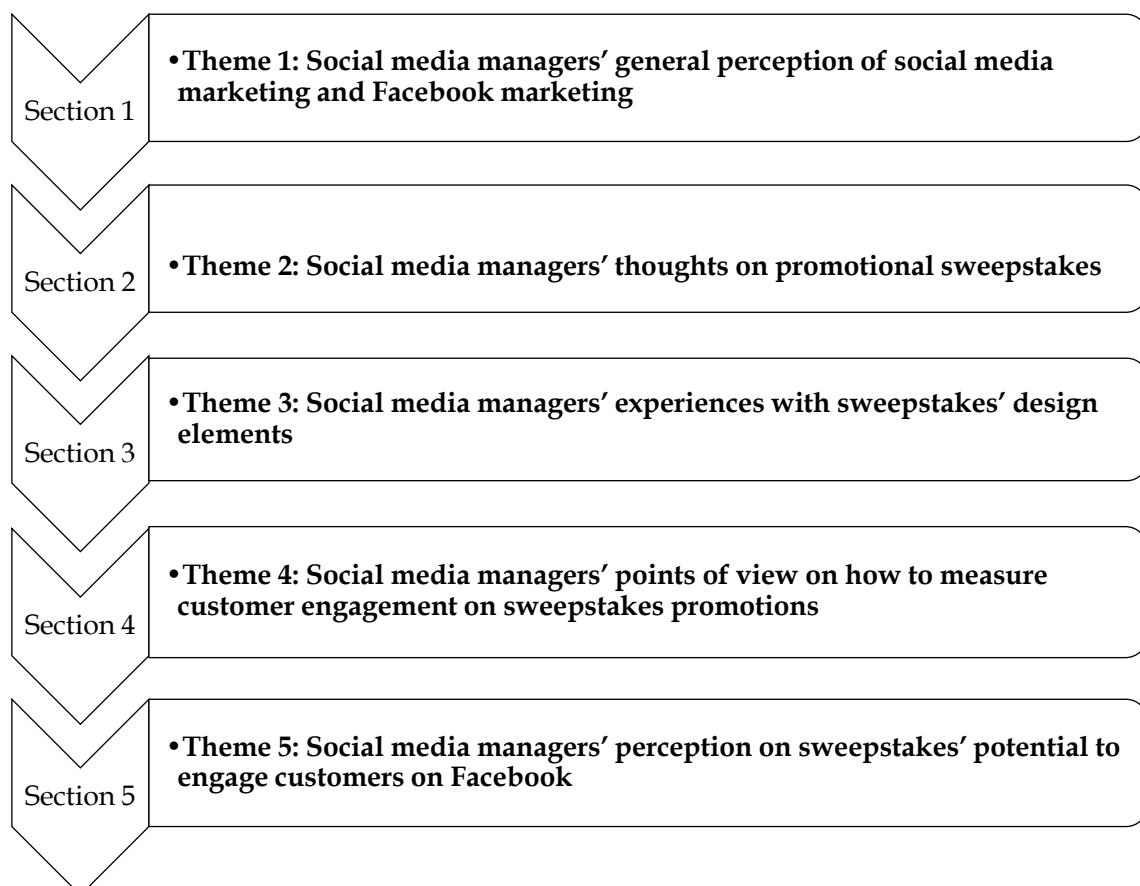


Figure 9 Interview and results analysis sections of this study



## 5.1 Theme 1: Social media managers' general perception of social media marketing and Facebook marketing

It was important to this study to identify the general perception that the interviewed companies hold on social media marketing and Facebook marketing as it directly will affect the companies' sweepstakes marketing decisions and the way that they perceive customer engagement online. Results of this section shows that all of the interviewed social media managers kept social media marketing important to their business. This information indicates that within the interviewed social media managers, the general perception towards social media marketing and Facebook marketing is positive. All of the interviewed social media managers also kept social media marketing as an important part of their overall marketing tactics.

*"Social media is a very big part of our marketing efforts. I would say that 80% of our marketing happens there and 70-80% of our budget goes to social media marketing. Social media is the place where consumers spend most of their time and the place where we are able to reach them" (Company C)*

*"Social media is very important to us as a marketing channel. We have created a very detailed strategy for our social media channels and that plan is connected to the overall company goals." (Company F)*

*"Yes, social media is important to us. I started as an e-commerce coordinator last autumn and one of my responsibilities is to create content to social media. Before I took it as my job social media channels were more of a tactical channel to promote our season sales, special offers and loyalty program campaigns. However, now I am promoting it from the engagement marketing point of view and social media has clearer role in our overall marketing. We also talk about social media tactics more in our company." (Company H)*

In general, the small companies interviewed in this study used much more of their overall marketing budget to social media marketing than the big companies. Two of the small companies used 70-100 percent of their whole marketing budget to social media marketing. Whereas two of the big companies used only 20 percent of their marketing budget to social media. This was because the small companies interviewed considered social media as their main channel of communication whereas big companies did not.

*"We do mostly only social media marketing. So, for that reason we use almost 100% of the marketing money in it. The rest of it we use in other digital marketing actions as we are an online based company." (Company B)*

*"We use 70-80% of our marketing budget on social media marketing. Social media has a big role in our marketing tactics." (Company C)*

The interviewed medium sized companies had the biggest differences in between each other on the allocation of money from the marketing budget into the social media marketing. Medium sized companies spend from 20 to 90 percent of their marketing budget on social media. This was due to a very different marketing tactics and marketing budgets.

*"We do most of our marketing in social media. However, we end up spending relatively little on social media marketing because marketing in social media is so much cheaper than any other type of marketing we do. So, only 20% of our budget goes there." (Company D)*

*"I would estimate that we use 50% of our budget to social media marketing. It fluctuates from month to month but we are trying to put more effort into social media marketing." (Company E)*

*"Most of our budget goes to social media. About 80-90%. It is a very tactical channel to us. Social media platforms are the place where people spend a lot of time in just browsing the content and looking to see something interesting." (Company F)*

Among the interviewed companies, two out of three from the big companies had designed a complete separate budget for their social media marketing. Those budgets were separate from their overall marketing budgets. These two big companies said that the social media marketing budget in percentages from the overall marketing budget is small as social media marketing is relatively much cheaper than other forms of marketing. However, one of the big companies estimated that their social media budget is 20 percent from the overall marketing budget.

*"We have a completely separate marketing budgets for social media and other marketing efforts. For social media, we have a monthly budget and above that we have separate campaign budgets for paid campaigns that are running in social media." (Company G)*

*"I would estimate that 1/5 of our marketing budget is used for marketing through social media channels." (Company I)*

The differences in the budgets' appointed towards social media marketing was caused by two factors. First, smaller companies emphasised the importance of social media marketing more than the big companies. Second, the allocation of budget depended on the marketing tactics each company chose to use within social media. Some of the interviewed companies preferred to grow more organically and others used more paid marketing features. Target group did not have an influence on the budget used on social media marketing as all of the companies had pretty similar target groups. All the companies interviewed were business to consumer companies. All of the companies targeted people in between 20

to 60 years' olds. Most of the companies targeted women in between ages 20 to 45 years' olds. All of the interviewed social media managers felt that women are more active in social media than men. Women's more active role in social media influenced on the companies' social media strategy to target women more than men on Facebook.

*"Our products are not targeted to any gender but in social media women, especially young mums 30 to 45 years' olds, are mainly the active participants and therefore, we have chosen them as our main target group on Facebook." (Company C)*

*"Our physical store and our webstore have different target groups... Our product selection carries furniture products equally for children, adults and seniors without any gender preferences. However, even we sell the same products in our online store as we sell in our physical store, it is almost only women buying products in our online store. For that reason, we tend to target women more than men online." (Company E)*

*"We sell products to women, men and children but in social media we are mainly concentrated on marketing to women. However, we are trying to actively change this as our selection of products has also slightly changed during the last couple of years... but we still can see that women are more active on social media." (Company H)*

The big companies interviewed for this study posted the least number of posts into their Facebook pages. Whereas the medium and small sized companies interviewed for this study told to post relatively more. Big companies posted in average two times per week. Small companies posted in average five times a week. Two out of three of the medium sized companies posted in average of two times a week but one of the medium sized companies posted 35 times per week. The medium sized company F that posted the most of all interviewed companies into their Facebook page explained the number of posts by stating that they post so often because...

*"...consumers see constantly new content in Facebook and they also easily forget the content that they have seen, which is why a company needs to post several times a day if they want their message to stick in the consumers mind." (Company F)*

Company F did not only post the most to their Facebook page but they also had a very clear and structured plan for Facebook marketing. Their plan includes detailed plan on what four or five posts they post during the day and at what time. The company F also pointed out that the plan has been successful for them and that not a single person has said to be annoyed of the amount of material that they post to the company Facebook page. Company F explains that customers do not get annoyed because the content serves the needs of the customer.

*"We have a very clear and detailed plan for our Facebook marketing. I have made several excel sheets for this plan and each day we post 4 or 5 Facebook posts to our Company's*

*Facebook page. Each day we have the same structure of the type of the post we do and what time we post it and because each post is different from each other our page followers have never gotten annoyed by the number of posts we do. Quite the opposite. Our tactic seems to work for us and our followers. I think our posts are what our followers want. 70% of the content is just stuff that people like to read about. Example: blog posts, articles about our employees, tip of the week, sweepstakes, and inspirational texts. We also share information about our products and info about next events that we arrange. The secret is in trying to answer the needs of the target market and raise feelings in them with our content. After all we try to engage people to like our page and follow us.” (Company F)*

One small and two medium sized companies admitted that they do not have a specific Facebook marketing strategy. Although, these three companies had an idea what they usually post to Facebook they did not have a clear strategic idea behind those posts. All other companies had a specific strategy on what to concentrate on and what to post to their Facebook channel. Regardless of if the company had a clear plan for their Facebook page or not, it seemed that all of the companies tried to engage potential customers through their company’s Facebook page content. This gave an understanding that the companies used Facebook for content and engagement marketing.

