



## Social Media Contest Management

*Smart Furniture promoted a new product line, grew their social network, and increased traffic to their website with Delegator's Contest Management.*

### COMPANY

Smart Furniture empowers people to design their own furniture and spaces quickly and easily with their Design on Demand® service. The company offers their own patented line of furniture as well as brands like Herman Miller, Blu Dot, Steelcase, Ekornes and Knoll that offer strong elements of personalization.

### CHALLENGE

Smart Furniture came to Delegator with several goals in mind for the month of August 2010:

1. *Grow the Smart Furniture social network*
2. *Increase traffic to the Smart Furniture website*
3. *Promote a relatively new product line, Ekornes Stressless Chairs*

### SOLUTION

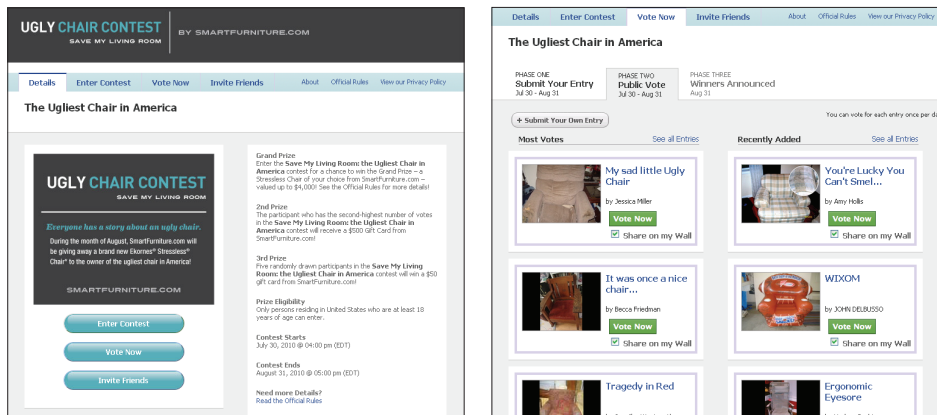
The Delegator team worked with Smart Furniture to develop a contest in hopes of addressing all of the August goals. Delegator developed the idea for The Save My Living Room: Ugliest Chair in America Contest and managed the process from start to finish. Throughout the contest, Delegator maintained open communication with the client and held meetings to discuss the contest's progress.

In addition to developing the concept, Delegator performed all of the contest set-up prior to the contest's start date. This included creating content for the Smart Furniture website and Facebook page. Delegator drafted the language for the Official Rules, the contest description, the timeline of events, and the entry form. The Delegator team managed the contest software and performed test entries to ensure everything was ready to start on time.

*Twitter followers  
increased by 8.2%*

*Facebook fans  
increased by 2.7%*

Throughout the contest, Delegator managed Smart Furniture’s social media efforts on Facebook and Twitter daily. Management included posting and tweeting about entries on Facebook and Twitter to drive more traffic to the Smart Furniture website and to encourage more people to enter or vote. Delegator also monitored the conversation on these social media sites and the contest entries themselves.



To gain more visibility for the contest, Delegator wrote an initial post about the Ugliest Chair in America Contest for the Smart Furniture blog, Design on Demand. At the conclusion of the month, Delegator wrote a second blog post about the contest winner, her entry, and her Grand Prize. To monitor the viral spread of the campaign, Delegator tracked visits and user interactions through Google Analytics, Facebook Insights, and other contest data. This data was given to Smart Furniture at the completion of the contest. Once contest voting ended, Delegator notified all of the winners and participants and announced the results on Facebook and Twitter.

## RESULTS

Once the Ugliest Chair in America Contest ended, Delegator revisited Smart Furniture’s goals for the month of August:

### 1. Grow the Smart Furniture social network:

From August 1-August 31, Smart Furniture’s Facebook fan base increased by 2.7% and Twitter followers increased by 8.2%. According to August’s Facebook Insights, 4,281 users engaged with the page, viewed the page, or consumed content generated by the Smart Furniture Facebook page.

908 Facebook page views from people logged into Facebook

### 2. Increase traffic to the Smart Furniture website:

In order to better track user movements, Delegator tagged the links posted on® Twitter and Facebook that directed users to the Smart Furniture website. Every

time a post or tweet contained a link directing fans or followers to the site, that particular link was tagged, so Delegator could track the number of people that clicked on the link and their activity once they arrived on the Smart Furniture site.


During the contest, the pages/visit ratio for people coming to the Smart Furniture site from Facebook or Twitter was 22.9% better than the site average. Time spent on the site was 60.29% better than the site average, and the bounce rate, or number of people who entered the site and left without viewing a second page, was 22.6% lower than the site average.

**Winner: 1,142 votes  
and 236 comments**

### My sad little Ugly Chair

by Jessica Miller | received 236 comments Share

#### The chair of shame



Enlarge image +

Describe why the chair you've submitted should win the Save My Living Room: Ugly Chair Contest.  
It has been passed down and now it is broken. Can no longer sit on it:( Now it is just an Ugly chair taking up space.Needs to be thrown out.

Describe why the Stressless Chair would be an improvement over your current chair. What Stressless Chair do you have your eye on? What color? Where do you plan to put the Stressless Chair if you win the Ugliest Chair in America Contest?  
This would be a BIG Improvement with a Stressless chair.We can actually sit in it and relax. I would get one of the Lounge chairs in black or blue. It would fit nice in the living room.:)

Report Abuse

**3. Promote a relatively new product line, Ekornes Stressless Chairs:**

The Ugliest Chair in America Contest had users compete for the Grand Prize, a Stressless Chair. Participants had to describe which Stressless Chair they would choose for their prize and why. Not only did the contest make this line known to contest participants, but also to the thousands of people that voted and commented on the contest throughout the month of August. The winner of the Stressless Chair had a total of 1,142 votes and 236 comments.