

Interactive Sweepstakes

Engage Your Hotel Website Visitor with the HeBS Interactive Sweepstakes.

Contests and promotions get people excited to talk about your brand, increasing brand recognition and building buzz. An interactive sweepstakes will encourage daily visits to your hotel's website and significantly grow your opt-in email list and mobile list, which you may use for future promotions.

By offering an incentive for people to enter the contest on a daily basis, people will grow accustomed to interacting with your brand via the direct online

channel—its own website. In addition, the interactive sweepstakes offers forwarding functionality—perfect for viral marketing.

Daily prizes work best and encourage multiple visits throughout the life of the sweepstakes. Additional benefits include media buzz around the sweepstakes (especially important for slow seasons) and an increase in bookings as most people who win a free room will stay an extra night.

HeBS offers a variety of types of sweepstakes, with different levels of customization available.

Choose from the Travel Consumer Sweepstakes, the Interactive Game Sweepstakes, or the YouVote Sweepstakes. All sweepstakes offer a template, modified template or custom design (pricing for design options is on page 5) as well as optional add-ons.

Choose the type of sweepstakes:

- Travel Consumer Sweepstakes
- Interactive Quiz Sweepstakes
- You Vote Sweepstakes

Choose a design option:

- Template Design
- Modified Template Design
- Custom Design

Optional Add-Ons

- Customer Survey
- Interactive Game
- Different Daily Prize
- Grand Prize
- Grand Prize Take Action
- Mobile Module

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Interactive Sweepstakes

Type of Sweepstakes: HeBS Travel Consumer Sweepstakes (30-90 Daily Prize Sweepstakes)

The Travel Consumer Sweepstakes is a 30-90 day daily prize giveaway (30 day min recommended). By offering an incentive for people to enter on a daily basis (i.e. daily prizes drawn for a free night's stay in a suite, free weekend including all meals, etc.), potential guests will become more familiar with your product and website which helps to build awareness and a strong brand relationship. All entries will be opted in to the email database unless requested otherwise.

Features:

- May offer daily prizes (recommended) or a grand prize
- Daily prizes awarded during the course of the sweepstakes (same prize every day) with the winner automatically selected
- One additional prize of \$250 or more should be offered to the individual who forwards the sweepstakes to most friends
- One additional prize of 1 free room night should be offered to a Twitter follower, chosen at the end of the sweepstakes from all followers who retweet the sweepstakes
- Marketing links to the site
- Automatic selection & email notification of winners
- Participants can play every day to win
- Full-service login-protected database with name and email and contact info of participants, winners, etc.
- Exportable email list of participants
- Custom data exports by request
- Comprehensive statistics access for admin on the back-end
- Anti-spam CAPTCHA technology to avoid spam bots
- Customization of e-mails sent to users and friends

The screenshot shows a web browser displaying the 'Luxe Rodeo Drive Hotel Vacation Sweepstakes: 30 Day Free Room Sweepstakes Giveaway!'. The page features a navigation bar with 'Overview', 'Rules', 'Sign-up', and 'Login' links, and a countdown timer showing '99' days left. The main content area includes a header image of a street sign for 'VIA RODEO N. RODEO DR' and a section titled 'Luxe Rodeo Drive Hotel 30 Day FREE Room Giveaway!'. Below this, there is a 'Grand Prize' section listing prizes like a Luxe Gift Bag, \$25 Cash Cards, a \$25 iTunes Gift Card, a room upgrade, and a free one-night stay. A callout box points to the 'Automated count-down clock' in the top right. Another callout points to the 'Grand Prize' section, stating 'Incentive to forward to friends has increased sweepstakes exposure by up to 15%'. A third callout points to the 'Sign-up' button, stating 'Users have their own log in and password and can enter every day'. At the bottom, there are buttons for 'SIGN UP FOR SWEEPSTAKES NOW!' and 'LOGIN TO ENTER SWEEPSTAKES AGAIN', along with a 'Share This Site' link.

