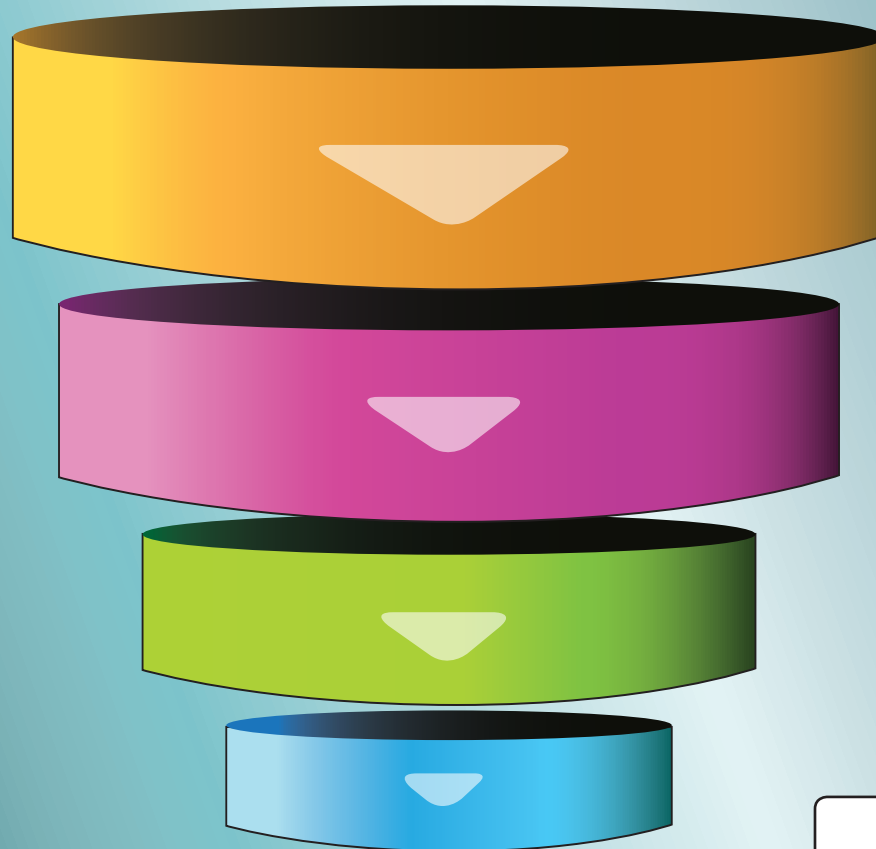


5

BEST SOCIAL MEDIA CAMPAIGNS

to Drive Customers Through Your Sales Funnel Stages



5 Best Social Media Campaigns to Drive Customers Through Your Sales Funnel Stages



We all love the sound of a new customer buying our product. And most likely their purchase was the result of many efforts to move them through your sales funnel stages, whether you did this on purpose or not.

So how can you move your prospects through your sales funnel stages using social media? Here are the best social media campaign examples to demonstrate how you can move people from awareness to purchase using social media.



There's even a sixth bonus campaign for customer retention at the end!

5 Best Social Media Campaigns, *Plus 1 Bonus!*

1 Generate Awareness - Get more fans

A great way to increase your audience of potential customers is to run a **Twitter Follow campaign**. Provide an incentive such as a **25% off coupon code** for all new followers. But make it even more social by encouraging people to spread the word - by only releasing the coupon code if a minimum threshold of 100 new followers is achieved.



Here's the key area in the **Rignite Campaigns wizard** where you would set this up, then Rignite will do all the counting and heavy lifting for you.



What is the campaign threshold?

A "campaign successful" tweet with your promo code will be published publically to all your Twitter followers when the threshold of new followers is reached.

Number of new followers *

This type of campaign actually accomplished **two goals: it increases your followers AND can drive sales with customers using the coupon code.**



Try this type of Campaign in Rignite

② Increase Engagement - Get them involved

Now that you've built a following, encourage your fans to engage.

