



How to motivate to upload photos?

“Create incentive promotions.” Period!

Advertising campaigns

(promoted on website, social media, print, radio and DOOH, other)

- Much brand content is already valuable to use as a valid value exchange but when directed to obtain a photo upload, the brand obtains the other SelfieSpott® benefits
- Product promotions are obvious
 - General in scope (ie promoting the NIKE brand)
 - Creating marketing groups (NIKE promoting running shoes)
- Tie into national themes, seasonal, sporting leagues, tours
- Vacations, pets, projects
- Brand loyalty (uploading just to get the logo ie Harley etc.)
- Causes
- Sweepstakes/Coupons... Having the opportunity to win something by posting a selfie
- Famous people or influencers put on the photo overlay
- Add event element below

Events based

(photos can be displayed onsite adding entertainment and engagement)

- Product promotions and contests/sweeps work for events too
- Tie into national and Local events (sporting, rodeo, festivals, concerts, running events)
- Create selfie stations, themed vignettes, use props, 3D backdrops
- Add other event activities to the display wall using SelfieShare™ software

Contact us about your next campaign or event!