

3 SLIDE WEBINAR

"Local Contests"



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THE GOAL:

IMO – *The only goal of a contest is to get people to engage with the radio station – it's not about the prize or the winner.*



OPTIONS:

1. The Phones – caller 10. The 60% problem
2. Facebook – again – ENGAGEMENT.
3. Combo it up.
 - Listen Longer.
 - Engagement.
 - FUN to hear, and play along with.

FAVS....



PRIZE BEHIND A DOOR



LIKE, COMMENT, SHARE

MAKE IT EASY. NO WRONG ANSWER

3

**GUESS THE
NUMBER ON
THE BACK!**