

Facebook Lead Ads

– Case Study: Prairie Wind Casino –

Overview

With the goal of gathering emails for Prairie Wind Casino's monthly eblasts, we set up a Facebook Leads campaign that promoted the casino's Summer Fun Giveaway. Those served the ad could enter their information for a chance to win \$500 in free play, a hotel stay, and a restaurant voucher.

RESULTS:

- 14,508 People Reached
- 581 New Leads
- V76% Lower Cost Per Lead Compared to Similar Campaigns

Prairie Wind Casino & Hotel Sponsored · 🌐

🎉 Win \$500 Free Play! 🎉

Get ready for summer fun with our giveaway!
Winner will be announced on June 15, 2022.

Enter to Win:

- 🎉 \$500 Free Play
- 🍷 \$50 Certificate to the Stronghold Restaurant
- 🏠 One Night Hotel Stay

Give Away

FORM ON FACEBOOK
Win \$500 Free Play

Sign up

Next →

Submit

Privacy policy

By clicking Submit, you agree to send your info to Prairie Wind Casino & Hotel who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [View Facebook Data Policy](#), [Prairie Wind Casino & Hotel Privacy Policy](#).

125 Main St, Rapid City | 605.716.5666 | MidwestMarketingLLC.com

 [midwest-marketing-llc](http://midwest-marketing-llc.com)

 [midwestmarketingllc](http://midwestmarketingllc.com)

 [MidwestMarketingLLC](http://MidwestMarketingLLC.com)

 midwestmarketingllc.com/blog/

 [MidwestMarketingSD](http://MidwestMarketingSD.com)

 midwestmarketingllc.com/home/podcast/

LET'S WORK TOGETHER

Dawn Claymore

President/CEO

dawn@mwmsd.com

605.716.5666



Facebook Lead Ads

– Case Study: Rapid City Rush –

Overview

The Rush enlisted us in growing their email list, and we decided a Facebook Leads campaign would do the job! By promoting a highly coveted prize package that included a signed jersey, a night in the Rush Suite, and a meet and greet with the Rush's coach, we were able to gain quality leads that we could then use to promote ticket packages and maintain top-of-mind awareness.

RESULTS:

- 18,348 People Reached
- 1,354 New Leads
- 93% Lower Cost Per Lead Compared to Similar Campaigns
- 110% Higher CTR Compared to Similar Campaigns

Rapid City Rush Sponsored

Enter to Win an exclusive Rush prize package that includes:

- 2020-21 jersey signed by the team
- One night in the Rush Suite during the 2021-22 season for up to 14
- Meet and greet with Coach Burt

Winner will be announced October 12!

GIVE AWAY!

RUSH OPENING WEEKEND IS OCTOBER 22ND & 23RD

FORM ON FACEBOOK
Win a Rush Prize Package!
Opening Weekend Oct. 22 & 23

Sign up

Rapid City Rush

Enter to Win!

- 2020-21 jersey signed by the Rush
- A night in the Rush Suite during the 2021-22 season for up to 14
- An exclusive meet and greet with Coach Burt

Next →

Rapid City Rush

Thanks, you're all set!

Visit our website and get your Rush 2021-22 tickets today!

👤 You successfully submitted your responses.

View Website

125 Main St, Rapid City | 605.716.5666 | MidwestMarketingLLC.com

midwest-marketing-llc

midwestmarketingllc

MidwestMarketingLLC

midwestmarketingllc.com/blog/

MidwestMarketingSD

midwestmarketingllc.com/home/podcast/

LET'S WORK TOGETHER

Dawn Claymore

President/CEO

dawn@mwmsd.com

605.716.5666



Facebook Lead Ads

– Case Study: Midwest Marketing –

Overview

Everyone needs a little self-promotion! We wanted to beef up our email list, so we decided to hold a giveaway for two Big & Rich concert tickets.

RESULTS:

- 4,857 People Reached
- 188 New Leads
- 90% Lower Cost Per Lead Compared to Similar Campaigns

Midwest Marketing Sponsored · 🌐

👉 Enter to win 2 tickets to see Big & Rich at Deadwood Live on Thursday, August 4! Winner will be announced August 2nd.

WIN 2 FREE TICKETS TO SEE
BIG & RICH
IN DEADWOOD

FORM ON FACEBOOK
Big & Rich Ticket Giveaway **Sign up**

Contact information ⓘ

Your information will be used to enter you in the Big & Rich ticket giveaway and to keep you updated on the latest and greatest in the world of marketing!

Email
Enter your answer.

Full name
Enter your answer.

Phone number
Enter your answer.