*“My strategy in Facebook is to be visually stimulating and that way to lead our followers to the online store to buy products. We post a lot of product pictures in nature which seems to raise some type of an emotion in people, because people are more likely to like, comment and visit the website when the product pictures are taken in nature. Of course, we also share a lot of product information and posts about subjects around the products in a hope for customer engagement.” (Company B)*

*“This year our focus in Facebook is to create company story like content. Example: peak behind the scenes, events we arrange, posts about our employees and sponsorships deals, are this type of company story content. Then we also post about our services and products. We like to also share visual material like; pictures and videos. One of our most shared and liked post was about one of our employees. We aim to engage the customer to our brand through our Facebook page” (Company G)*

*“Our technique in Facebook is to target our promotions to specific groups. We build content that fits our target groups and then we use a lot of paid advertising features to reach these groups with our promotions. Generally, our Facebook page has a lot of humoristic and inspiring content as well as current news from the company and its products.” (Company I)*

Overall, companies tend to use Facebook as a channel to share their followers post about; product information, videos, pictures, product related tips, inspiring content, humoristic content, current sales and events, blog posts, light corporate announcements, personnel introductions and sweepstakes. In fact, all companies mentioned that they use Facebook as a channel to keep sweepstakes promotions

and all of them agreed that sweepstakes are the number one posts that goes viral from all of their Facebook posts.

*“Sweepstakes are definitely the only posts that goes viral. I also feel that mostly the posts that do not clearly sell or ask to buy anything are posts that people are more likely to engage to.” (Company A)*

*“Sweepstakes definitely spreads the fastest online. Without sweepstakes our company Facebook page would not be the same because trough sweepstakes our followers has grew the most.” (Company D)*

*“Sweepstakes spreads fastest on Facebook and gets the most amount of engagement of all posts. Other types of posts that gets engagement are posts where we ask to comment about something. Sometimes people also tag their friends into product pictures. Especially when the product is something that other furniture companies do not have.” (Company E)*

*“I have noticed that people like to share posts that also other people may gain something from because the most shared posts of ours are; sweepstakes, tip of the day or open position. Sometimes also inspirational blog posts get shared which I believe is from the same reason. Nothing however seems to beat the popularity of sweepstakes” (Company F)*

Other post types that tend to go viral according to the interviewed companies are; posts about personnel, inside view to the company’s operations, good offer, tip of the week, inspirational blog post, and basically anything that the consumer gains something from.

## **5.2 Theme 2: Social media managers’ thoughts on promotional sweepstakes**

Some of the companies interviewed arranged sweepstakes more actively than the others. Company F kept 156 sweepstakes per year. Company I and H both kept 36 sweepstakes per year. Company D kept 24 sweepstakes during Christmas and one sweepstakes in every other national holidays as well. Company C kept sweepstakes 12 times a year. Company E kept 9 sweepstakes per year. Company B kept 5 sweepstakes per year. Company G did not give an exact number but told that they keep sweepstakes every time when they have an opportunity to do it. Company A could not either estimate how many sweepstakes they keep per year.

Some of the interviewed companies had divided their sweepstakes promotions also into small ones and big ones. Company E, that sales furniture, also mentioned that they do not only keep sweepstakes in their own company page but

also in popular Facebook groups that are related to home interior designing. Company E's tactic behind that is to target people already interested from their product categories.

All the interviewed companies thought of sweepstakes as promotions of their brand, that allows someone to win a free product or service. This is exactly how sweepstakes are defined in literature as well. Also, the idea to gain visibility through sweepstakes was present in some of the answers.

*"For the participants sweepstakes are about winning a free product but for us sweepstakes means getting a consumer to like our Facebook page and getting them to buy our products. So, sweepstakes are about getting visibility to the brand. I keep sweepstakes only and only for gaining more visibility." (Company B)*

*"Sweepstakes are simply promotions of our products. Especially when raffling our own products. If we however are raffling our partners products then we just simply want to spread joy to our followers. But mostly sweepstakes are just a more creative way to advertise our products" (Company D)*

*"Sweepstakes has to fit to the overall look of our Facebook page. So, for us sweepstakes are about producing content that inspires our customers. We always tell a lot about our services and products in an inspiring way in the sweepstakes we arrange. So, when consumers get inspired by our services and get a chance to win our services for free, then they are automatically inspired by our concept. After all sweepstakes are about getting visibility to our brand." (Company F)*

Generally, all interviewed participants talked about sweepstakes positively. This became clear especially when asked about the reasons why they arrange sweepstakes and what they benefit from it. The interviewer got a feeling from the companies that they had as much fun in arranging the sweepstakes as the sweepstakes' participants had in participating in them. The enjoyment of arranging sweepstakes seemed to come from the joy that the social media managers felt when noticing how many people had interacted with their sweepstakes post compared to other posts they had done. The benefits that the interviewed companies mentioned to gain from sweepstakes are similar to the objectives for prize promotions by Ogden et al. (2017), that were mentioned in the literature review. The interviewed companies arranged sweepstakes for the following reasons: new customer acquisition, gain customer engagement online, to get more Facebook page followers, create a brand community, to promote a specific product, introduce new products, inform about products, increase traffic to the company website, increase sales, gain visibility and brand awareness, build a positive brand image, collect data, act of corporate social responsibility, thank existing customers, and because everyone else does it.

New customer acquisition, visibility and awareness were the three things in common when asked from the companies why they arrange sweepstakes. This gave the researcher a strong idea that sweepstakes are used as a type of an introduction to the brand to gain new customers. A bit like a first step in the customer journey. Company F put the idea in words like this:

*"...The purpose is to inspire our followers so much that they want to be engaged to us and eventually buy our products. Our customer journey is quite long and sweepstakes are almost like the first step in it..." (Company F)*

Company I continued the same idea by stating:

*"... Those people who want to win our product most likely will also want to buy our product. So, sweepstakes are creating that want to eat our products again. Sweepstakes are an advertisement. Sweepstakes are simply great for growing the customer base." (Company I)*

Company B and E had actually noticed not only the gain of new page likes but also a peak in sales after each sweepstake.

*"Sweepstakes are an opportunity to get visibility online and get new customers. From all the sweepstakes we have arranged we have gained a lot of new page likes and we can see a peak in sales right after the sweepstakes has ended. I think the people who are new to the brand first wait to see if they win and only after the sweepstake is over, they buy. I think when they see our products for the first time, they think that the products are nice and then the want for them to buy our products is created." (Company B)*

*"... We have noticed a clear peak in sales on the product category that we are raffling. It's a win-win situation." (Company E)*

Most of the companies mentioned that they have been able to gain what they have wanted from sweepstakes. Especially, the number of their Facebook page followers had grown due to keeping sweepstakes. Many of the interviewed companies mentioned that it has been truly through sweepstakes that their Facebook page followers have grown. Many said that without sweepstakes the number of their Facebook page followers would not be as high as they are now.

*"Sweepstakes has absolutely worked for me. My sales would not be the same without the followers on my Facebook page. The Facebook page followers have definitely come from keeping sweepstakes." (Company B)*

Also, the good feeling that sweepstakes create for the consumers was mentioned several times. It seemed to be the key to why sweepstakes are good at creating brand awareness. Company G pointed out in the interview.

*“... People may not remember a normal post but they tend to remember a sweepstake that they participated in. I think sweepstakes create a strong good feeling in peoples mind which is why they remember the brand from it easier.” (Company G)*

### **5.3 Theme 3: Social media managers’ experiences with sweepstakes’ design elements**

When designing sweepstakes on Facebook all the interviewed social media managers considered all of the sweepstakes’ design elements that were found in the literature review of this study. The earlier found sweepstakes’ design elements were: entry, action, prize, participation conditions and theme. This study will now present the interviewed social media managers’ thoughts on the existing sweepstakes’ design elements and elaborate on how the interviewed social media managers have experienced each design element decision to influence on customer engagement.

Sweepstakes’ design element entry refers to the platform where the sweepstakes is held. In this study, the entry platform was strictly a company’s Facebook page. Interviewed company I mentioned that their Facebook sweepstakes are always more successful ones that the ones that they keep in their company website. Also, other interviewed social media managers believed that social media sweepstakes get more attention because consumers are playing around with their phones and ready to entertain themselves. The interviewed social media managers believed that the sweepstakes held in social media generally creates more awareness for the company than the ones that are held in the store or on the company website.

*“... Our Facebook sweepstakes get a lot more participants than our regular sweepstakes on our company website. We have to advertise the sweepstakes held on the company website in Facebook as well because without doing so the numbers of participants would be even lower for the website’s sweepstakes. Anyway, a sweepstake held in our company Facebook page is always more successful in creating customer engagement and awareness for the brand.” (Company I)*

*“... Facebook sweepstakes are brilliant because consumers spend so much time on Facebook. I believe that when consumers are already playing with their phones, they are looking for entertainment and topics that interest them. Sweepstakes can offer that for them. Of course, assuming that the brand or product interests them enough to participate in the sweepstake. That way we gain awareness and more potential customers.” (Company F)*

Sweepstakes’ design element action refers to the way to participate in the sweepstakes. Most interviewed companies only asked for the participants to comment



or like the sweepstakes' post on Facebook in order to participate to the sweepstake. However, even though asking a participant to like the company's Facebook page is against the official sweepstakes rules in Facebook, four of the interviewed companies required the participants to like the company's Facebook page in order to participate to the sweepstake. The other five companies that did not require participants to like their companies' Facebook page said that most often the participants did so anyway.