This will keep your brand and products top of mind with your fans. In addition, fan engagement will attract their friends and followers to your social page, for an even bigger potential sales kicker! A great way to do this is with a [Facebook giveaway campaign](#) where fans comment or like your post to enter the giveaway.

Giveaway Campaign!



Rignite makes it easy for you to create and run one of these campaigns.

Simply specify what you want your fans to do, create your posts, and let Rignite do the rest. Rignite will capture entries from comments or likes, even across multiple Facebook posts, present you with the entries to select a winner (or ask Rignite to randomly pick one) and report daily progress toward your goal.

Here's a sample from a [Frends Beauty giveaway run through Rignite:](#)

Alternatively, you could run an engagement giveaway or contest on Twitter using a [hashtag photo contest](#) which requires fans to tweet a picture with a hashtag.



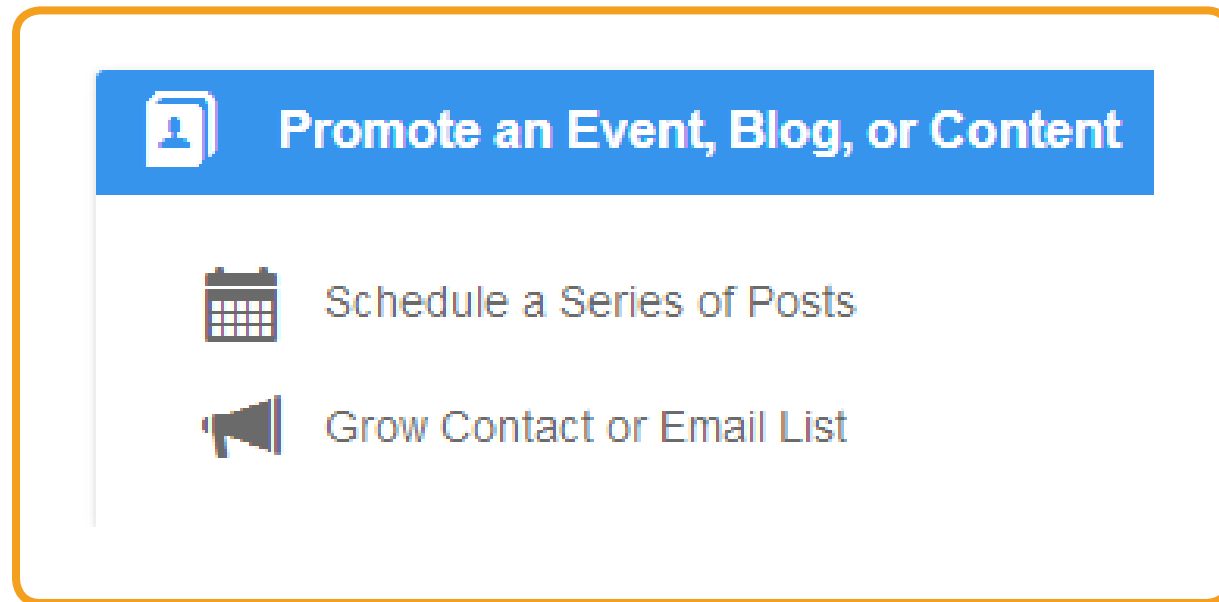
Try this type of Campaign in Rignite

③ Build Your Lead List - Offer something for their email address

Now that you've warmed your fans up, it's time to get a little more information about them. Offering a newsletter, eBook, or free consultation is a great way to collect email addresses so you can start an email nurturing campaign.



In Rignite, you'd select a campaign to promote your event, blog or content to encourage people to register on your landing page.



You'll want to make sure you have a steady drum beat of posts for your campaign to catch as many fans as possible. Just select the frequency of posts, and Rignite will schedule them for you. You can even have several 'base posts' which Rignite will alternate, to mix up your messages.

How many times do you want to post the offer message(s) during the campaign?

Rignite will set up an initial post schedule for your campaign. You'll be able to adjust the date/time of each post as well as customize the message for each post in the next page.

Twitter 1 time(s) during the campaign

1 time(s) per day during the campaign

Favorite times

[Edit your favorite times here](#)

Once you've got this on auto-pilot, just sit back and watch the analytics for your entire campaign series of posts. You can even add more posts or edit them as your campaign progresses.



