



# GROMO

ENTHUSIASM ON TAP



## WHO WE ARE

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The GroMo Agency redefines how brands connect with their audiences. Positioned firmly at the forefront of digital advertising and social strategy, GroMo shapes conversations to build brands, grow influence, and accelerate business growth.

A team of fearless thinkers and creative minds, GroMo innovates the best in artistic direction and intelligent, data-driven accuracy to contribute to bottom-line growth.





## HOW WE DO IT

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Every client is unique. Whereas one brand may need help with a specific task, another may be looking for someone to handle every aspect of their online presence.

We analyze each client to determine the strategy that will work best for you—no cookie cutters here. We then deliver creative, engaging campaigns and content, and continually measure results so we can improve and optimize the approach.

## WHO WE WORK WITH

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# VIRAL CONTEST MARKETING

Create Viral Growth That  
Grows Your Customer List.



“

Virality isn't **Born**,  
it's **Made**.





## How GroMo helps you launch a viral contest:

Earlier in 2016, the Powerball Lottery was up to \$1.58 billion dollars. The odds to win were 1 in 292 million. You had a better chance of becoming a movie star or an astronaut. Yet the entire country was ready to win, despite how improbable it was. That's the power of contests.

Humans are emotional creatures. Even in the face of great odds, we will try to achieve the unachievable. The thought when someone sees a contest isn't "Oh, I'll never be able to win" it's "Oh, why not. Anyone could get lucky."

When you combine contests with email lead generation, you create an amazing machine that will gain hundreds if not thousands of email addresses. Add in the viral sharing component via GroMo, and now you've got a recipe to really add more emails to your list.

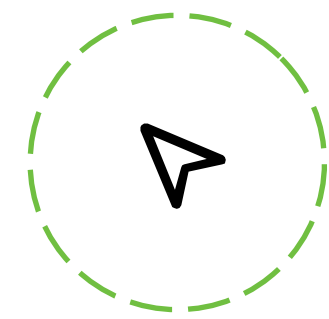
# WHAT DOES “GOING VIRAL” MEAN?

MILLIONS OF VIEWS? NOPE.