*"Participants have to like and comment the post and like our company's Facebook page. For us, the most important is that the participants would like our company's Facebook page. We want them to receive our advertising and other posts in the continues as well. It is more important to us to have a lot of Facebook page followers than just one successful post."* (Company G)

*"Only a comment. I do not want to force anyone to like my company's Facebook page who is not authentically interested from the brand. I usually ask some type of a question because I like to read all the answers through. The ones that are participating to my sweepstakes usually will like my company page anyway. So, I do not need to ask it separately."* (Company A)

All the interviewed social media managers valued the company page like the most of all the possible actions. This was because the company page likes meant that the consumers will receive their advertising and posts in the future as well. This way the company can try to engage the consumer to the brand more. Company H also mentioned that they value a visit in their company's website as well because it also gives them an advantage to target their advertising to these people who visited the website.

*"We have tried different versions. Comment is the norm. We ask customers to go to a specific brand selection in our website and comment a product they like the most from the selection. This is because we want the product to really, please the customer who wins. We do this also because when the participants visit our website, they will then automatically start to get our marketing."* (Company H)

All companies knew that asking participants to tag a friend is against the official sweepstakes' rules in Facebook but the companies tried to still encourage the participants to tag a friend by asking questions like "who would you like to share the prize with?". This, the interviewed social media managers had noticed to increase the number of participants on the sweepstakes. The social media managers believed this to be caused by Facebook's algorithms. which prefers to show popular post first in peoples' Facebook feeds and one signal for a popular post is lots of tagged friends in the comments. This way the sweepstakes would gain more views and that way get more participants.

*“... I know that according to Facebooks rules I am not allowed to require people to tag a friend into the comments in order to participate. However, I have noticed that those sweepstakes where I state that if you mention a friend who would like the product as well then, the friend will win a product as well are more successful. Basically, they could have just commented the name of their friend or just vaguely mentioned mum without tagging them so it does not really break the rules. I think they are more successful because when people tag a friend the Facebook algorithm keeps the post more important. That way more people see the post...” (Company B)*

*“... Sometimes we ask to comment who they would like to give another product if they win which is usually enough to get people to tag their friends into the post as well. But technically even we would then give two products it still would be one comment that wins. We always get more participants when we ask people to tag their friends into the comments section...” (Company E)*

*“We only require participants to comment to the post but sometimes we try to motivate them to tag a friend by asking in the sweepstakes text who they would like to share the prize with. It has something to do with the Facebook’s algorithms but the more people tag their friends to the comment section of a post the more views on Facebook the post gets...” (Company I)*

Generally, the interviewed social media managers had noticed that asking the participants an action with lower amount of effort, for example post like or comment, the sweepstakes received more participants. However, their experiences had proven that when only asking to like the post the sweepstakes would get more participants that were not interested from the company itself but just wanted to win something for free. The opposite was true when participants were asked to perform an action with more amount of effort. The companies noticed that then the participants were likely to continue following the company and genuinely was interested from the topics around it.

*“All type of people participates on my sweepstakes. Mostly, women. In the beginning when I created the company’s Facebook page, I only required the sweepstakes’ participants to like the post and that way my company created a lot of brand awareness. However, I noticed that not all the participants were authentically interested from my brand but just wanted to win something for free. Then, I started to require the sweepstakes’ participants to comment the posts and to like my company’s Facebook page. Immediately I got much more authentically interested people to my page and I was able to notice a peak in sales.” (Company B)*

Sweepstakes’ design element participation conditions refer to the sweepstakes’ promotion period, number of winners, legal rules and frequency of sweepstakes. The interviewed companies timed their sweepstakes based on national holidays, new product arrivals, or during sales. Some social media managers had experienced a drop on participants during holidays as there were more companies that

arrange sweepstakes during that time. They believed it to be harder to get noticed in people's Facebook feeds during that time. Some interviewed companies also had a strictly planned schedule for all the sweepstakes of the year. The sweepstakes that the interviewed companies kept lasted from two days to a week. All interviewed companies said that the first two days of a sweepstake are the most active and then the amount of entering participants drop radically. Some companies said that shorter two- to three-day sweepstakes work better than long ones.

*"The sweepstake lasts maximum one week. This is because I want to read each comment that the post has gotten. I have noticed that the first hour is the most active, then after two days the activity goes down a lot." (Company A)*

*"Two to four days. The participation numbers die after two days. I think Facebook's algorithm thinks that the post is old and not relevant anymore after two days." (Company C)*

*"Normally one week. We have not put any money on sweepstakes marketing. Maybe if we would use paid marketing the sweepstakes could last longer but organically the sweepstakes get participants within the first couple of days and then the reach goes down." (Company E)*

Six out of nine interviewed companies said that they do not have any legal participation conditions so that anyone who wants can participate. Only two interviewed companies mentioned that they have a country restriction in their sweepstakes. Only two of the nine companies said that in some of their sweepstakes the participants must be over 18 years old.

*"... Must live in Finland." (Company C)*

*"... All participants have to be over 18 years old. We also add a link to the official rules that we have in our website." (Company G)*

*"Our participation rules are that the person comments the post and that they are over 18 years old." (Company D)*

The interviewed social media managers tend to keep the prize number in two. However, they kept the winner number in one. This was related to the sweepstakes' design element action. As earlier mentioned, the sweepstakes gained more engagement when participants tagged their Facebook friends into the sweepstakes' comments section. From the same reason the number of winners was one but the products given were two. So, that the participants would comment a friend who they would give the other product to if they win.

*"... We usually have only one winner but sometimes we can ask to tag a friend so they both can win a prize." (Company H)*

*"Sometimes we ask to comment who they would like to give another product if they win which is usually enough to get people to tag their friends into the post as well. But technically even we would then give two products it still would be one comment that wins." (Company E)*

*"Normally, we raffle either one or two products but if we raffle our sponsors products, we can raffle even eight products. If we raffle two products then we ask to comment who would you like give the other product if they win so actually only one person comment wins." (Company D)*

Prize, as a sweepstakes' design element refer to prize type, value of the prize and prize payment type (immediate and delayed rewards). Most of the time the interviewed social media managers said to give out one to two prizes. The prizes were often seasonal products, new products or services and products or services on a special sale. The interviewed social media managers wanted the products to be from their own company's selection or a branded product with the company's logo. The interviewed companies had noticed that when a raffled prize presents well what the company usually offers then the sweepstakes get more participants that are authentically interested from the company and its' products. Average prize value for the small sized companies was 34 euros. Average prize value for the medium sized companies was 81,8 euros. Average prize value for the big sized companies was 425 euros. However, all companies had noticed that the prize value does not influence on the amount of engagement the sweepstakes' post gets. Company I, example believed that smaller prizes get more participants because of consumers' psychological believe that smaller prizes are easier to win. The social media managers thought that the high engagement levels are caused by other reasons. Example from how well the prize fits the company's image.

*"... With our last post we reached 135000 people and we got 4000 comments. Our prize is about 30-40 euros so getting that many people's attention with such a small price is incredibly efficient marketing. That was done organically but, in some sweepstakes, we also use Facebooks paid marketing features..." (Company C)*

*"... Usually, we give prizes that range from 50-250 euros. The price point does not matter in my opinion. I think it is more about how interesting the brand is. Also, seasonality is important in the raffle. This winter was cold and that for our sweepstakes that had our cheapest prize, a lip palm, got as many participants as a sweepstakes that raffled shoes. We answered to the needs of the market... (Company H)*

*"... there is no difference in the participation levels when I raffle cheaper or more expensive prizes. I think the cheaper prizes may even sometimes receive more participants. I think it is because consumers may think that a cheaper prize is easier to win." (Company I)*

*“... I think the sweepstakes’ success depends a lot about how you present the prize that the participants can win...” (Company D)*

Instead focusing on the price of the prize, company D thought that the success of each sweepstake depends on how well the prize is presented. This sentence led to a new discovery that this study noticed to be repeated in all of the social media managers answers. All of the social media managers talked a lot about pictures, text, feeling and style of the sweepstakes’ post when they were asked about the way they design their sweepstakes promotions. These types of elements were not presented in any earlier researches about sweepstakes’ design. All of the elements were focusing on the presentation of the sweepstakes. That for, this study decided to place all of these newly found elements under a new main element and name it the presentation element. Making these newly found picture, text, feeling and style elements into sub elements under the newly found main element presentation. Earlier researches found theme element as one of the main elements but this study suggests to place the theme element under the newly found presentation element as it fits perfectly under it as a sub element.

Companies’ general communication style and social media strategy strongly influenced on the presentation element. Many of the companies felt that the type of content that they usually post to their Facebook page had to reflect to their sweepstakes promotions as well. This was because the social media managers believed to engage more potential customers to the sweepstakes’ posts that way. Example, company F posted normally inspiring content and that then reflected to the presentation style and text of the sweepstakes’ post. Company I instead promoted fun content in their Facebook page and that needed to be reflected also in their sweepstakes design. All companies gave a lot of thought to the text, picture, feeling and style of the sweepstakes they arranged. It seemed that the companies believed that the presentation element of sweepstakes design strongly influenced on the success of the sweepstakes. Social media managers wanted that their sweepstakes presentation element is aligned with the overall material in their company’s Facebook page. The interviewed social media managers had also noticed that a longer text about the product raffled gained more engagement than a short text. The social media managers believed that when a consumer who is new to the product sees a sweepstakes, he or she needs more information about the product raffled and the company’s brand values and general selection in order to make the decision to participate. This is also beneficial for the company as they can create interest towards their products by explaining the product benefits on the text. The interviewed social media managers also thought that an eye-catching picture about the raffled product in its natural environment worked better than a normal website product picture. The theme of the sweepstake was thought to determine what the sweepstakes raffle was really about. Example, big sale on a specific product or new seasonal products. Most companies believed that the way the sweepstakes was presented hold the key to the sweepstakes success.