Try this type of Campaign in Rignite

4 Increase Sales - Offer a coupon, then track results

One way to increase sales is to offer special social media coupons. Even if you don't regularly discount your products, you can entice buyers by offering free shipping or a special gift. Create a special coupon code (typically in your shopping cart software) for use ONLY on your social media campaigns. This way you can track the effectiveness of your social media promotions.



One of the 'holy grail' items for social media is being able to measure the return on investment (ROI) for your social media efforts. If you can track actual sales from coupon redemptions back to your social campaigns, you're golden!

Shopify

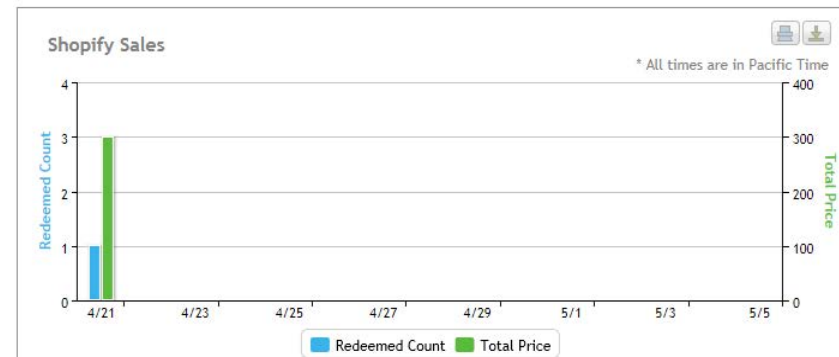
Rignite has started down this path by integrating shopping cart sales with campaign results. We announced an [integration with Shopify](#), a leading online commerce vendor, whereby Shopify customers can automatically see results from social coupon campaigns in Rignite.

Coupon Results To Date (Shopify)