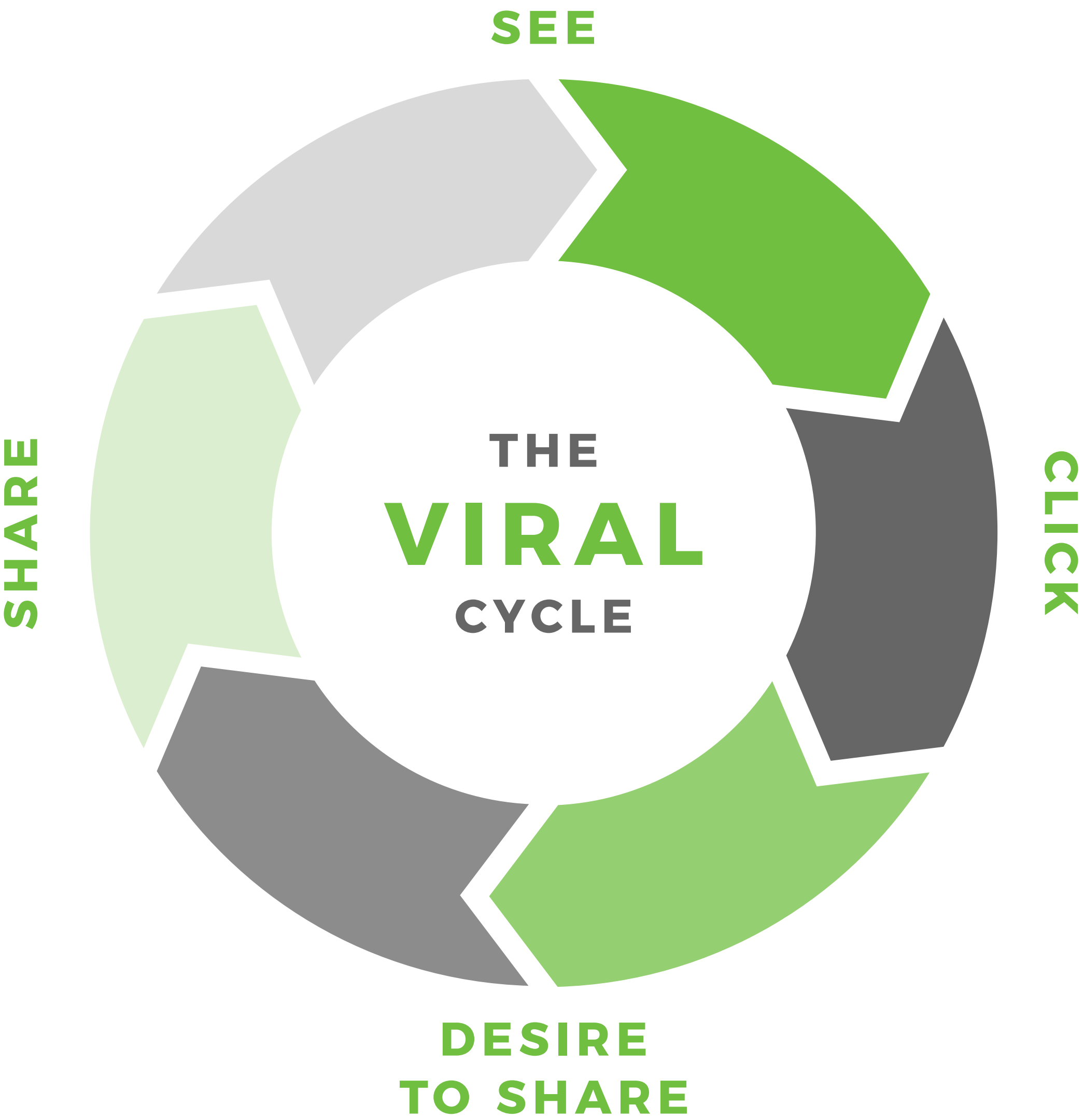
**5 Shares = 5,000 views**

This number is based off 1,000 followers per user. Shares will bring more eyes than any other form of engagement. From there it is a numbers game of how many people opt-in to the campaign, meaning the more eyes on it, the more opt-in.



## Manufacturing Viral Buzz

The organic content from a viral marketing campaign can be created through artificial means. We can create ways to encourage users to want to opt-in to the viral campaign using prizes, giveaways and a social point system.





# WHY GO VIRAL?

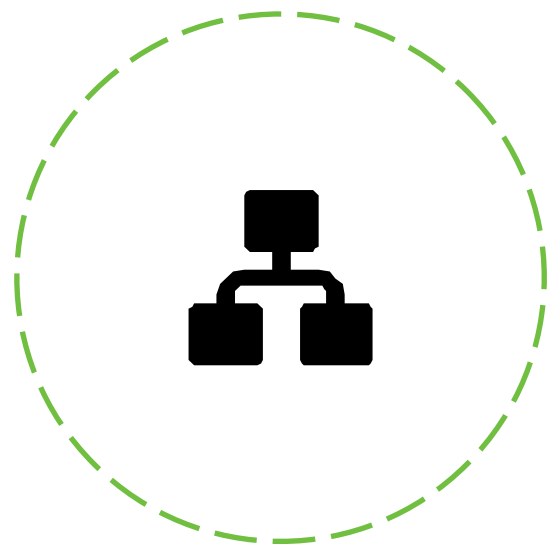
## GOALS WHEN GOING VIRAL

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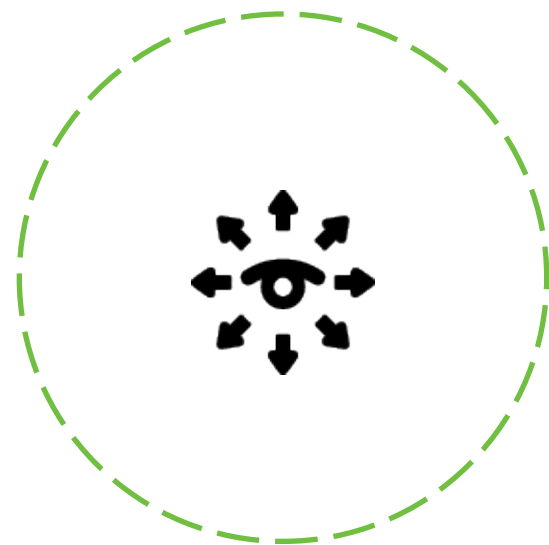
### **Engagement**

Comments, Likes and shares to get people talking about the product or brand on social media.



