

Competition Time!



Digital
Gen.ie



Marketing Magic!

www.digitalgen.ie



facebook.com/mydigitalgen

DIGITAL GENIE LTD has invested in special software that is approved by Facebook that makes running a Facebook competition a great deal easier and a lot more beneficial for your business. We can arrange and manage the whole thing for you, saving you time and giving you real value for money!



Approved Facebook Competition App

facebook.com/mydigitalgenie

Running Facebook competitions using **Digital Genie's** approved app is simple yet looks very professional. It differentiates you from your competitors and is a fantastic way for you to:

- Grow a genuine, engaged audience.
- Promote your brand, reward loyalty and reinforce your brand message.
- Build your email mailing lists.
- Increase reach & engagement of your Facebook business page.
- Launch and promote a new product or service.
- Get honest feedback from real fans on new ideas and promotions.

A Digital Genie Facebook competition is cost effective and differentiates you from your competitor.

There are many unique features of a **Digital Genie** managed Facebook competition including:

- Over 20 different ways to enter.
- A dedicated **COMPETITION TAB** for your Facebook page.
- Contact details of **ALL ENTRANTS** can be gathered.
- **PERSONALISED** graphics, colour schemes and response messages tailored specifically to your business.
- **TRANSPARENT** competition rules with truly **FAIR** winner selection.

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FOR MORE INFORMATION CONTACT:

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Like & Share Competitions break Facebook's rules

The fact that many businesses are doing this on a regular basis is irrelevant, Like and Share contests have always been against Facebook's rules and they still are.



- **No visibility of ALL ENTRANTS.**
- **No FAIR way of selecting a winner.**
- **OVERLY PROMOTIONAL & Poor Quality.**
- **Cause future posts to be RESTRICTED.**

FACEBOOK RULES

You **CAN'T** ask people to **LIKE & SHARE** a post as part of a competition.

You **CAN'T** ask people to **SHARE** a post as part of a competition.

You **CAN'T** run a competition on your personal timeline.

You **CAN'T** ask people to **POST** something on their personal timeline as part of a contest.

You **CAN'T** **TAG** people in a post that doesn't depict them (e.g. you can't get people to tag themselves or anyone else in a picture of a product).

You **CAN'T** ask people to **TAG** their friends as part of a competition.

You **CAN** get people to comment or **LIKE** a post in order to enter a competition.

You **CAN** get people to **POST** photos or comments to your page.

You **CAN** get people to **VOTE** using the 'Like' function.

Facebook's full rules are here:
www.facebook.com/page_guidelines.php#promotionsguidelines