Coupon Code AIW5GK4T8GC7

Redeemed 1 coupons total to date

Total Sales \$300 total to date



Try this type of Campaign in Rignite

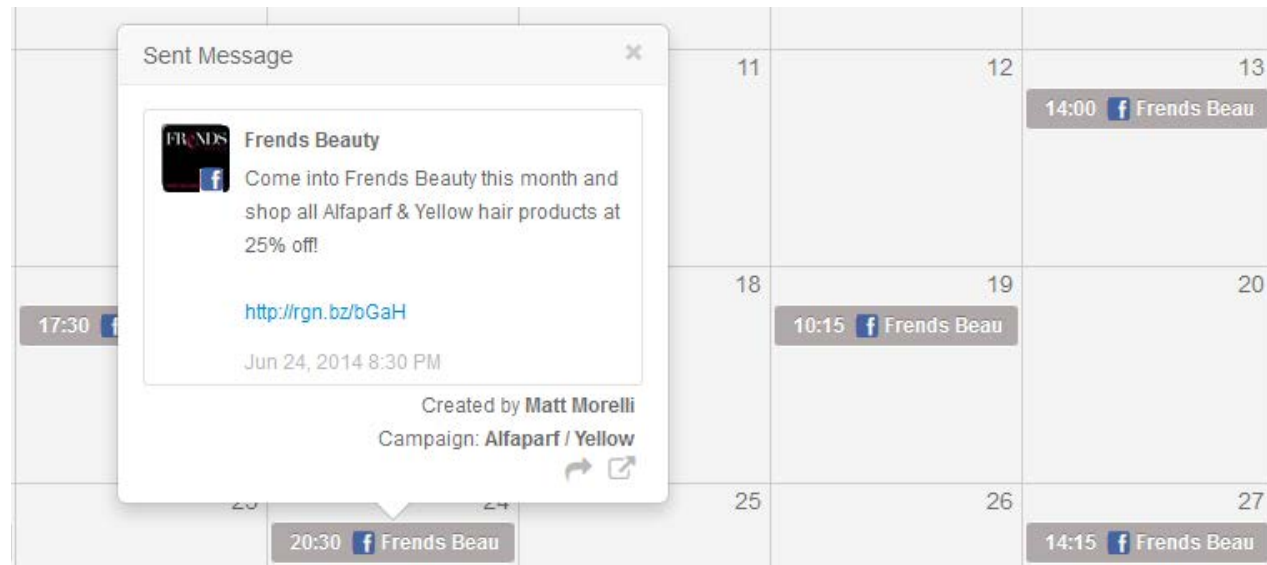
5 Promote a Sale or Featured Item

The most common social campaigns to convert fans to buyers are sale or featured item ones. This could be a **storewide 25% Off sale or a sale on certain categories**. If you typically don't run sales then a Featured Item or Featured Category campaign might be for you. Highlight a recent arrival or seasonal item such as fall outerwear in a series of posts to keep people engaged.



Rignite makes it easy to **schedule your Campaign posts across multiple social networks** by starting with one or more 'base posts' to schedule over the **duration of your campaign**, then allowing you to customize each post if desired in order to spice things up. You can even set up your Favorite Post Times for Rignite to use when scheduling posts.