[See it in action!](#)

Interactive Sweepstakes

Type of Sweepstakes: Interactive Quiz Sweepstakes

Perfect for targeting meeting planners, travel agents, and business to business, the Interactive Quiz Sweepstakes educates customer segments of your products and services as well as adds an exciting and engaging element to the sweepstakes. Before entrants register, they take a quick 5 question quiz in which each answer can be found within a landing page on your property or brand website (this helps build awareness and drive traffic to your website). Once the quiz is completed, a landing page appears with the number of questions entrants got correct and a list of the correct answers if they answered any questions incorrectly. This landing page then prompts them to register for the sweepstakes. This sweepstakes builds a segmented email list for future marketing to the targeted customer segment, and also helps build awareness of key selling points of your property or business.

The screenshot shows a web browser window displaying a quiz for Indian Wells California. The page has a purple header with the logo and a 'Days left: 99' timer. Below the header is a photo of a hotel room. The 'Quick Quiz' section contains five questions with multiple-choice answers. A callout box points to the quiz questions, stating: 'All quiz questions may contain a link to the website to help with researching answers and familiarizing your product.'

Features:

- May offer daily prizes (recommended) or a grand prize
- Daily prizes awarded during the course of the sweepstakes (same prize every day) with the winner automatically selected
- One additional prize of \$250 or more should be offered to the individual who forwards the sweepstakes to most friends
- One additional prize of 1 free room night should be offered to a Twitter follower, chosen at the end of the sweepstakes from all followers who retweet the sweepstakes
- Marketing links to the site
- Automatic selection & email notification of winners
- Full-service login-protected database with name and email and contact info of participants, winners, etc.
- Exportable email list of participants
- Custom data exports by request
- Comprehensive statistics access for admin on the back-end
- Anti-spam CAPTCHA technology to avoid spam bots
- Customization of emails sent to users & friends

[See it in action!](#)

Interactive Sweepstakes

Type of Sweepstakes: YouVote Sweepstakes

Perfect for single property hotels, multi-property brands, or even a restaurant, the YouVote Sweepstakes allows registrants to vote daily on their favorite hotel/vacation package or favorite restaurant dish or drink. After registering, entrants can vote daily online or even vote by texting a short-code via a mobile device—perfect for building a mobile marketing list. This sweepstakes functionality is perfect for gaining consumer insight and understanding exactly what hotel/vacation packages (or chef's specials) key customers desire.

Features:

- Interactive sweepstakes offering a grand prize at the end of the sweepstakes.
- Functionality that allows users to login and vote daily
- Text to Vote functionality
- One additional prize of \$250 or more should be offered to the individual who forwards the sweepstakes to most friends
- One additional prize of 1 free room night should be offered to a Twitter follower, chosen at the end of the sweepstakes from all followers who retweet the sweepstakes
- Marketing links to the site
- Automatic selection & email notification of winners
- Full-service login-protected database with name and email and contact info of participants, winners, etc.
- Exportable email list of participants
- Custom data exports by request
- Comprehensive statistics access for admin on the back-end
- Anti-spam CAPTCHA technology to avoid spam bots
- Customization of emails sent to users & friends

The screenshot shows a web browser window displaying a sweepstakes page for Shell Vacations Hospitality. The page title is "Luxe Rodeo Drive Hotel Vacation Sweepstakes: 30 Day Free Room Sweepstakes Giveaway!". The page features a navigation menu with links for "Main", "Contest Rules", "Sign-up", and "Login". A "Days left: 99" counter is visible. The main content area displays a large image of the Grand Canyon and several destination options, each with a "CAST YOUR VOTE!" button. The destinations listed are Arizona, Canada, Hawaii, Mexico, and Nevada. A callout box highlights that entrants can vote online or by SMS text for their favorite destination/package/restaurant dish/etc. All entries are stored in the back-end database.

See it in action!

Interactive Sweepstakes

Design & Pricing

Now that you know what type of sweepstakes you want, it's time to decide on the different levels on customization. HeBS offers three different design options, which determine the pricing of the interactive sweepstakes:

1. Template Design

Standard layout:

- Layout is standard (no changes to the template layout)
- Elements that may be changed: background, logo, photos, copy, navigation
- Will include exciting flash highlighting marketing messages and hotel amenities

The screenshot shows a web browser displaying a sweepstakes landing page for Red Jacket Resorts. The page features a large image of people tubing down a river. Callouts point to specific design elements: 'Logo will be placed here' points to the Red Jacket logo, 'Countdown clock will be placed here' points to a 'Days left: 99' clock, and another callout points to the main promotional text area. The page content includes the following text:

Logo will be placed here

Overview Rules Sign-up Login Days left: 99

A Red Jacket **FUN**away is a one-of-a-kind Family Getaway!