*"We create our sweepstakes according to the season. Prize is seasonal. Makeup and fashion go hand in hand according to seasons. Our other advertising is according to seasons as well... I have noticed that what longer the text of the sweepstakes post is the more participants I get. I think that the sweepstakes' success depends on a lot about how you present the brand and the prize that the participants can win..." (Company D)*

*"Sweepstakes has to fit to the overall look of our Facebook page. So, for us sweepstakes are about producing content that inspires our customers. We always tell a lot about our services and products in an inspiring way in the sweepstakes we arrange." (Company F)*

*"We would never raffle anything that does not fit to our brand image. Like I mentioned earlier our sweepstakes has to be aligned with our brand image and fit in to the purpose of our Facebook page." (Company F)*

*"We think a lot about the pictures and text we post." (Company G)*

*"...Pictures we think carefully because they draw attention first...The look and the feel of the post is most important when designing a sweepstakes promotion. Just like all of the posts they must fit to the fun feeling we promote in Facebook." (Company I)*

Additionally, the interviewed companies talk a lot about the target audience they wanted to reach with their sweepstakes on Facebook, when they were asked about the decisions that they considered when designing sweepstakes. This gave an impression that the earlier researches about sweepstakes design had missed another important element. That for, this study suggests to add target audience as a new main design element. Most of the interviewed companies said that they try to reach potential and existing customer with their sweepstakes. Five out of nine companies used Facebook's paid marketing tools when promoting sweepstakes. One company specified that they try to reach the look alike audience of the existing Facebook page followers. Two of the interviewed companies mentioned that they just try to reach as big audience as possible with no restrictions. One company mentioned that they try to reach different type of customer groups each time (men, women, younger, older). A lot of the interviewed companies said that it seems like women were more interested in participating to sweepstakes than men. Many of the companies also said that they have successfully reached loyal and new customers with their sweepstakes.

*"We target existing and potential new customers with sweepstakes. A reminder of our brand to the existing customers and raising awareness of our brand among the potential new customers." (Company A)*

*"Our sweepstakes promotions are made for all but we try to target new potential customers with them. The average participant is a woman between ages 30-45, which is our general target group as well." (Company C)*

*"We want awareness. We target new customers. We try to offer different type of products to reach different type of customer groups but we mostly get women to participate on the sweepstakes." (Company D)*

Although, all companies said that the participants are usually genuinely interested from the brand and the product, they admitted that their sweepstakes also get participants that are just interested to win a free product. The social media managers' answers were similar to the participation reasons found in the literature review. These reasons were interactivity, fun, and a potential free product.

*"Participants are interested from both the brand and winning something for free. I have a lot of loyal regular customers who participate but sometimes I feel like some people participate to sweepstakes just from the joy of participating in a raffle. It is just a fun activity to them." (Company A)*

*"I think people are interested from the brand and from the product but they are probably mainly interested in winning something for free. For someone the sweepstake is just a game." (Company C)*

#### **5.4 Theme 4: Social media managers' points of view on how to measure customer engagement on sweepstakes promotions**

This study confirms that companies measure customer engagement on a sweepstakes' post through; page likes, post likes, post comments, post reach, post shares, website visits and sales. All companies seemed to agree that the most important engagement measure was the company's new Facebook page likes, as it meant that the engagement process continues after the sweepstakes as well. Company D did not only check how many new Facebook page likes they got during a sweepstakes but they also checked after two weeks of a sweepstakes how many Facebook page likes they lost. They did that to be able to get a better understanding of the authentic engagement level.

*"We measure the sweepstakes' success in page likes. We also check how many likes and comments the post got. Then we check in a week or two if we lost any page likes. This is because we want to know how many only liked the page for the sweepstakes." (Company D)*

During the interviews with the social media managers, it came clear that the quantitative measures were not the only ones that the social media managers were concerned about. The social media managers talked a lot about the quality

of the participants they gained from the sweepstakes. They considered engagement as a process more than a one-time action that consumers took when participating on a sweepstakes. The interviewed social media managers were trying to achieve high levels of engagement from the participants within the sweepstakes' post and also after it. Their main goal was to get the participants to like the company page so that they would continue to receive the company's Facebook posts.

*"I think engagement is a process. I cannot measure it purely based on the number of participants I got to my sweepstakes. I think that company Facebook page likes are a better indication on how many people are engaged to the company than the sweepstakes' post likes. Of course, any engagement gained from the sweepstakes is good."* (Company C)

*"We try to reach as high levels of engagement as we can. The highest level of engagement for us on Facebook would be the company page like. It simply means that the consumer will see our other posts as well and are more likely to start engaging more and more with the company."* (Company G)

*"... engagement is a step-by-step process and a sweepstake is a great way to start the process."* (Company F)

*"Engagement is a longer process than just liking a post. I think it is liking some posts, visiting the website and even sending us a message. Engagement does not require a purchase but it requires a longer interest towards the company."* (Company D)

*"my goal is that the participant likes my Facebook page which automatically means that they start to see my posts other times as well. I kind of brought that person into my marketing channel. I have opened the channel for the two-way engagement to start to happen. In away the like or comment is the real engagement but I see it that the person has to stay in my circles. So, a page like is the real engagement."* (Company B)

The answers that the social media managers provided gave an understanding that to them engagement was an important Facebook marketing goal. They thought of Facebook company page like as the highest level of engagement gained from the sweepstakes' posts. It was followed by a website visit, post share or friend tag. Only after that the companies valued post like and a post comment.

*"I think, the best reaction we can get from a sweepstakes is a company Facebook page like or a website visit. The second best would be a friend tag or a post share and only then a comment or a like. Of course, those are crucial for the overall visibility of the post but in the long run they do not mean as much as a company page like."* (Company E)



*“Engagement in Facebook is liking the company Facebook page. Additionally, getting them to like and comment our posts. But people are so different. Some may read all the post and be engaged to them in that way but never actually react to them.” (Company A)*

The interviewed companies added that a comment on its own in a sweepstakes’ post does not mean a high level of engagement but if the comment is well written and demonstrates some amount of knowledge from the brand or subjects around it then it is more likely to be written by potential customer that is a valuable for the company. That way the social media managers were able to identify where on the customer journey the participant is.

*“I can recognize very easily a strong potential customer and a person who is just curious about the brand based on their comment and profile picture. It tells me a lot about where person is on their customer journey...” (Company F)*

*“... I can see from the comments how much the person knows about the products and the subjects around them. I can tell where in the buying process they are. Those people who know the right terms are more potential customers than the ones that just comment the colour of the product they want to win from the sweepstakes.” (Company B)*

All companies confirmed that sweepstakes has worked for them the way they have wanted. Many mentioned that their Facebook engagement would not be the same without them. Company B even commented that their sales would not be the same without the Facebook page likes they received from sweepstakes. Company I also said that the sweepstakes that they arrange in Facebook work better than the sweepstakes that they have arranged in the company website.

*“Sweepstakes has absolutely worked for me. My sales would not be the same without the followers on my Facebook page. The Facebook page followers have definitely come from keeping sweepstakes.” (Company B)*

*“Yes, sweepstakes work well and therefore we have continued keeping them for few years already. I must mention that especially Facebook sweepstakes work well. Even better than the sweepstakes in our corporate website.” (Company I)*

## **5.5 Theme 5: Social media managers’ perception on sweepstakes’ potential to engage customers on Facebook**

Many of the companies had set engagement as the objective of their Facebook page. The interviewed social media managers felt that it was an easy platform to

communicate with customers. One social media manager pointed out that engaging the customer is her job. The job is to offer as interesting content as possible so that the target group would feel like the content is talking to them and that the target group would want to participate to the talk.

*“Engagement happens when the company offer enough interesting content and the customer or potential customer wants to participate on the conversation about the content. The more the brand creates conversation the more the customers are engaged to it. Often companies think that engagement is just coming from the consumer but in reality, it is the company that creates the engagement. You just need to know how to do it right.”* (Company F)

Sweepstakes as a Facebook marketing technique was recognized to be important by the interviewed social media managers. They had experienced firsthand the potential of sweepstakes to create long lasting and high levels of customer engagement through Facebook. The social media managers mentioned that sweepstakes has been the most productive way to grow the company’s Facebook page likes, brand recognition, website visitors, sales and two-way communication through Facebook. The interviewed social media managers saw a big difference on engagement levels between the sweepstakes’ posts and other posts they published in their Facebook page. They thought this to be caused by two reasons. First reason was that the consumers do not recognize sweepstakes as advertisements but more like a fun activity to do. Second reason was that sweepstakes were easier to engage with than regular company posts.

*“There is a clear difference in engagement in sweepstakes and other company promotions. If you promote a new product through a sweepstake, it will get a lot of engagement but if you should tell in a normal post that here is a new product, go and buy it, this would not get the same amount of attention. So, the clear go and buy the product post gets less attention than a post that it is not a clear commercial. Sweepstakes and behind the scenes of the company posts gets way more attention than a basic product picture.”* (Company A)

*“I think sweepstakes are easier for people to engage to than a corporate news or a clear advertisement from our company. I think people want exactly the light and fun posts in social media instead of very intense topics.”* (Company G)

Because sweepstakes were seen to be easier to engage than regular company posts, the social media managers thought that sweepstakes were an easy first step to offer for people who were unfamiliar with the brand. Sweepstakes was seen as an easy first step on a customer journey. There can be noticed a customer journey pattern in the answers of the interviewed social media managers. The pattern represents the interviewed social media managers’ wishes and experiences of potential long-term engagement starting from a single sweepstakes.