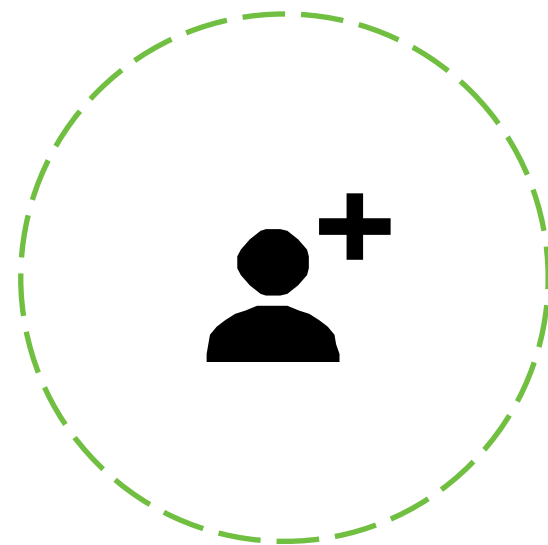
### **Organic Shares**

Users sharing out the product and brand to their personal communities.



### **Awareness**

The engagement will raise overall brand awareness.



### **Leads**

The users turn into warm leads that can be utilized in email campaigns which have one of the best ROI's of any type of marketing.



### **Conversions**

These leads will ultimately drive users to your site and generate revenue.

# VIRAL LEADERBOARD CONTEST

After Studying Virality, We  
Developed the Most Powerful  
Viral Campaign Ever







**#1 John / 7000**



**#2 Sara / 6000**



**#3 You / 5000**

## **VIRAL LEADERBOARD**

Grow Your Email List & Social  
Following With Gamification

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### **Viral email contests do this:**

- Offer an irresistible “bribe” to join your mailing list.
- Helps you collect real emails (and usually their best one) because people want to get notified if they’ve won.
- Get your loyal customer base sharing your brand with others so they can get more entries into the contest.
- Builds incredible buzz and brand awareness through social sharing.