Red Jacket Resorts FREE Room Giveaway!

Enter to Win a FREE Room Daily!

Enter once a day in May to win a FREE room at a Red Jacket Resort on a private beach on Cape Cod or in the mountains of North Conway, NH. Our free room vacation sweepstakes is a perfect family FUNAWAY.

Cape Cod, Massachusetts

Start the morning with yoga on the beach and let the kids play all day in our Kids' Klub. Have lunch at our Oceanside grill, read a book by the pool or on our private beach, go jet skiing, golfing, swimming and to the spa! End the day at our beach bonfire. Enter to win this Cape Cod sweepstakes and this could be you!

North Conway, New Hampshire

Catch a wave at Kahuna Laguna, our 40,000 square foot indoor water park and live the fairy tale at Story Land. Rejuvenate yourself at our spa, relax by the pool, have a delicious meal at one of our restaurants, then settle in with some buttery popcorn for Movie Night with this New Hampshire sweepstakes!

Extra Giveaway for Referring Friends!

Win \$250!

Let your friends know about this FREE Room giveaway and we will award a \$250 cash card to the person who forwards our hotel sweepstakes giveaway to the most friends. Only valid email addresses apply. Start forwarding to your friends now and you could be the winner!

[Start forwarding](#) to your friends now and you could be the winner!

First Time User? [SIGN UP FOR SWEEPSTAKES NOW!](#) Already Registered? [LOGIN TO ENTER SWEEPSTAKES AGAIN](#)

[Share This Site](#)

HOME RATES & RESERVATIONS OUR RESORTS CONTACT US

Sweepstakes Design, Technology & Full Service Hotel Internet Marketing by HeBS
© 2010 Red Jacket Resorts

Only U.S. and Canada residents 18 years of age or older are eligible to enter this contest.

See it in action!

Interactive Sweepstakes

Design & Pricing

2. Modified Template Design

Standard Layout Plus:

- Additional visual elements to emphasize on hotel's main theme (golf, spa, casino, etc.)
- Custom background that fits best
- Customized flash rotation

The screenshot shows a web browser window displaying the Club Eldorado sweepstakes page. The page features a dark blue background with a central image of a group of people at a casino table. A 'Days left: 99' counter is visible in the top right. The main headline reads 'Get Lucky with Club Eldorado 60-Day Free Room and Show Giveaway'. Below this, there are sections for 'Want More Rewards? Go All In and Enter to Win our Grand Prize... a \$2,000 Value!' and 'Cash in! Win a \$250 Visa Cash Card by Forwarding the Sweepstakes to the Most Friends!'. The page includes navigation links like 'HOME', 'CLUB ELDORADO', 'SPECIALS & PACKAGES', and 'CONTACT US'. A footer contains legal disclaimers and a copyright notice for HeBS.

Annotations on the page include:

- A circular callout with playing cards (Ace of Spades, King of Hearts, Queen of Diamonds) pointing to the top right corner, with the text: "Additional design elements may be included to emphasize a theme".
- A circular callout with dice pointing to the bottom left corner.

See it in action!

Interactive Sweepstakes

Design & Pricing

3. Custom Design

Custom Design:

- Logo/copy/slogans placed where it fits best
- Additional theme elements incorporated throughout custom design
- Custom day counter and buttons
- Custom layout

The screenshot shows a web browser displaying the 'JW Marriott Indianapolis Sweepstakes Giveaway: 30 Day Indiana Sweepstakes for Meeting Planners!'. The page is highly customized with a racing theme, featuring a car dashboard, a 'Days Left' counter, and navigation buttons. A callout box states: 'Design may be completely customized based on a theme – here all elements are customized to the Indy 500.'

JW Marriott Indianapolis Sweepstakes Giveaway: 30 Day Indiana Sweepstakes for Meeting Planners!
 Win an Indy 500 Trip of a Lifetime from the JW Marriott Indy!
 JW Marriott Indy Opening Day: 02/08/2011

Days Left TO ENTER SWEEPSTAKES

Submit RFP Virtual Tours Floor Plans Meetings & Events

JW Marriott Indianapolis 30 Day Giveaway for Meeting Planners!
 Grand Prize is Indy 500 Vacation for Two!