*“Our customer journey is quite long and sweepstakes are almost like the first step in it. Potential customer notices a free raffle, reads then about the service we offer, gets inspired, participate on the sweepstakes and like our page. After that we need to continue providing inspiring content so that the customer eventually comes to one of our events and then eventually becomes a customer. We want that in our Facebook page, there is all the time a certain feeling and quality, and that there are specific products presented all the time. This is because the aim is to engage the consumer to our brand. To our loyal customers we have an entirely separate secret Facebook group. This helps us to separate the content in between new and old customers because these two groups have completely different needs.” (Company F)*

*“... I think sweepstakes are the best technique to perform new customer acquisition on Facebook. When we get a new like to our Facebook page it means that the person who liked us is now engaged to our brand for a longer period of time. We are able to engage these consumers not only ones but multiple times to our brand content and that way turn them into a buyer.” (Company H)*

*“I have noticed that sweepstakes can work in the following way. Sweepstakes attract the consumer to engage to our brand by motivating them with a prize. Then consumers read that specific sweepstakes’ post text and learns about our products and brand. They click the link to our website and spends there quite a while. Then they participate on the sweepstakes and like our company’s Facebook page. After that they start receiving our other posts and advertisements. They will remember us from the sweepstakes and keep following the brand page in a hope for a new sweepstake and then when it finally comes, they participate again to one of our sweepstakes. Eventually then may tag a friend into the comments section and buy our products online.” (Company E)*

*“... I have been able to turn people, who have never heard of my brand, into customers simply with my sweepstakes. During a sweepstakes I offer the participants a discount code for the product that I am giving away. This works for me because when a participant has tried to win the product in couple of times but has not won, then they usually end up buying the product with the discount code. And voilà, I have a new customer” (Company B)*

The interviewed social media managers had experienced sweepstakes to have a huge potential to engage customers in long term. They thought this to be caused by three reasons. First reason was that the sweepstakes start the engagement process immediately. Second reason was that the brand name stayed easier on the mind of the customer if they had participated on a sweepstakes by that company. Third reason was that sweepstakes are an easy platform to introduce the products, product benefits and the brand values for the consumer without needing to spend a lot of money.

*“... a sweepstakes’ post is seen more interesting by the consumers. They include a lot of information about a product and its benefits. They kind of are more interested from the*

*product as they may win it for free. In a normal product advertisement, I have not seen so immediate interest and direct engagement.” (Company H)*

*“... I believe that people will remember my brand name better from a sweepstakes than from an advertisement. It has to do something with the engagement levels they show towards a sweepstake versus an advertisement.” (Company A)*

However, the interviewed social media managers did not only arrange the sweepstakes for potential new customers but also for their existing customers. The interviewed social media managers thought engagement as a process and that for also the existing customers needed reminders of the brand’s existence. Sweepstakes were also a way to thank and reward the existing customers. Sweepstakes were believed to keep the customers’ interest towards the company’s Facebook page alive. All the interviewed social media managers thought that sweepstakes have a lot of potential to engage the existing customers. Usually, the existing customers were the ones to participate to the sweepstakes first as they were the ones that saw the sweepstakes post on their Facebook feed first. The interviewed social media manager from company G, also saw an increase after a sweepstakes in the company’s other posts as well which meant that the sweepstakes had increased the overall engagement in the company’s Facebook page and other channels.

*“sweepstakes have saved our engagement levels on Facebook many times. I have notice that during and after sweepstakes there is also more engagement on our other posts as well. Sometimes I feel that without sweepstakes our work on our other posts would go wasted.” (Company G)*

The interviewed companies also noticed that their new product got more attention if they kept a sweepstakes for these new products. Above that, the new products usually received more interest and had a bigger increase in sales when they were presented in a sweepstakes. Often, the new products also got quality customer feedback on the sweepstakes’ post that the company would have not been able to otherwise collect.

*“New product sweepstakes are the most popular. They interest the existing customers a lot. If we launch a new product on our Facebook page and do not keep a sweepstakes for it, the new product would not receive as much attention. But if we create a sweepstakes’ post about the new product, it automatically creates some type of a desire for the customer to buy that new product because I have noticed our new product sales to increase quicker when we keep new product sweepstakes.” (Company H)*

*“... if we are raffling a new product the existing customers often give us quality feedback about the product in the sweepstakes post’s comment section. It is very interesting to hear their wishes and thoughts about the new products. We can then use those ideas to develop the products and business.” (Company E)*

Companies did not only collect customers' opinions on new products but they also collected customer data through sweepstakes. Above all of that the interviewed social media managers believed to influence positively on the brand's image. The interviewed social media managers' believed sweepstakes to be stimulating content which the participants were enjoying. They believed that the Facebook page followers also saw the brand's page beneficial to them because of the occasional sweepstake. Because the interviewed social media managers did not see the potential to win something to be the only reason people participated to the sweepstakes, they believed that there must be some aspect of just enjoying the socializing.

*"We arrange sweepstakes for the soul purpose of collecting data. This data we then use for retargeting. The company is relatively new so therefore most of our efforts are about collecting marketing data. We also gain brand awareness while we collect data with sweepstakes." (Company C)*

*"Not only we get engagement online but we are also able to create a brand image that is approachable in the physical world. People may not remember a normal post but they tend to remember a sweepstakes that they participated in. I think sweepstakes create a strong good feeling in people which why they remember the brand from it easier." (Company G)*

*"We arrange sweepstakes to create a nice image from the brand and create a brand community. I think people keep following us because they know that we sometimes raffle free products." (Company I)*

The results and analysis part ends here but the next chapter will conclude the findings from the interviews' results, the researchers' analysis and the literature review. The next chapter will present these all together in a nutshell.

## 6 CONCLUSIONS OF THE INTERVIEWS

There is very little research done in the subject of sweepstakes promotions in Facebook although it seems to be a popular thing for companies to do. Therefore, in this master's thesis the research focus was on sweepstakes promotions that are arranged on companies' Facebook pages. This master thesis studied sweepstake promotions' potential to engage customers on Facebook focusing on social media managers' experiences and points of views. More specifically, this master thesis conducted a research on social media managers' experiences and points of views on how to use sweepstakes promotions to add engagement on a company's Facebook page and how to recognize high level of engagement. The conclusions of this research will be opened up in this chapter by answering the research questions of this study.

### 6.1 Social media managers views on engagement levels and measuring on sweepstake posts on Facebook

The interviewed companies thought of engagement within Facebook as a post reach, like, comment, share and number of friends tagged, as well as a company's Facebook page like. However, the interviewed companies measured sweepstake promotions' consumer engagement by checking not only reach, likes, comments and shares of the post or the amount of new Facebook page likes but they also measured peaks in website visitors and sales. The companies noted that from these engagement measurement styles the ultimate engagement coming from a sweepstake's post is a Facebook business page like. This was because the companies believed that the main goal of their sweepstake promotions is to get the potential customers to like the company's Facebook page so that the potential customer will continue receiving the company's messages on their Facebook feed in the future as well. This proved that the companies thought of engagement more important than a short time sales peak, as the companies believed that getting a potential customer to be engaged to them results in much more than one time sale in the future. In the opinion of the companies interviewed, Facebook company page like was the highest level of engagement gained from the sweepstake posts which was followed by website visit, sharing a post or tagging a friend to a post that the companies considered as medium level of engagement, which then was followed by lower level of engagement like post like and comment. This inside view of social media managers is controversial on what the literature review of this study found on engagement levels' measurements on Facebook. Earlier, literature review suggested that engagement levels can be reflected on the actions that a person has taken within the post. Impression being no level of engagement,

clicks being neutral low level of consuming, like on a post being positive moderate level of engagement, comment being emotional moderate to strong level of engagement, and share being strong level of engagement where the consumers is advocating the company (Gavilanes et al., 2018). This is not matching the experience of the social media managers.

Additionally, the companies were able to recognize the level of engagement from the comments that the participants left instead of the action that the participant had taken with the sweepstakes post. Many of the companies said that simply from a comment they can identify where the customer is in the customer journey and known how likely they are to buy the company's products or services. The recognition of different levels of engagement in a comment feed was based on the level of knowledge the consumer presented about the brand or product and the amount of thought that the consumer had seen when writing the comment. The companies added as an example that a comment on which color of the raffled product the consumer would like to win is not a strong level of engagement alone but a comment demonstrating real knowledge and uses right terminology around the product and brand can be easily recognized as someone who is truly engaged to the subject. This study creates an understanding that engagement cannot be measured only through quantitative measures because quantitative actions do not directly translate into certain levels of engagement within the sweepstakes post.

Some social media managers also thought of psychological aspects behind the actions of the sweepstakes participants. Earlier literature review mentioned cognitive, emotional or behavioral sub processes of the sweepstakes participants that would then lead to different outcomes like loyalty or advocacy. Those sub-processes were: learning, sharing, advocating, socializing and co-developing (Brodie et al., 2013). This type of view sees engagement more as a process than an immediate gain which more fit to the thinking of the interviewed social media managers. The interviewed social media managers viewed engagement as a step-by-step process and their ultimate goal was to open the two-way communication by gaining the company page like from the participants. The interviewed social media managers saw different reasons on why people participated on their sweepstakes. Example, some would participate just to win something, some because they are curious about the product, some are interested about the brand and some are already loyal customers.

## 6.2 Sweepstake design that adds engagement on Facebook

Earlier literature review found five sweepstakes design elements. These elements were: prize, action, entry, participation conditions and theme. All of the interviewed companies considered these existing design elements when designing sweepstakes. Additionally, to them the interviewed companies considered target audience, sweepstakes over all fit to their general marketing style, text, pictures and the emotional feeling of the sweepstake. These new elements of feeling, text type and pictures were earlier in this study suggested to be named as “presentation” element. It was suggested in this study to place the already found element theme under this newly found element presentation, as a sub element. Main element being Presentation and sub elements being theme, feeling, text, picture, and style. Leaving the main sweepstakes design elements’ number to five but adding more sub elements. However, the element “target audience” does not fit under any of the found design elements that companies consider when designing sweepstakes so it has to be left alone as a new main element. Raising the overall main sweepstakes’ elements number to six. Next, in a nutshell, this study concludes all design elements’ best practices to add engagement on sweepstakes arranged in Facebook. All elements are presented separately in this order: target audience, prize, action, entry, participation conditions and presentation.

### **Target audience:**

The interviewed companies targeted mostly women in their social media channels as they felt that women were more active in social media. That for, the interviewed companies mainly designed sweepstakes to women even though the company would offer products or services to both genders. Engagement and engagement levels were this way guaranteed to be higher than when targeting men. Generally, the companies tried to target new and existing customers. Some companies used “look alike audiences” to find more potential customers to their sweepstakes which added engagement on the sweepstakes post. One interviewed company said that they tried to target men in their sweepstake by raffling a men’s product but even then, women were more actively participating in the sweepstake than men. The women commented on these post that that they would like to win the product to their husband, boyfriend or father.

