The Growth Series

Viralsweep has partnered with JewelScent to help them hit their 2014 revenue and marketing goals utilizing giveaways.

Building a product is easy.

Getting people to use your product is the hard part.

And getting people to consistently pay you for your product is even harder. Companies will often boast about how great their product is, what features it has, and how much better it is than the competitors.

Truth is... no one cares.

Good marketing isn't telling someone about your great product.

Good marketing is showing how your product helps your customers accomplish great things.

Educating Customers

Marketing Via Education

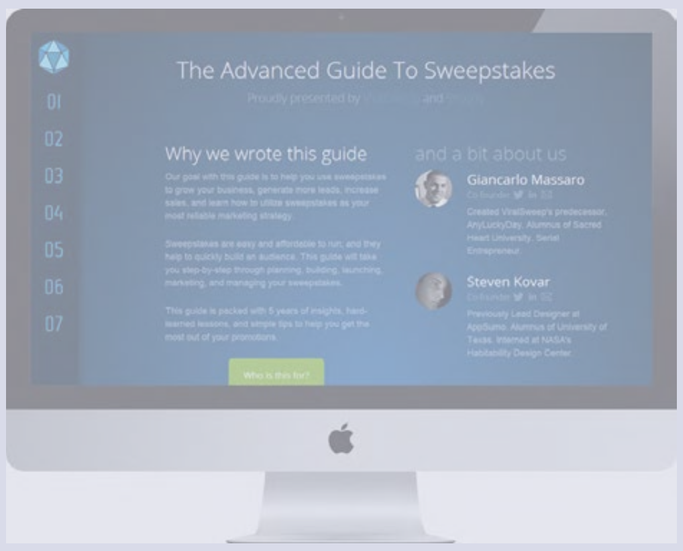
My co-founder Steven and I have tried dozens of different marketing tactics and growth strategies since we officially launched 12 months ago. Some tactics have worked and some have failed, but we've learned that nothing works better for us than highly-polished content.

I'm not talking about writing 1 or 2 blog posts every week on our blog either; I'm talking extremely high-quality, educational content that takes weeks—sometimes months—to produce, like our Advanced Guide To Sweepstakes.

Our guide took us 3 months to compose and publish, but it has been the best marketing tool for growing our business. To give an idea—with the very first iteration—67% of people who read the guide and clicked through to Viralsweep signed up, and 23% of those people eventually upgraded to a paid plan. In comparison, our blog has 26 posts, yet only 9% of people who read it click through to Viralsweep and sign up, and only 8% of them eventually upgrade to a paid plan.

That's 187.5% better.

> 67% of people who read the guide and clicked through to Viralsweep signed up, and 23% of those people eventually upgraded to a paid plan.



Putting our money where our mouth is.

While setting our marketing goals for 2014, Steven and I decided to produce more polished content. We believe that sharing our expertise with customers and helping their businesses grow is much more impactful than touting our features.

The guide has been so effective for us because it's a free educational tool that teaches businesses how to properly handle the entire process of running a giveaway: how to build, launch, promote, and make sales from your promotions. Once readers understand the content in the guide, it's easy to join Viralsweep and get started immediately.

> Sharing our expertise with customers and helping their businesses grow is much more impactful than touting our features.

Start The Series

A special thanks to JEWELSCENT for contributing to this project.

A jewel hidden in every scent →

Ready to start running sweepstakes? Try VIRALSWEEP.

Run a sweepstakes →

The Growth Series

Viralsweep has partnered with **JewelScent** to help them hit their 2014 revenue and marketing goals: utilizing giveaways.

The Journey of JewelScent

January 28, 2014

We've been in the sweepstakes space for **over 5 years** and have helped thousands of brands run successful promotions. We get two questions all the time (several times a day):

1. Do sweepstakes and giveaways work?

2. How do we use giveaways to grow our business?

Rather than write a blog post answering these questions, **we thought we'd show you**. We reached out to some of our favorite customers, inviting them to get hands-on and show exactly what goes into building promotions that spark real growth for businesses.

This post will escalate into a bi-weekly blog series where we'll be using Viralsweep to help grow key metrics of JewelScent's business: sales, revenue, customers, traffic, social media followers, etc.

You'll get a behind the scenes look at everything we do, so you can see exactly how we use giveaways to grow this business.

Meet JewelScent

We're privileged to be partnered with a great young brand named JewelScent.

JewelScent sells candles, soaps, and aromatherapy beads with a hidden jewelry piece valued from $10 to $250. Their unique products are made in Hawaii, their product market is young adults, and absolutely fascinating (subjectively).

JewelScent signed up for Viralsweep a few months ago and upgraded to one of our paid plans right as Steven and I were planning out what to do in 2014. We took a deeper look at their business and learned the story behind JewelScent and felt that they would be a perfect candidate for a customer-focused blog series.

JewelScent's Story

JewelScent's Origins

Cathie Lee was growing frustrated with buying candles that didn't smell great or last long and started looking into making her own. After stumbling across a quirky candle product on the market that surprises the customer by including a ring inside, she decided to make her own version with the help of her husband—who has over 10 years of experience in the jewelry manufacturing business.

She knew that the candle was a great idea, but Cathie didn't want to limit herself to just the candle market. Thinking creatively, she developed lines of aroma beads and soaps that also had surprise jewelry embedded within. To turn her vision into a reality, Cathie partnered with a local manufacturer.

A lesson in patience struck quickly as handling the logistics of procuring high-quality materials and manufacturing together had proven difficult.