Scheduling your Posts ▼

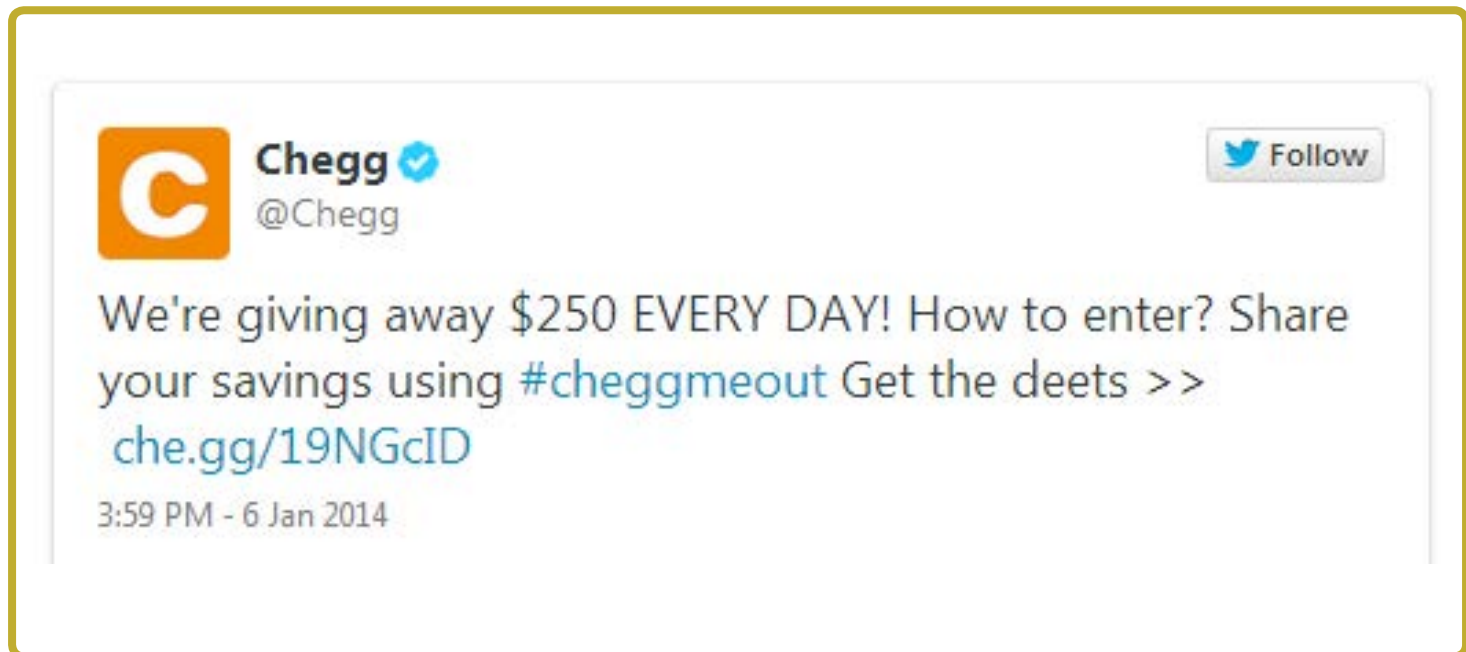


Try this type of Campaign in Rignite

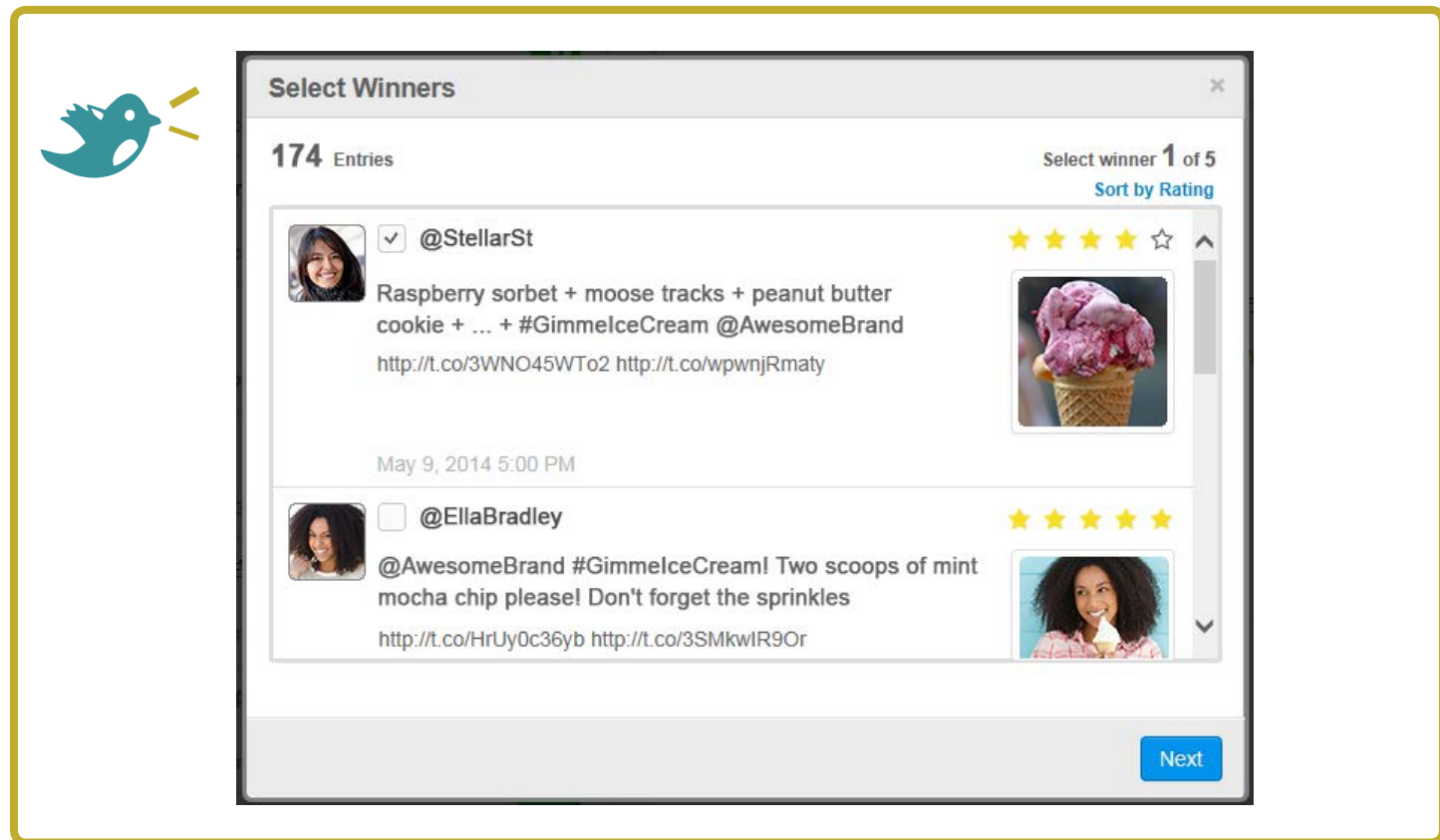
⑥ Keep Them Happy - Spread the word

Don't ignore your customers after they've purchased. They can be advocates for your brand, or customer service issues waiting to explode.

