



# Radio Web Network

*Leading the Industry in Customer Revenue Enhancement*



## RWN Contests

### Radio Station Need

I want to run a contest on my website where customers can sign up to win a prize. However, I do not want to have to mess around with building an entry form or tracking entries by collecting email messages.

### RWN Solution

RWN Contests allows you to quickly set up a promotion that is easy for you to manage, easy for your customer to enter and easy for you to connect to an advertiser or promoter.

### RWN Contests Product Description

RWN Contests provides a complete promotion management system in one easy-to-use tool. It handles the formatted display of the contest, entry instructions and rules. It manages the entries for you, collecting the necessary data and providing mandatory age and residency checking automatically. In addition, it provides for winner selection, entrant follow up and advertiser/promoter reporting when the contest is complete.

Creating a contest is as simple as filling out an online form. A small graphic can be included to provide a more visual presentation. Scheduling fields allow you to specify both the start and/or end date and time, so launching and/or closing the contest is automatic and requires no manual intervention. Restriction fields allow you to limit the total number of entries and/or the number of entries from an individual if needed. You can even require a secret word or phrase to enter the contest – a convenient way to link contest entry to some other form of promotion, like listening to an on air spot, browsing of a website or visiting an advertiser's place of business.

For more complex contests, additional types of questions can be added and the selections recorded for later use. Choose one, Choose Many and Text response questions are all available.

Customers that choose to enter the contest are prompted for a minimal amount of required information. This information ensures that any residency or age requirements are met before entry into the contest is allowed. This information is stored for future contests, so that the customer only has to provide it once. They may also provide additional, optional demographic information that is stored in their profile.

Upon completion of the contest, you can access the entrant report to view the list of entrants and their contact information. The winner selection tool allows you to randomly choose any number of winners for the contest.

Users of our RWN eMail Director tool have an additional benefit: RWN Contests can quickly export the entrant list directly into RWN Email Director. This makes it easy to follow up with all customers that entered the contest. One very successful use of these two tools is to send all entrants a discount coupon for the advertiser's business or the restaurant.

### Typical Uses of RWN Contests

- Concert or Movie ticket giveaways.
- "Survivor" style, vote for/against competitions.
- Discount giveaways to all entrants.
- Charitable events.