On July 23, 2013, JewelScent launched their site. On their first day they brought in a whopping two sales, netting them $50 in revenue.

They knew this was going to be tough...

Through a lot of trial and error with marketing, **iterating their products**, and gathering **customer feedback**, JewelScent was able to build momentum and are currently seeing massive growth.

Their customers love the quality of their scented products and the fact that they can actually choose the size of the ring hidden inside.

This attention to detail has paid off: in the last quarter of 2013, JewelScent crossed the 7-figure mark in sales.

JewelScent's 2014 Goals

JewelScent's Q1 2014 Goals

Each post will show progress from the last update.

Revenue	$2 million	20%
Email Subscribers	100,000	58%
Facebook Likes	300,000	33%
Pinterest Followers	10,000	1%
Instagram Followers	10,000	1%

What To Expect

Every two weeks we'll publish a new report detailing the logistics behind each promotion we launch with JewelScent and how they perform. We'll **break down each giveaway** to analyze the underlying strategies, design, promotion, and performance (how much closer it brought JewelScent to reaching their goals).

We'll even dive into more **advanced topics** like tracking revenue generated from each giveaway, the tactics used to convert giveaway entrants into JewelScent customers, and much more.

The series will run for roughly **90 days**, but our goal is to continue learning alongside JewelScent and publish reports for as long as we can—so long as were able to consistently share educational and interesting information.

You should join us on this journey by signing up for the newsletter below. You'll receive an email when a new post is published in the series so you can follow along.

Growth Series Update

JewelScent's first giveaway made $18,776.49

We break down every part of JewelScent's first giveaway in the Growth Series: all the analytics, all the costs, and all the revenue! Plus a few lessons learned and a bit of insight into where JewelScent is going next!

Next Post

About The Authors

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Viralsweep Co-Founder. University of Texas alumnus. Previously: AppSumo, NASA.

Got any questions or comments for us or JewelScent?

7 Comments Login

Join the discussion...

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3 Share Best Newest Oldest

Michael Sheean 12 years ago

Nice idea guys, and so is the candle thing. Looking forward to seeing how the campaigns turn out.

2 0 Reply Share

Steven Kovar 12 years ago · Michael Sheean

Our next post is coming soon! Excited to write it!

0 0 Reply Share

Eldor Kocsis 9 years ago

Hi, How relevant and what has been changed since 8 years from now? Thanks.

0 0 Reply Share

This comment was deleted.

Giancarlo Massaro 12 years ago · Guest

That is correct, JewelScent has had absolutely phenomenal growth for such a new company. Having an extremely dedicated and engaged audience, as well as a unique product has helped them achieve some amazing growth in such a short period of time. Above all, they are excited to test new opportunities, such as the Growth Series we approached them with. We have larger things to come in the series which will hopefully inspire and educate our readers :)

0 0 Reply Share

Andrew Youderian 12 years ago

Very cool, Giancarlo - excited to follow this!

0 0 Reply Share

Giancarlo Massaro 12 years ago · Andrew Youderian

Thanks Andrew!

1 0 Reply Share

Deniz Oyekan 12 years ago · edited

great partnering with viralsweep on our giveaways. Excited to continue to grow the relationship.

0 0 Reply Share

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A jewel hidden in every scent →

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Run a sweepstakes →

The Growth Series
A Growth Company Case Study
JewelScent, Inc. 2014

Establishing a Baseline for JewelScent

Wow, just wow.

We couldn't wait to write this post after hearing the results of JewelScent's first giveaway in Fall Growth Series!

Let's go over it.

The Giveaway

JewelScent's first giveaway ran from October 1 - 31, 2013 and was hosted on Gleam.io by Thomas Thompson.

The goal of the Gleam.io giveaway was to increase JewelScent's Facebook Fans, Twitter Followers, Pinterest Pins, Instagram Photos, and Email Subscribers.

The entrants could earn the extra entry if they shared the giveaway on Facebook, Twitter, Pinterest, Instagram, or Email.

The giveaway was promoted by JewelScent on their social media channels and via Thomas' blog.

The Value Proposition

The value proposition is one of the most important pieces of a giveaway.

Thousands fall for all the crazy contests. Thousands don't. Why? Because the value proposition isn't compelling enough to convince the consumer to spend time and effort on the giveaway when there are other ways for them to spend their time.

JewelScent's value proposition is a product that is a unique combination of scents, which is a very personal product. Women love to find a product that suits them and stick with it.

The value proposition is compelling because the product is unique and the giveaway is a great way for the consumer to test the product to see if it is the right one for them.

The Design

The Giveaway's Design

Finding the R/F Q1 Grid

by Jewel Scent

Over 50 p.m. in Chicago and a chance arrival of a short-lived, abandoned, never-otherwise-published-here Q1 Grid. Yes, it's a Q1 Grid. Yes, it's a Q1 Grid. Yes, it's a Q1 Grid.

Jump to Q1 Grid ↓

The Giveaway

Hundreds of new customers. Dozens of new reviews. Tens of new testimonials. Ten? Ten good. We contacted the ten customers who had written us the most enthusiastic reviews, and asked them if they would be willing to write a review on Amazon. Nine said yes. Nine received a free product. Nine wrote a review.

Nine of the reviews were posted on Amazon. Nine of the reviews were posted on the Amazon Vine program. Nine of the reviews were posted on Amazon Vine. Nine of the reviews were posted on Amazon Vine. Nine of the reviews were posted on Amazon Vine