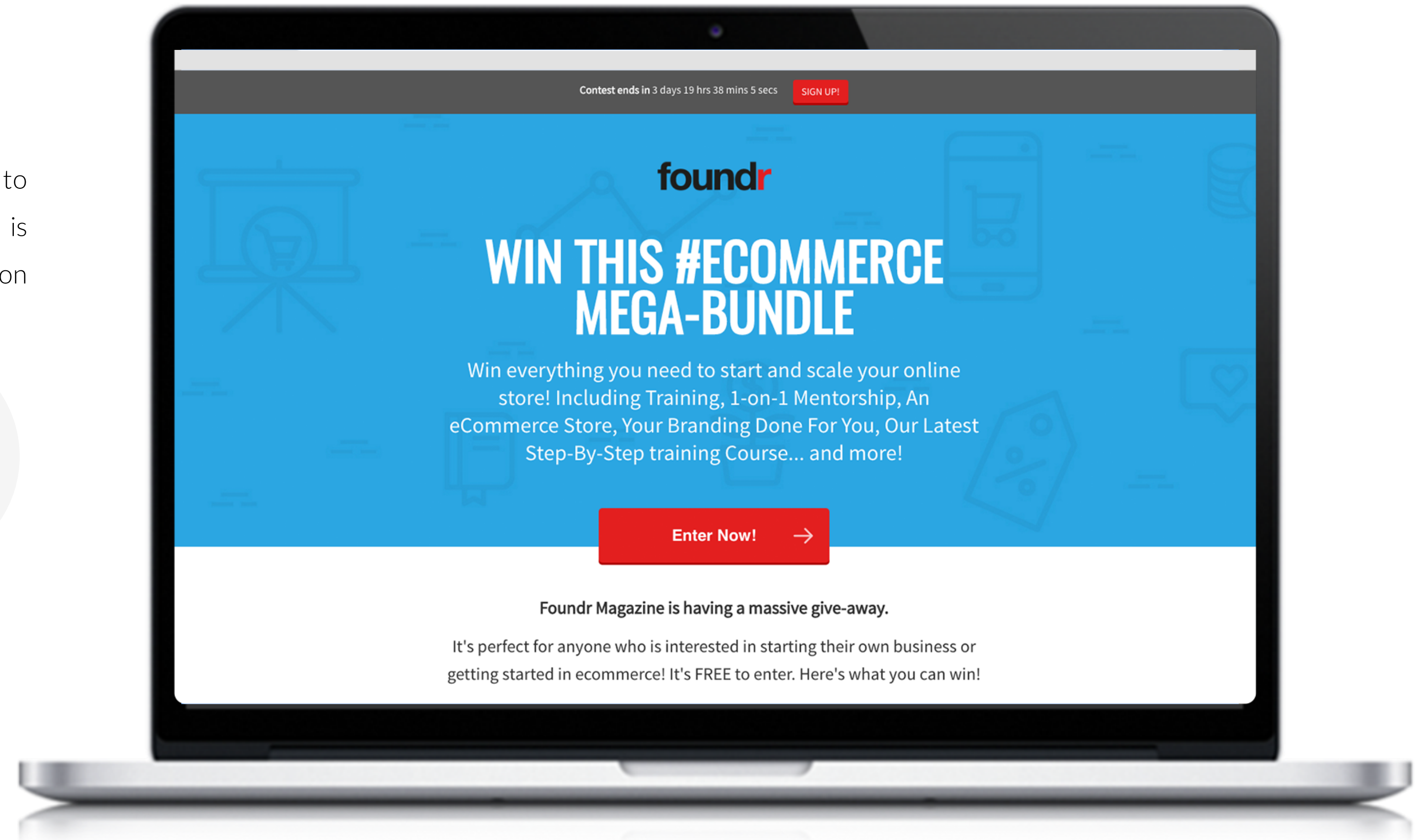
# STEP 1:

CREATE A HIGHLY CONVERTING  
CONTEST LANDING PAGE



## CONTEST LANDING PAGE

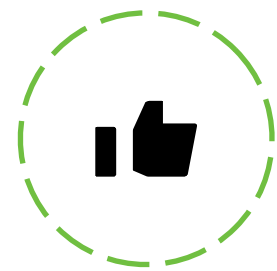
Create a captivating landing page that is easy to comprehend. It needs to display what the consumer is winning and make it as easy as possible to take the action you want them to take, such as give you their email.





## STEP 2:

YOUR CONTESTANTS CLIMB  
THE LEADERBOARD



### CONTEST SHARING

Your contestants get more entries by sharing your contest, referring you more emails, following you on social media, and taking other actions that you choose.



# LEADERBOARD'S VIRALITY EXPLAINED

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1

## Collect Emails With a High-Converting Landing Page

Using your branding and tone, we create a custom landing page with the sole purpose of capturing their email address, which enters them into the leaderboard contest.

2

## Activate Your Current Audience To Spread the Word About You

Utilizing your existing audience, we create engaging social media content and emails to engage them and encourage them to promote the contest. The more they refer their friends the larger your brand's audience gets.

3

## Viral Gamification Tied to Incentivizes

The leaderboard system we use creates a sense of competition among the contestants which encourages them to take actions, specifically actions that will amplify the contest and spread virality.

4

## More Interaction = More Actions Taken

Creating simple actions for users to perform to gain more points is key. We decide on what actions we want the user to perform based on the end goal for each brand.

5

## Send Rewards via Email for Getting "X" Amount of Entries

In order to incentivize the user to keep sharing the brand's content, we use a small reward when they reach a certain number of entries, proving credibility and giving them more incentive to take action. This helps to maintain and boost virality.