Here's a great example of a customer referral program on social.

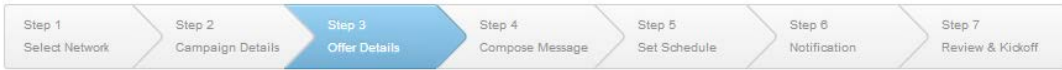
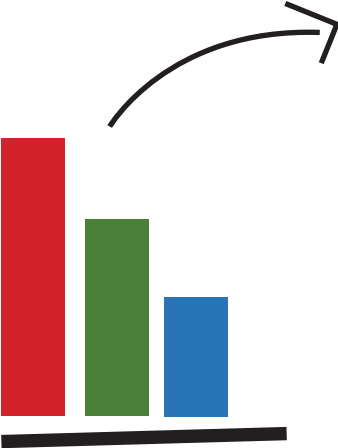


It's actually a **hashtag photo contest** which requires a tweet with the #cheggmeout hashtag and a photo of your books or savings. When run in Rignite, this type of campaign would prompt you to 'Pick a Winner' at the end of the campaign and present you with all the entries including photo's for you to select one or more winner.



Try this type of Campaign in Rignite

If you use Google Analytics, be sure to track your posts for all social campaigns where you include a link (URL). Rignite makes this easy by **automatically inserting your Campaign Name, social network source, and even a unique Post ID to ALL your campaign posts** so you can easily track them in Rignite and Google Analytics.



Do you want to include a link to a web page in your campaign posts?
Rignite will automatically shorten the URL and use it to track campaign activity.

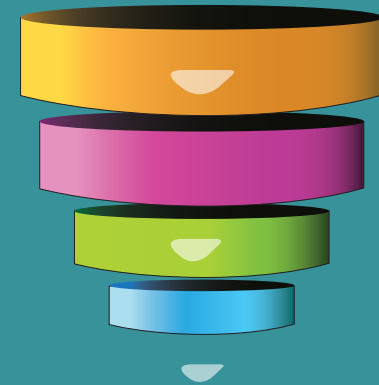
Include a URL for an existing web page or site

Enable Google Analytics URL Tracking. [Learn More](#)

We'll add these utm parameters to this campaign link. We set up recommended defaults for you.

Campaign Source *	<input type="text" value="[[SOCIAL_NETWORK]]"/>
Campaign Medium *	<input type="text" value="social"/>
Campaign Term	<input type="text"/>
Campaign Content	<input type="text" value="[[POST_ID]]"/>
Campaign Name *	<input type="text" value="Vacation Photo Contest"/>

These are just 5 (plus one bonus!) examples of the best social media campaigns to move people through your sales funnel. Every company's sales funnel stages will be different, so use your creative juices to come up with social campaign ideas which are right for your business. And don't forget to use Rignite to make your life a whole lot easier and your results more effective.





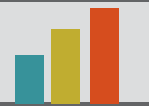
HOW RIGNITE HELPS

Rignite is a software solution that makes it easy to run social media campaigns and track the results.

WITH RIGNITE YOU CAN

- RUN GOAL-ORIENTED SOCIAL MEDIA CAMPAIGNS
- SET THRESHOLDS AND REQUIREMENTS FOR ENTRY
- EASILY SCHEDULE A SERIES OF POSTS TO PROMOTE YOUR SOCIAL MEDIA CAMPAIGNS WITH REPETITION AND INCREASING URGENCY
- GET CAMPAIGN LEVEL REPORTS SHOWING OVERALL PERFORMANCE OF YOUR CAMPAIGN AND DISCOVER WHICH POSTS WERE MOST EFFECTIVE

NOW YOU CAN TURN SOCIAL ACTIVITY INTO
REAL MEASURABLE BUSINESS.



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for a free trial!**

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