### **Prize:**

Most of the interviewed companies kept sweepstakes that had only one winner. Although, the interviewed companies often raffled two prizes asking the participants who they would like to give the other product for. But even then, only one person’s comment would win the both products. Having 2 prizes to give out was a tactical move as the companies wanted the participants to tag their friends into the post, which increased the overall engagement to the post. Generally, the



prizes were often seasonal, new products or products that were on sale. Prize had to be from the company's own selection, something related to them or a branded product with the company's logos. The interviewed companies had noticed that when the prize presented the company's overall selection well the more the sweepstake got participants that were authentically interested from the company and its offering. Many of the interviewed companies said that the size of the price did not seem to matter. Sometimes even smaller prizes seemed to get more participants, which may be because of the psychological believe that those prizes are easier to win. All interviewed companies gave prizes that where either products or free services. They thought that an immediate reward would be more appealing for consumers to get to know a new brand or product. This way the companies believed to get more participants to their sweepstakes. One interviewed company thought that the success of each sweepstake depends on how well the prize is presented. This sentence ties the prize element well with the presentation element, which the interviewed companies saw to be the key factor on the success of each sweepstake.

**Action:**

As earlier in the literature review explained, action element refers to an action that the participant must take in order to be part of the sweepstake. Generally, the following action requirements can be found in companies' sweepstake posts on Facebook: like the post, like the company's Facebook page, comment a post, share the post, tag a friend in to the post or click a link in text and fill in your information. Some of these requirements are against Facebooks sweepstakes rules. The interviewed companies were very aware that it is against Facebook's rules to ask sweepstakes' participants to tag a friend or share the post but most of the companies tried to go around it by asking who the participants would share the prize with if they would win. This is because the companies had noticed that those sweepstakes that gets comments were people have tagged a friend gain more engagement. The companies believed this to be due Facebook's algorithm which prefers to show popular post first in peoples' Facebook feeds and one signal for a popular post is lots of tagged friends in the comments. This way the sweepstakes would gain more views and that way get more participants. The interviewed companies also said that they rarely need to ask participants to like the company Facebook page but that most of the participants do it automatically. The interviewed companies had very clear mutual understanding that if the amount of effort to participate in to a sweepstake was low, then the sweepstake would receive more participants. However, when lowering the effort to participate the sweepstakes would also most likely get participants that were just there to win something for free and would not always be the target market of the company. But when the amount of effort to participate was higher, then the sweepstake was most likely going to get participants that were authentically interested from the company itself.

**Entry:**

This element referred to the platform that the sweepstakes was held in. In this study's case all sweepstakes included were held in Facebook. However, some interviewed companies mentioned that their Facebook sweepstakes are often more successful ones than the ones they keep in the company website. These companies believed that the social media sweepstakes gets noticed easier since the participants are already playing around with their phones and that way the sweepstakes creates more awareness to the company.

**Participation conditions:**

Participation conditions include the following sweepstakes design factors: number of winners, frequency, sweepstake's duration and promotion time. The longest period of time the interviewed companies kept sweepstakes was two weeks. However, all of the companies agreed that shorter sweepstakes of two to three days worked better than the long ones. Due to Facebook's algorithms, the companies had noticed massive drop in participants after two days. Although, all interviewed companies kept sweepstakes during national holidays some companies had noticed that they will get less participants during that time because all companies arrange sweepstakes during that time and because of that it is harder to be noticed in people's Facebook feeds. The frequency of sweepstakes different from company to company a lot. Some interviewed companies believed that the company Facebook page followers are more engaged to the brand page when they kept sweepstakes more often. Others instead did not want to company page followers to be too used to the sweepstakes so that sweepstakes would be more special when they were held. However, the frequency of how many sweepstakes companies kept did not seem to influence on the amount of engagement the sweepstakes reached. The interviewed companies preferred to keep the prize number in two and the winner number in one as those sweepstakes gained more engagement.

**Presentation:**

Newly found main element presentation includes five sub elements. These sub elements are theme, feeling, text, pictures and style. To engage potential and existing customers into the sweepstakes, the interviewed companies tried to keep sweepstakes style similar to their other Facebook posts. The companies interviewed felt that in that way they are more likely to reach people that are authentically interested from the brand or product and avoid the people who are only interested in winning something for free. Many companies mentioned that their brand image had to be reflected on the sweepstake. They used similar feeling that in all of their communication. Example, a company who would generally post

inspiring content kept the same inspiring feeling in their sweepstakes and a company that used a lot of humor in their communication would also post a humorous sweepstake. These were presented in the text and images of the sweepstakes they arranged. The interviewees had noticed that a longer text about the product raffled gained more engagement than a short text. The companies explained that a new customer is able to understand better the brand and product benefits from a longer text. They had also noticed that a well-designed image of the raffled product in its natural environment gained more interest than a normal product picture. The theme of the sweepstake had to be also clear whether it was a Mother's Day raffle or sales product raffle. The theme determined what was advertised besides the raffled product whether it was a big sale on products or just a big selection of product for women. Most companies believed that the presentation element to be the key factor on the success of the sweepstake.

Earlier, literature review found out that Jung et al.'s (2019) quantitative research noticed customer engagement to grow when the prize promotion time was short, multiple bigger prizes were offered, prize was a gift card or money, and the prize single granted. These results are not completely matching with the results found in this study. More specifically, the interviewed social media managers only agreed that when prize promotion time was short and when the prize was single granted the customer engagement grew. Either Schulten and Rauch's (2015) results did not match to Jung et al.'s results (2019). Schulten and Rauch found that easy task to enter the prize promotion and non-cashable prize increased customer engagement. Schulten and Rauch (2015) also agreed with this study by stating that non-cashable product or service prize eliminates away people who are not truly interested from the company or its brand and that for cashable prizes are not good for the overall engagement levels of the sweepstake.

### **6.3 Sweepstake promotions potential to engage customers on Facebook**

All interviewed companies recognized sweepstakes as an important part of their Facebook marketing. They thought that sweepstakes arranged on Facebook had a huge potential to create long lasting and high levels of customer engagement. This is because sweepstakes has been the most efficient Facebook marketing technique for the interviewed companies to grow their Facebook followers, gain brand recognition, increase website visitors and sales, as well as make the communication between the brand and consumer less official and more entertaining. The interviewed companies used sweepstakes to engage potential and existing customers to the brand. Next, the engagement potential is explained separately for both of these target groups.

For the potential new customers, the interviewed companies saw sweepstakes as the first step on the engagement process and customer journey. They saw that the engagement gained from the sweepstakes has huge potential to grow into a long-lasting high level of engagement. This view had been formed from three shared experiences. Firstly, sweepstakes seemed to start the engagement process immediately. Sweepstakes' purpose, from the perception of the interviewed companies', was to attract potential new customers to start the interaction with the company by motivating them with a prize. Secondly, the brand names were thought to stay easier in the consumers mind when participating into a sweepstake rather than just seeing an advertisement. The interviewed companies also thought that the consumers did not see sweepstakes as a clear advertisement and that for paid more attention to them. Thirdly, sweepstakes was seen as an easy platform to introduce the company and its products to the consumers as they had to read the long sweepstakes' post-text in order to know how to participate in the sweepstakes. This is how the companies were immediately able to inform the consumers about their products' benefits and brand values without the consumer needing to see the effort to find the information.

For the existing customer base, the interviewed companies saw sweepstakes as a continues of the engagement process and a reminder of the brand's existence. All companies saw sweepstakes successfully engaging existing customers. This view was formed from five shared experiences. Firstly, the existing customer who already likes the company's Facebook page and comments on their sweepstakes, are more likely to see and comment on the company's other posts as well which increases the overall engagement on the company's Facebook page. The interviewed companies kept this information critical as they felt that without sweepstakes their work on other posts would go wasted. The interviewed companies wanted to keep Facebook as one of their communication platforms not only because the features Facebook offers to them but because they felt that Facebook is the place where consumers spend their time in and where consumers are more receiving for advertisement than in non-social media platforms. Secondly, the interviewed companies often raffled new products in their sweepstakes and that for the new products got noticed faster and gained more buzz around them than normally. The companies also gained quickly customer feedback from the new products or services and were able to develop their business according to the feedback of their customer base. Thirdly, the interviewed companies were able to collect customer data from the sweepstakes' participants and use it later for retargeting. Fourth, the interviewed companies had noticed an increase in sales during and after sweepstakes. Fifth, the interviewed companies noticed that the sweepstakes made good for their brand image as they rewarded loyal customers with sweepstakes. This is how the companies also kept the interest of their customers to stay tuned into their Facebook page.

This study research supports the idea of allocating marketing budgets on sweepstakes because sweepstakes can have a profitable impact in a long run. This study

sees customer engagement as a process and that for both new and existing customers are targeted with sweepstakes arranged on Facebook. The pattern of the engagement process starting from a sweepstake is seen followingly by the interviewed companies. A potential customer sees an opportunity to win something interesting for free. They read the sweepstake's post-text to see how to participate and at the same time learns about the product and the brand. They go to check the company's Facebook page and end up liking the page. They go back to the sweepstake's post-text and click the product link that leads them to the company's website to see more details about what they can win. Then they comment the sweepstake's post to get an opportunity to win the product. After participating their first sweepstake and liking the company's Facebook page the consumer starts to see other posts made by the company on their Facebook feed. It starts to create the brand recognition and familiarity with the brand. They pay more attention to the company's posts now because they remember them from the sweepstakes and hope to participate to another one. When the company keeps another sweepstake and the consumer participates to it again, they get even more comfortable to engage with the brand. Around their third participation time the consumer already trusts the brand and tags their friend into the sweepstake's post comments. Then their friend participates in it too. This way the consumer created positive e-word of mouth to their friend about the company. The consumer keeps receiving the company's advertisement and eventually, the consumer see a product that they want to buy and makes a purchase. Then the consumers become a customer that likes the product and recommends it to others. When the new customer continues taking part on the company's sweepstakes the new customer knows already how to use correct terms about the products and they display interest in the surrounding subjects. That way the new customer is hooked and they keep receiving the company's posts and that way engage even deeper with the brand. In the long run, the sweepstake has resulted into a new loyal customer.

