

Referral + Giveaway Funnel Strategy

Context:

- I called an interior designer. I thought they needed help getting more customers, because their site, SEO, etc... is shit.
 - Turned out they were getting 30 - 60 customers a month.
 - Mostly from referrals from real estate agencies / agents.
 - Wants 2 customers a day - Essentially what they're currently getting
 - They said they want to grow their Instagram visibility.
 - They've tried boosted posts and FB ads.
 - They have 500 followers, only about 4 - 20 likes per post.
 - They are getting a new designer on the team sometime in mid September.
 - Means more capacity, so I might be able to convince them to let me help with getting more customers later on.
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Objective:

- Increase Instagram followers.
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Funnel chosen & why:

Funnel:

- Referral + Giveaway → Email Funnel
- Scroll Instagram →
See giveaway post →
Enter giveaway
Follow and like to enter →
Email sign up →
Tag their friends for more entries →
Friends repeat same process →
Winner announced →
Losers get a consolation prize via. email →
Do email marketing later on

Why:

- They said giveaways have shown good results for them in the past.
- Giveaways usually get lots of attention because people like free shit.

- We're taking advantage of word-of-mouth marketing. 1 person tags 5 people, those 5 people tag 5 people each, then they all tag 5 people, etc... So it gets exponentially more views.
 - We can collect their email for email marketing later on.
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Target Audience:

- **Age:** 30-65
 - **Gender:** Men and Women
 - **Location:** Bergen, Norway
 - **Where are they now:**
 - Preparing their home for sale, wants it to look good for their ad, and the showing
 - Men & women
 - They are home & interior enthusiasts.
 - Middle aged women with high paying careers
 - Middle aged married women with well off husbands
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Giveaway Details:

- **Prize:** Free interior design worth 10,000 - 20,000 NOK.
 - **Reason:** To celebrate the addition of a new team member this September.
 - **Deadline:** TBD (1-2 weeks suggested).
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Entry Requirements:

1. **Follow the Instagram Account + Like the Giveaway Post:** 1 entry. (required)
 2. **Email Signup:** Enter an email address to be notified if they win (recommended for list-building, but not 100% necessary).
 3. **Tag Friends (not required):** 1 extra entry for each friend tagged.
 4. **!!MUST LIVE IN BERGEN AREA TO WIN THE PRIZE!!**
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Additional Incentives:

- **Extra Entry:** Earn 1 extra entry for each additional friend tagged.
 - **Consolation Prize:** Offer a discount or free consultation to non-winners, such as 10% off.
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Pre-Promotion:

- **Increase Posting Frequency:** Start posting 2 - 5 times a week with portfolio and inspiration photos to increase Instagram algorithm visibility before launching the giveaway.

Promotion:

We want to amplify the need/desire, so if they lose, they will still be interested in buying, and so that the consolation discount will be enough to get them over the edge.

And we want to educate them on our service, show why it's better than others.

Content Ideas:

1. Room Transformation Before-and-After Series
2. Design Style Quiz
3. Client Testimonials and Success Stories
4. Live Q&A on Interior Design Tips
5. Spotlight on Trending Design Elements
6. "5 Common Interior Design Mistakes and How to Avoid Them"
7. "How to Maximize Small Spaces: A Designer's Guide"
8. "The Power of Color: How to Choose the Right Palette for Your Home"
9. "What Sets Our Design Services Apart?"
10. "Behind the Scenes: Our Design Process from Start to Finish"
11. "Why Quality Matters: The Long-Term Benefits of Professional Design"
12. "How Great Design Enhances Your Everyday Life"
13. "The ROI of Interior Design: Why It's More Than Just Decor"
14. "Client Transformation Stories: More Than Just a Beautiful Space"

Content Strategy:

- **Instagram Posts & Stories:** Promote the giveaway daily with content. Can mention the amount of participants/entries, & days left on each post.
- **Network Outreach:** Ask real estate agents/agencies in our network to help promote the giveaway by sharing it with their followers. (the same we're getting referrals from now.)
 - Also, if photos used are from any of the projects we did with them, tag them.
- **Interior Photography Page:** Cross-promote the giveaway on your interior photography Instagram page. (they have a side business doing interior photography for real estate agencies.)
 - If they took the photo in the post, tag them.

Post-Promotion:

- **Announce the Winner:** Publicly announce the winner on Instagram.
 - **Contact the Winner:** Notify the winner via email or IG DM.
 - **Consolation Prize:** Offer non-winners a discount via email (e.g., 10% off), which is valid for 7 days (or we could have a system, where it's up to be claimed for 7 days. After it's claimed, it's valid for a year. As 7 days is a low time to make a decision like "Do i want to revamp my entire house?")
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Tracking & Winner Selection:

- **Tracking:** Use a spreadsheet to track participants, recording each commenter's entries based on the number of friends they tag.
 - **Number Assignment:** Assign a number range to each participant based on their entries (e.g., if "Becky" tags 4 friends, she gets numbers 1-5).
 - **Winner Selection:** Use a random number generator to select a winner based on the total number of entries.
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Next Steps:

1. **Increase Posting Frequency:** Start posting portfolio/inspiration photos twice a week.
2. **Design Posts and Stories:** Create visually appealing content for the giveaway.
3. **Set Up Tracking:** Prepare a spreadsheet to track entries.
4. **Coordinate with Partners:** Reach out to real estate agents/agencies and the photography page to confirm promotional support.
5. **Launch the Giveaway:** Execute the plan with all elements in place.

Questions:

Do you think it's a good idea to require an email sign up for participation?

We build up an email list, BUT, there is more friction to participate, which likely leads to lower participation numbers.

So as the goal for now is purely Instagram followers, I think no email would be best

But looking long term, if this becomes a good client, it will be nice to have an email list to work with.

So I'm confused on what to choose.