



# CASE STUDY: GIVEAWAY

*849% ROI and 11 new high-value clients as a result of a 5-day giveaway*



## Objectives

To increase engagement during a slow season in the form of free intake form submissions that engage new prospects in the buying process.

## Process

A giveaway of a pre-program consultation and membership fee was offered to individuals who completed the free intake form within the 5-day period. The giveaway was advertised on social media and announced via email. Only organic channels were utilized to promote, and no additional expenses were incurred in advertising the giveaway. The winner was randomly selected from the entries. Those who did not win were given a 10% discount on their pre-program consult, a pre-requisite to membership.



**Laura Orwig**  
Marketing Manager  
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**"Competing for attention during the holiday season can be tough. This giveaway allowed our client to break through the noise and reach their audience in a way that provided incredible value to both parties."**

## At a Glance

### Expenses

- Prize of membership valued at \$2,398
- 10% discount as a consolation prize (totaling \$384)

### Revenue

- 11 new sales of pre-purchase consultation and membership (totaling \$25,994)

## Results

### 20% conversion rate

Of the 55 new intake forms submitted, 11 new purchases were made.

### 10% consolation discount

A discount code for 10% off the pre-program consult (valued at \$549) prompted an additional 7 full membership purchases from individuals who did not win the giveaway.

### 296% increase in intake form submissions

Compared to the standard 5-day average of 13.9 intake form submissions.