Whether targeting new or existing customers, the interviewed social media managers thought that sweepstakes interested a lot of people and has potential to create immediate and long-lasting online engagement. Earlier, this study mentioned eight online engagement dimensions by Calder et al. (2009). These eight dimensions are stimulation & inspiration, social facilitation, temporal, self-esteem & civic mindedness, intrinsic enjoyment, utilitarian, participation & socializing, and community. Based on the interviews, the interviewed social media managers thought sweepstakes engaging participants in all the eight ways. The interviewed social media managers thought that sweepstakes are stimulating and inspirational content for consumers, and that consumers find intrinsic enjoyment from them. The interviewed social media managers thought that sweepstakes create social facilitation when people share the sweepstake's post to their Facebook friends or tag their friends into the comment section. The interviewed social media managers thought that sweepstakes increases the temporal use of

their brand's Facebook page as many sweepstakes' participant like the company's Facebook page and that way start to receive the company's daily posts. The interviewed social media managers thought that consumers feel that their brand's online channels are beneficial for consumers when they keep sweepstakes and that way sweepstakes fulfil the utilitarian aspect of the online engagement dimensions. Especially, when the sweepstakes offer a lot of information about new products or current sales items. Sweepstakes also offer consumers an opportunity for easy participation and socializing as well as slight feeling of community when people interested from similar products are participating the sweepstake. The interviewed social media managers also thought that sweepstakes can make a consumer think that the company's values fit to theirs and that they may feel part of some type of community when participating. This would fill in the requirements for the Self-esteem and civic mindedness dimension. These online engagement dimensions are hard to measure quantitatively and that for it is important to understand the importance of the qualitative measurement what comes to sweepstakes.

## 7 CONTRIBUTIONS

This chapter will showcase the theoretical and managerial contributions of this study, as well as give some suggestions for future research on sweepstakes. This study added knowledge about sweepstakes to the academic research in four significant ways. Those contributions are explained and demonstrated by two tables and one figure. This study did not only contribute knowledge to the academic research but it also offers practical knowledge for social media managers.

### 7.1 Theoretical contribution

This study conducted an extensive literature review about sweepstakes and found out that there is very limited amount of research done about sweepstakes on social media and specifically about sweepstakes potential to engage customers. Also, previous researches about sweepstakes have been mainly quantitative and that for a qualitative in-depth study like this was needed to be able to see the full picture of sweepstakes potential to engage customers. This study contributed to the academic research by adding the missing qualitative knowledge from the point of view of social media managers. That way this study was able to provide a completely new perspective to the study of online sweepstakes. This qualitative study found out that the interviewed social media managers does not see engagements levels on a sweepstakes' post the same way than previous quantitative researches suggested. This study also found out that there are more sweepstakes design elements than previous studies had found. Overall, this study added a lot of understanding on the potential of sweepstakes to engage customers.

The results of this qualitative study shows that the social media managers see the engagement levels and the related actions around them on a Facebook's post differently than previously done theoretical model by Gavilanes et al. (2018). Table 11 shows how differently social media managers think about the levels of engagement in different actions that a consumer can take within a sweepstake post. This comparison however is not completely equal as the model by Gavilanes et al. (2018) did not consider actions like a company page like and a company website visit on their research. These actions should be however featured because they can also be performed straight within the sweepstake post. However, Gavilanes et al. (2018) seemed to have had trouble in placing the comment action to directly fit any of the engagement levels and that for placed it in two of them. Almost similarly, the interviewed companies did not see that a comment itself would be telling from a low, medium or high level of engagement but that the text of the comment could only reveal of what level of engagement a specific

comment would belong to. Example, a short comment or just emoji does not display a medium or high level of engagement but a longer comment displaying interest and knowledge about the topics around the brand demonstrate high level of engagement.

Table 11 Differences between the actions related to levels of engagement in research done by Gavilanes et al. (2018) and this study

	<b>Gavilanes et al. (2018) point of view</b>	<b>Interviewed social media managers' point of view</b>
<b>Engagement level</b>	<b>Action</b>	<b>Action</b>
High	Post share & Comment	Company Facebook page like
Medium	Comment & Like	Website visit, post share & tagging a friend
Low	Click	Post like & post comment

The interviewed companies also thought that each consumer is so different that it is hard to say which means high and medium engagement to who. Therefore, they preferred to see engagement as a process where each step was important. Better fit to this type of thinking was found from Brodie et al.'s (2013) model where customer engagement is identified through five sub-processes that are learning, sharing, advocating, socializing and co-developing that then leads with time to like, loyalty, satisfaction, trust and commitment (Brodie et al., 2013). This model thinks similarly to the interviewed companies that customer engagement is a process and cannot therefore be only measured by quantitative ways. The interviewed companies' perspective is that sweepstakes potential to engage consumers is a lot bigger than what can be measured by quantitative measures within the sweepstakes post itself.

This study gathered together all the sweepstakes design elements found from earlier researches and made a table of them to benefit this and future studies. Then, this study interviewed the social media managers about their sweepstakes design decisions and from those interviews this study discovered two new main elements and four new sub elements of sweepstakes design. The two new main elements are target group and presentation and the new four sub elements are feeling, text, picture, and style, that belonged under newly found main element called presentation. All the existing and the newly found sweepstakes' design elements are presented in Table 12. All elements in the table 12 were considered by the interviewed social media managers. The newly found presentation element was considered the most important by the interviewed social media managers and that for is a considerable contribution to the theory about sweepstakes design elements.



Table 12 Sweepstakes' design elements

<b>Main Elements:</b>	<b>Sub Elements:</b>
Prize (Ogden et al., 2017)	<ul style="list-style-type: none"> <li>• Type of prize, value of the prize (Schulten &amp; Rauch, 2015)</li> <li>• Prize type, total prize amount, prize payment type (Jung et al., 2019)</li> <li>• Type of prize, total reward money, immediate or delayed rewards (Kalra &amp; Shi, 2010)</li> </ul>
Action (Ogden et al., 2017)	<ul style="list-style-type: none"> <li>• Task of the contest (Schulten &amp; Rauch, 2015)</li> <li>• Amount of effort the consumers must expend to participate (Kalra &amp; Shi, 2010)</li> </ul>
Entry (Ogden et al., 2017)	<ul style="list-style-type: none"> <li>• Platform of the contest (Schulten &amp; Rauch, 2015)</li> </ul>
Participation conditions (Schulten & Rauch, 2015)	<ul style="list-style-type: none"> <li>• Promotion period, number of winners (Jung et al., 2019)</li> <li>• Duration of sweepstakes, number of winners, frequency of sweepstakes (Kalra &amp; Shi, 2010)</li> </ul>
<b>Presentation</b>	<ul style="list-style-type: none"> <li>• Theme (Kalra &amp; Shi, 2010)</li> <li>• <b>Text</b></li> <li>• <b>Pictures</b></li> <li>• <b>Feeling created with the sweepstake</b></li> <li>• <b>Style decisions</b></li> </ul>
<b>Target group</b>	

Note: The new elements and sub-elements found by this study are bolded

Based on the interviews with the social media managers this study was able to identify the ideal customer journey starting from sweepstakes that the social media managers were trying to achieve with their sweepstakes. This newly found customer journey starting from a sweepstake is focused on new potential customers because existing customers are already in some point of their customer journey and therefore may have not started their journey from a sweepstake and therefore may take a variety of different paths than the potential new customer that started their customer journey from a sweepstakes post. The customer journey starting from a sweepstakes is explained in details on chapter number six of this paper. Figure 10 visualizes the social media managers' perspective of the journey from a consumer to a customer starting for a sweepstake. It includes some of the sub processes like learning, sharing and advocating from Brodie et al.'s (2013) model that sees customer engagement as a process rather than just an individual action each time the consumer is interacting with the brand. It is important to understand the interviewed social media managers intentions and hopes for the sweepstakes that they arrange and it is important to identify the long-term influences that a single sweepstakes can start.

