



FOR IMMEDIATE RELEASE:

## 3 Ways Contests Can Increase Sales in a Down Economy

NIAGARA FALLS, NY – Carolyn Wilman, the Contest Queen, has teamed up with Strutta, the Contest Machine to bring easy-to-launch contests to small and medium-sized businesses. In the past, running an online promotion could cost companies tens of thousands, or even hundreds of thousands of dollars. Now a company can run a complete promotion for under five thousand.

Ms. Wilman stated, “In today’s economy, companies are looking for new marketing tactics. What is wonderful about running a User Generated Content (UGC) contest is it adds fun and excitement around a product or service. Right now, people need more fun in their lives.”

Three ways UGC contests can increase sales are:

1. They get people **thinking about a product or service**, so next time they need to purchase, the sponsor will be top-of-mind.
2. They **increase dialogue** between a company and its prospects and customers. This is important because someone may not need the product or service today, but they may need it tomorrow. If a useful (to the consumer) dialogue is built, again, the sponsor will be top-of-mind.
3. They **viral market** out further than a company’s current marketing reach, especially if a voting component is added to the contest. Entrants will use social media to get people to vote for them by posting their link on sites such as: Facebook, Twitter and MySpace. More people are exposed to the company’s marketing message.

To show companies how easy it is, Ms. Wilman has begun running her own monthly UGC-based contests including; February’s *What is Your Winter Wonderland?* (<http://contestqueen.strutta.com/>), March’s *Do You Have a Lucky Charm?* (<http://luckycharm.strutta.com/>), and April’s *25-Words-or-Less* (<http://www.25wordSORless.strutta.com/>).

### About Strutta:

Created by a group of startup veterans in Vancouver, BC Canada, Strutta is a platform for creating online competitions, contests and award shows. From the DIY wizard that enables publishers, agencies and small businesses to create user generated and product testing contests to the extensible API that allows social networks and agencies to build customized solutions, the Strutta platform provides all the tools and support you need to cost-effectively develop, manage and monetize online promotions. Built on Drupal, Strutta supports all media formats including video, photo, audio and text, and offers multiple voting options, custom CSS, Cname, social networking capabilities, and full hosting. Try Strutta out for free today at [www.strutta.com](http://www.strutta.com).

### About the Contest Queen:

Carolyn Wilman has worked in sales and marketing for over two decades. She is founder of Imagination Edge Inc., a promotional consulting business, and a co-founder of the Canadian Contestors Association. Her efforts as a sweepstakes and marketing expert landed her on the cover of Marketing Magazine in 2006 and was named by MORE Magazine as one of Canada’s Top 40 Women over 40 in 2007.

As the official Contest Queen, Carolyn is the author of *You Can’t Win If You Don’t Enter* ([www.contestqueen.com](http://www.contestqueen.com)). She also produces The Winning EDGE; a free bi-weekly e-newsletter, hosts a bi-weekly Internet radio show; With The Contest Queen ([www.blogtalkradio.com/contestqueen](http://www.blogtalkradio.com/contestqueen)), and a blog; From The Contest Queen ([www.fromthe.contestqueen.com](http://www.fromthe.contestqueen.com)).

### Imagination Edge Inc.

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# Contest Queen

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