# AMPLIFICATION ADDONS

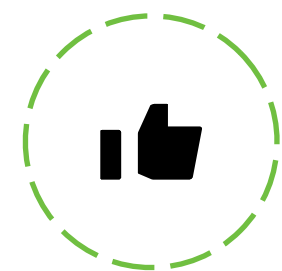
We Developed Additional Ways  
To Increase Virility





# AMPLIFICATION 1:

ADDING INFLUENCERS TO  
INCREASE ENTIRETIES



## INFLUENCER PROMOTION

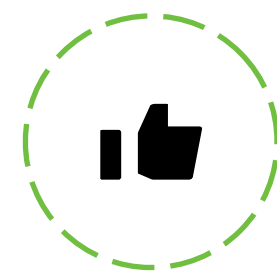
Involving social influencers to help push the contest is a game-changing move. Their engagement and reach will put place your brand in front of the eyes of thousands of people that could convert into revenue, not to mention the awareness your brand will receive.





## AMPLIFICATION 2:

ADDING EMAIL MARKETING FOR  
CONTINUED COMMUNICATIONS



### ENGAGEMENT EMAILS

We create custom emails to be sent throughout the contest. They keep the contestant aware of opportunities to gain points, new rewards and the brand as a whole. They include:

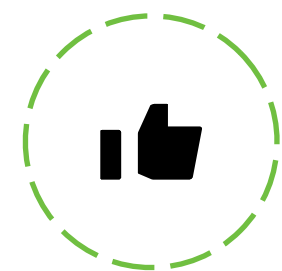
- Engagement Emails
- Action Emails
- Reminder Emails
- Social Emails





## AMPLIFICATION 3:

ADDING FACEBOOK AD TO  
INCREASE VISIBILITY



### SOCIAL BOOST

Using an advanced Facebook advertising method, we selectively boost content that has already garnered a large amount of engagement from the audience based off action entries from the contest. This technique utilizes “social proof” to magnify the viral cycle.





# CASE STUDY





## THE CLIENT

Floafers is an emerging shoe and fashion brand bridging the gap between style and versatility. They introduced a sophisticated style concept to their flagship loafer product and combined it with the versatility of EVA foam. Being a startup, Floafers has a limited social presence and tasked us, the Gromo Agency, to help find an accelerated approach to growing their followings on various platforms.



# THE SOLUTION

The solution we came up with was to conduct a viral contest that was cost efficient and significant in nature. After researching Vyper, watching their webinars and reading all their successful case studies, we knew we had found the platform we wanted to use to facilitate Floafers' viral contest.