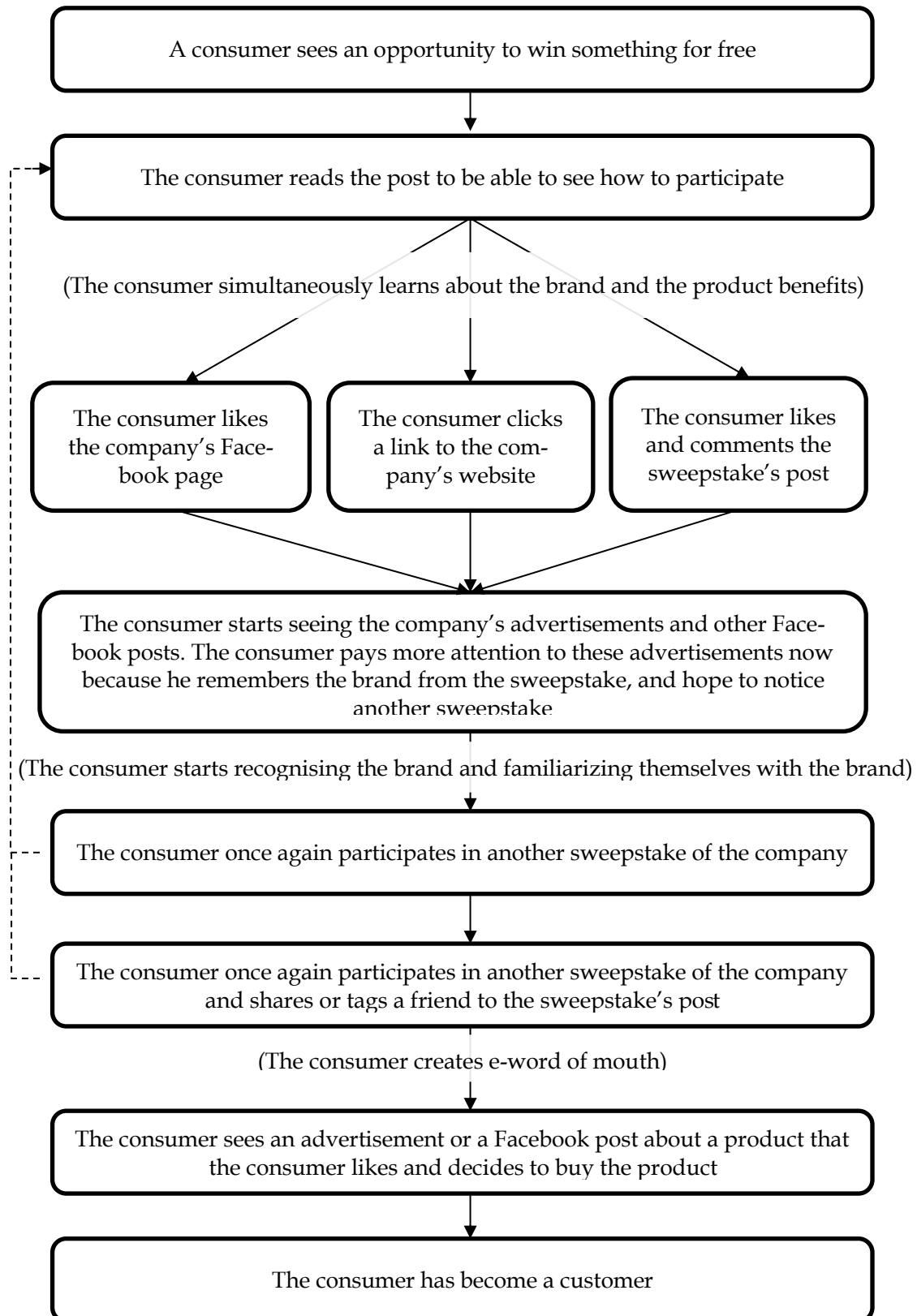


Figure 10 Social media managers' perspective of a customer's journey starting from a sweepstake

## 7.2 Managerial implications

Based on this study, companies are recommended to keep sweepstakes on their Facebook pages because of all the benefits they can gain from it. These benefits are: new company Facebook page followers, growth in brand recognition, boost in website visitors, boost in sales, and higher levels of customer engagement. Table 13 summarises all sweepstake design recommendations to increase the engagement levels of a sweepstake for social media managers that keep or want to keep sweepstakes in the company's Facebook page.

Table 13 Summary of recommendations of sweepstakes design for social media managers

Sweepstake's element:	Recommendations regarding the elements to gain higher levels of engagement in a sweepstake's post:
Entry	<ul style="list-style-type: none"> <li>• Company Facebook page post</li> </ul>
Prize	<ul style="list-style-type: none"> <li>• Giveaway two prizes of immediate reward to the winner like free products or free services</li> <li>• Raffle prizes that reflect company's overall product or service selection</li> </ul>
Action	<ul style="list-style-type: none"> <li>• Ask participants to like or comment the post but also ask them who they would like to share the prize with or give the other product to</li> </ul>
Presentation	<ul style="list-style-type: none"> <li>• Make sweepstakes to fit the company's overall branding and communication style on other Facebook posts</li> <li>• Use long sweepstake's post text</li> <li>• Use a well-designed image of the raffled product in its natural environment</li> </ul>
Target group	<ul style="list-style-type: none"> <li>• Target women and use look-a-like-audience feature in Facebook</li> </ul>
Participation conditions	<ul style="list-style-type: none"> <li>• Keep short two-to-three-day sweepstakes</li> <li>• Give prizes to only one winner</li> <li>• Arrange sweepstakes at the time of a new product launch or a big sale</li> </ul>

To create a successful sweepstakes campaign that reaches high levels of customer engagement, companies are recommended to design the sweepstakes' posts followingly. Companies are recommended to keep sweepstakes that fit to their overall brand and the communication style on their other Facebook posts. This is because doing so attracts more participants that are more likely to be authentically interested from the company and its brand rather than just winning something for free.

Companies are recommended to use longer sweepstake's post text, that way they can write more about the product benefits and the brand, which leads to brand knowledge for the participants. Companies are recommended to keep shorter two-to-three-day lasting sweepstakes as Facebook's algorithm would not show the sweepstake's post much longer in peoples Facebook feeds. Companies are recommended to use a well-designed image of the raffled product in its natural environment, as the sweepstake seem to gain more interest that way than just a normal product picture.

Companies are recommended to giveaway two products but to have only one winner. This should be done so that the participation conditions state that if the participants tell who they want to give the second product for then they can win both prizes. This usually leads participants to tag their friends into the sweepstake's post. Facebook algorithm recognizes posts with a lot of friend tags as valuable content and therefore shows the sweepstake for more people. This leads to higher visibility to the sweepstake's post.

Companies are recommended to target women and use Facebook's look-a-like-audience feature as both increase the engagement levels in the sweepstake's post. Companies should raffle prizes that reflects their overall product or service selection because that way the sweepstakes seems to get more people who are authentically interested from the company. Companies are recommended to give immediate reward prizes like a free product or a free service that the winner can use immediately because those seems to appeal to consumers the most. Companies are recommended to arrange the sweepstake at a time of a new product launch or a big sale to gain more visibility to these campaigns.

The amount of effort companies should ask from the sweepstakes participants depend on the company's and goals that they have for the sweepstake. Lowering the effort to participate to the sweepstake increases the participants number which may be great for a relatively new company that wants more visibility. However, it may also lead to bigger number of participants that just want to win something for free instead of being authentically interested form the company. On the other hand, when the effort to participate is higher the number of participants may be lower but the participants seem to be more authentically interested from the company.

Based on this study, social media managers are recommended to not only measure the quantitative numbers of participants on a sweepstake but also to look at the levels of engagement on a sweepstake by reading the participants comments and measuring long term effects of a sweepstake. It is recommended to check the amount of new company Facebook page likes and how many drops out after a sweepstake is over, as it shows more about how many new potential customers are receiving your messages now on. A company Facebook page like was the

highest level of engagement gained from a sweepstake as it means that a consumer is potentially going to be engaged more than one of the company's Facebook posts and potentially may engage in other company's channels like a website as well. It is important to see that a one sweepstake can start a customer journey that may lead to a loyal customer within time. Companies should understand that a customer engagement is a process and not a single action within a post.

### 7.3 Limitations and future research

This study researched social media managers' opinions and experiences on sweepstake promotions' potential to engage customers on Facebook. It is recommended that further research would cover the areas that were not covered by this study. These areas are branding through sweepstakes, customer data collection through sweepstakes and marketing strategy based around sweepstakes promotions. All suggestions for further research around sweepstakes are:

- Sweepstakes' potential to engage customers in other social media channels than Facebook
- Further research on the newly found Sweepstakes' design elements and their role in engaging customers
- How many new Facebook page likes can a company get from a single Sweepstakes promotion?
- How to create a sweepstakes-based social media marketing strategy?
- Sweepstakes & branding
- Sweepstakes & data collection
- Consumers' point of views about sweepstakes held on Facebook

This study studies sweepstakes held on Facebook and do not include sweepstakes held in other social media channels or any other communication channel. Also, previous researches are mainly concentrated on Facebook from all social media platforms. Therefore, would be interesting to see if the same results would come from studying sweepstakes in other social media platforms like Instagram for example. This study found two new sweepstakes design elements. It would be interesting to continue the research of the role that these new elements play in engaging customers. This study found out that the social media managers thought of a company Facebook page like as the best result gained from a sweepstake and that for it would be interesting to learn how many new Facebook page likes can a company achieve from a single sweepstakes. One interviewed company in this study mentioned that they collect data through sweepstake promotions and it would be interesting topic to research more about. Questions like

how companies collect customer data through sweepstakes and how they use the data comes first in mind. It would be also interesting to know how companies use sweepstakes to support branding or how they create branding through sweepstakes. This would be especially interesting because based on this study's interviews companies do consider branding quite a lot while keeping sweepstakes but there were no previous researches done from the subject. It would be interesting to hear consumers' points of view on sweepstakes arranged on Facebook as this study interviewed only social media managers. This study also recommends more qualitative research from the topic of sweepstakes as it seems that the theoretical and quantitative techniques has been used more often.

There were limitations to this study. Therefore, this study lists more suggestions of future research regarding to them. This study includes limitations of generalization. For instance, the conclusions drawn from this research may not be valid in other countries than Finland as this research was conducted by analysing Finnish sweepstakes culture on Facebook. Although, Kwok and Uncles (2005, p. 181) found that: "... despite the existence of cultural differences at an ethnic level, culture does not appear to have a significant impact on consumer responses to sales promotion." Which lowers down the doubt that this research would not be valid for other countries as well. However, this study could be repeated in another country to see if the results are similar in other countries as well.

This study also includes limitations of constantly changing features on Facebook which reason some parts of this study may not be valid later on because of the constantly changing digital culture (Seligman, 2013). Therefore, this same study could be repeated in the future if a lot of changes in the Facebook marketing scene has occurred. This study is also preliminary research on this topic and further researches may cover other aspects to provide a fuller picture. This study uses interviewees' personal opinions and believes which may or may not, in some cases, be based on true data. Thus, this study did not have access to the data given by interviewees nor it had access to any other data source for comparison purposes. Therefore, this study could be repeated with companies who would be willing to give an access to their sweepstakes data. This study interviewed nine professionals but with more resources this study could be repeated to include more professionals' point of views. This study was also done in a business to consumer environment and therefore is not adjustable to business-to-business markets. Therefore, this study suggests to research sweepstakes that are held in business-to-business markets.

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