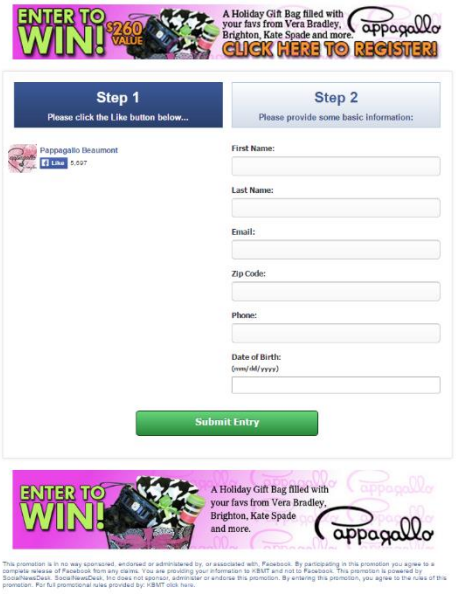
SOCIAL NEWS DESK™

KBMT-TV Facebook Contest Still Yielding Big Results

Like-Gate Changes Don't Phase Seasoned Campaign: KBMT-TV (DMA 141) is continuing its streak of successful social media contesting even in light of Facebook changing the rules about contesting on its platform. Back in November 2014, Facebook disabled the ability to like-gate a contest – meaning, that you can no longer require a user to like your page in order to enter a contest. Despite the change, KBMT's Facebook Energizer campaign continues to be a big winner.

KBMT's Facebook Energizer campaign gives local advertisers the ability to leverage the newsroom's Facebook Fan base to build up the sponsor's own like count. The Beaumont, TX station ran a contest in December of 2014 with the goal of helping their client increase its Facebook likes, **KBMT worked with SocialNewsDesk to create, publish and manage the contest** for a fashion boutique called Pappagallo. The prize was a $260 gift bag packed with designer items from Vera Bradley, Kate Spade and Brighton. KBMT calls it 'our best Energizer ever!'

What's Included: SocialNewsDesk provides General Sales Manager, Don Davis with support and materials to help him approach potential advertisers. **KBMT charges $950** per 2 week run and requires the advertiser to supply a prize worth at least $200. In return, sponsor of the Facebook Energizer package receives:



- Exclusive **naming rights** of the Facebook Contest on KBMT's Fan Page.
- **29 Facebook Posts** total on KBMT's Fan Page promoting the contest.
- A total of **273 on air promos** airing across for different stations.
- A database of **2,827 unique entries** containing contact information.

"This was our best Facebook Energizer yet! Facebook contests are still working for KBMT and our sponsors!"

Client Results: The Papagallo Facebook Energizer ran for two weeks and the client saw a great increase in their Facebook likes during the course of the contest. While Facebook's changes mean you can't mandate likes, you can 'ask' participants to click 'like' using the SocialNewsDesk contest and it works! **The sponsor received 1,800 new likes in just 2 weeks** – starting the contest with 3,872 likes and ending with 5,672. The **46% increase** in fans made the contest well worth the sponsor's money. KBMT is no win discussions with the sponsor to run another Facebook Energizer campaign!