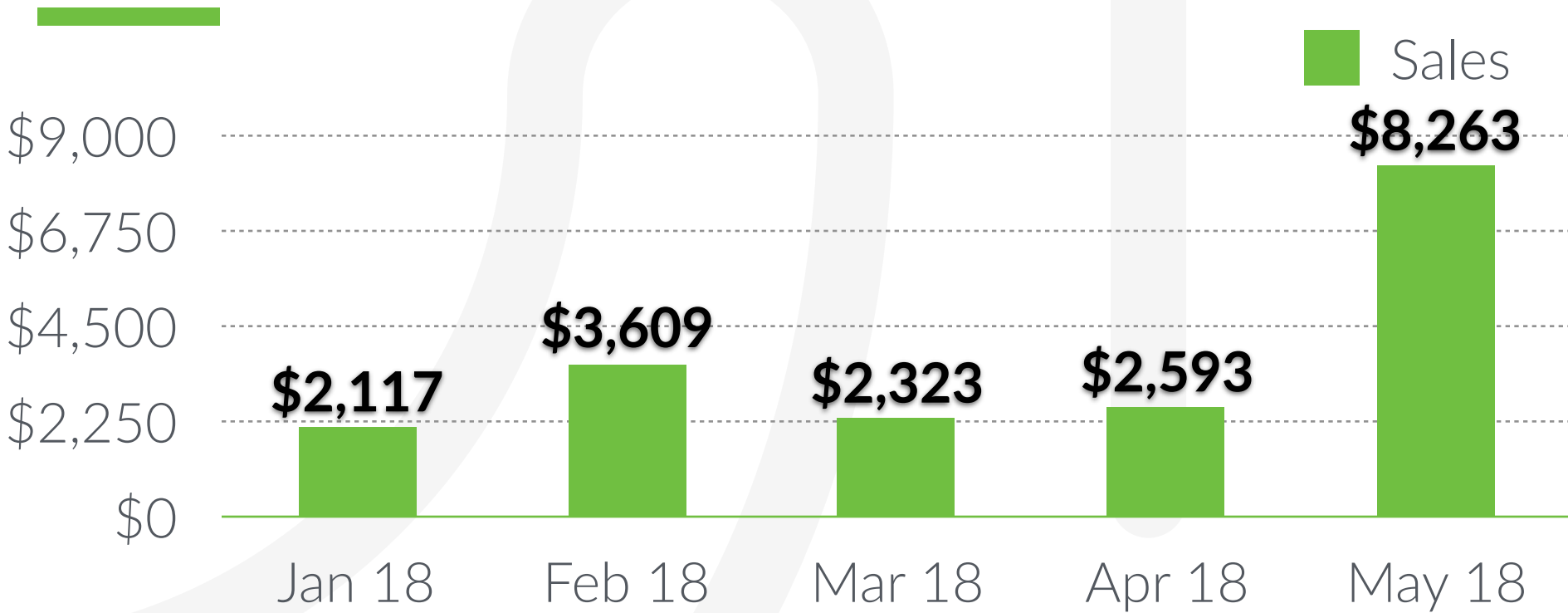
The experience paid off tremendously for Floafers, as well as our agency. Floafers witnessed significant growth in followers across all their social platforms, their email subscriber list, and most importantly, sales. From an agency perspective, we learned just how effective the Vyper platform is and the potential of value added to our current roster of clients/new clients in conducting viral contests to amplify brand awareness, generate a substantial email subscriber list, and facilitate social community growth. Moving forward, our decision to implement Vyper viral contests into campaigns for all our clients is a no brainer based on our experience with Floafers, having conducted a successful viral contest that served as a solution to the objectives presented, and exceeded their/our expectations.





# FLOAFERS:

## HAWAII GIVEAWAY



EMAILS - 6557



FACEBOOK FOLLOWERS - 1079



TWITTER FOLLOWERS - 593



INSTAGRAM FOLLOWERS - 1036



YOUTUBE SUBSCRIBERS - 420



## CONTEST OVERVIEW

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CONTEST ENTRIES  
**6,557**



CONTEST VIEWS  
**10,171**



CONVERSION RATE  
**64%**

# EMAIL OVERVIEW



LIST SUBSCRIBERS  
6,557



TOTAL AUDIENCE  
11,220



AUDIENCE INCREASE  
+5,947



# EMAIL OVERVIEW

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EMAILS  
DELIVERED  
40,264



% OPENED OF  
DELIVERED  
12.1%



% CLICKED OF  
OPENED  
20%



% ADDED TO  
CART OF  
CLICKED  
259%



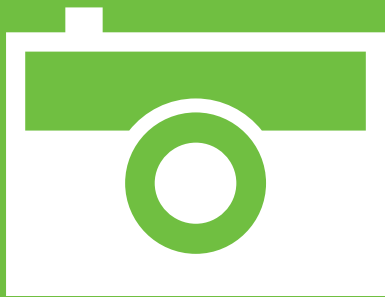
% PURCHASED  
OF ADDED TO  
CART  
22%

# SOCIAL OVERVIEW

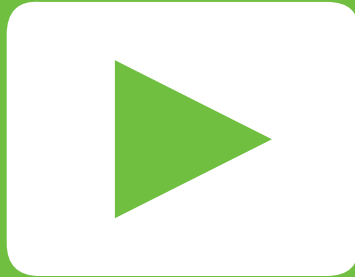
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INCREASE OF  
1079



INCREASE OF  
1036



INCREASE OF  
420



INCREASE OF  
562



INCREASE OF  
242

THANK YOU.