Like 2 people like this.

First Time Here? **SIGN-UP FOR SWEEPSTAKES NOW!** Already Registered? **LOGIN TO ENTER SWEEPSTAKES AGAIN**

The largest JW Marriott hotel in the world opens its doors in February 2011. This magnificent hotel will boast 104,000 square feet of flexible meeting space, 1,005 luxurious guest rooms and over 50 meeting rooms. All in one place! And as our welcome to you, meeting planners from all over the country are invited to enter our Indiana sweepstakes giveaway once a day to win a \$50 American Express Gift Card daily or a grand prize on the 30th day: an Indy 500 vacation for two at the JW Marriott Indianapolis.

Contestants have the chance to win:
 Grand Prize
 An all-inclusive vacation for two at the JW Marriott Indianapolis: including airfare, lodging, ground transportation and tickets to the Indy 500!
 And Other Daily Prizes
 \$50 American Express Gift Card

Extra Giveaway for Referring Colleagues!
 Want to win \$250?

Let your colleagues know about this 30-Day Indy 500 sweepstakes and we will award a \$250 cash card to the person who forwards to the most people! Only valid email addresses apply. Start forwarding to your colleagues now and you could be the winner!

[Start forwarding](#) to your friends now and you could win cash!

HOME MEETINGS & EVENTS SUBMIT RFP CONTACT US OVERVIEW RULES SIGN-UP LOGIN SHARE THIS SITE

[See it in action!](#)

Interactive Sweepstakes

Optional Add-Ons

HeBS offers the following optional add-ons, which may be added as an enhancement to all sweepstakes:

Customer Survey

Want to gain deeper consumer insight? Offering entrants an optional customer survey allows you to gain valuable feedback about your hotel, your marketing initiatives, the travel industry, and consumers' wants and needs. All data collected is stored in the sweepstakes backend and is easily exportable.

Some valuable questions you can ask are:

- Where did you hear about Hotel Name?
(TV, print, our website, online publication, social media, word of mouth, etc.)
- What is the most important factor in choosing a hotel (price, room size, free breakfast, etc.)?
- Have you ever stayed at our hotel? Do you plan to in the future?

Interactive Game

In the age of Web 2.0, consumers want to be engaged. To make the sweepstakes more engaging and to add an extra incentive for entrants to visit the sweepstakes on a daily basis, HeBS can incorporate a fun, interactive game branded to the marketing message and branded to your hotel identity. When arriving at the sweepstakes homepage, consumers can click a button to play the game before registering or re-entering the sweepstakes.

Some example games include:

- Spot the Difference Game: two photos of the hotel , hotel rooms etc, where users have to spot the differences between photos
- Card Games/Casino Games
- Memory Games

Interactive Sweepstakes

Optional Add-Ons

Different Daily Prize

To help build mystery, excitement, and anticipation, you can offer a different daily prize each day for daily winners. This will further encourage registrants to enter on a daily basis and add a unique spin to the Travel Consumer Sweepstakes.

Some marketing ideas:

- **Mystery prize:** Entrants can view all of the possible prizes but they don't know what prize is being awarded on what day. This encourages people to enter daily because they do not know what day the prize they desire is being awarded.
- **Prize gets Bigger as the Days Countdown:** If you are using the sweepstakes as a countdown to a big event, you can have the prizes become more valuable as the days countdown closer to the event. This will encourage registrants to keep coming back as the prizes increase in value.

Grand Prize

To help build buzz and anticipation around the sweepstakes, you can offer a grand prize drawing at the end of the sweepstakes. This adds an extra incentive outside of the daily prizes for registrants to come back and enter.

Grand Prize Take Action

To help boost your followers on Twitter, fans on Facebook, and your mobile database, you can ask registrants to become a fan, become a follower, text a short code, or forward the sweepstakes to 5 friends to be entered in the drawing for the grand prize. This helps increase the viral aspect of the sweepstakes and significantly grows your base of fans and followers on Facebook and Twitter.

Mobile Module

To help boost your mobile marketing list, you can give entrants the option to text a short code to be entered for a grand prize. Entrants can easily be entered into the drawing for the grand prize from any mobile device with one simple text. This will opt them into your mobile marketing list for future mobile promotions.