Next

Midwest Marketing
Thanks, you're all set.
Winner will be announced August 2nd!
You successfully submitted your responses.

View website

125 Main St, Rapid City | 605.716.5666 | MidwestMarketingLLC.com

 [midwest-marketing-llc](http://midwest-marketing-llc.com)

 [midwestmarketingllc](http://midwestmarketingllc.com)

 [MidwestMarketingLLC](http://MidwestMarketingLLC.com)

 midwestmarketingllc.com/blog/

 [MidwestMarketingSD](http://MidwestMarketingSD.com)

 midwestmarketingllc.com/home/podcast/

LET'S WORK TOGETHER

Dawn Claymore

President/CEO

dawn@mwmsd.com

605.716.5666



Facebook Lead Ads

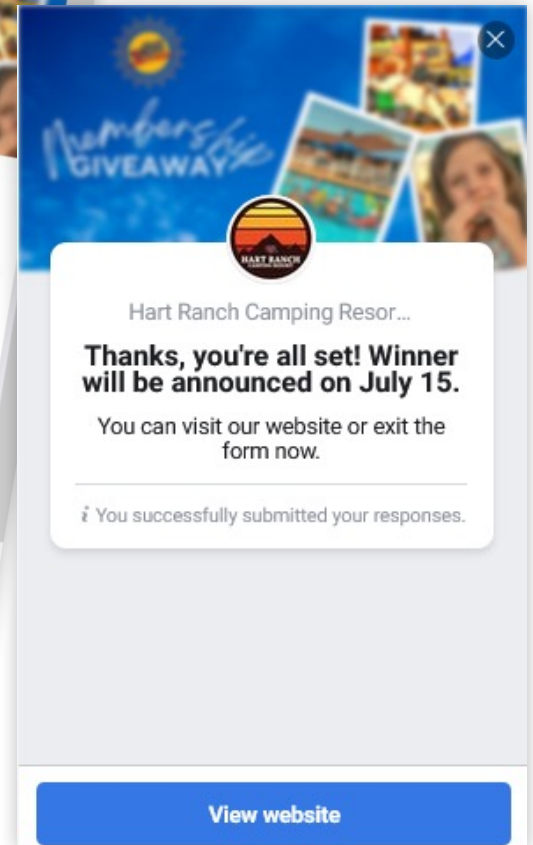
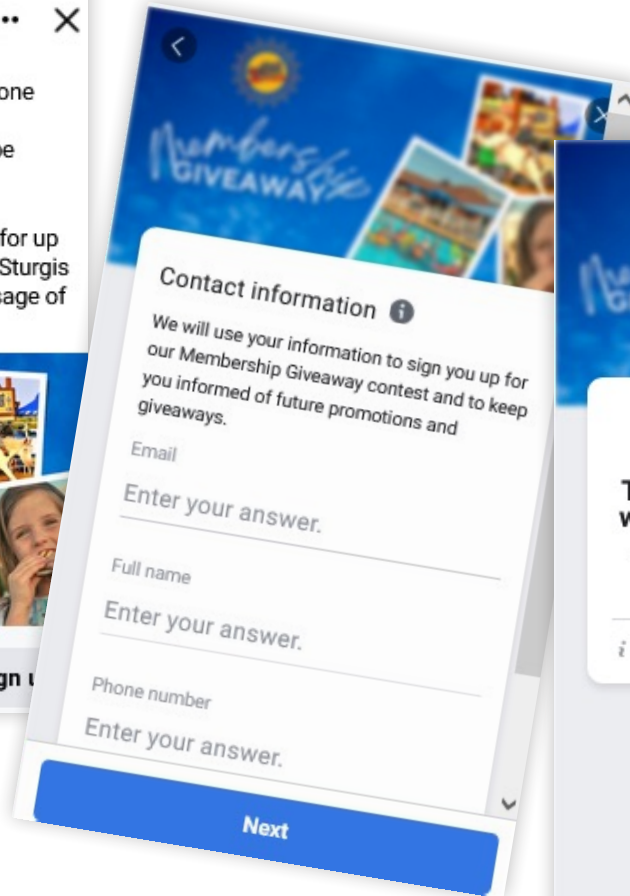
– Case Study: Hart Ranch –

Overview

Using a free Hart Ranch Camping Resort Club membership as the grand prize, we ran a giveaway using a Facebook Leads campaign to gather entry information. By submitting their information, participants agreed to emails about future promotions and giveaways, giving Hart Ranch valuable leads to use for their email marketing list.

RESULTS:

- 15,820 People Reached
- 305 New Leads
- 70% Lower Cost Per Lead Compared to Similar Campaigns



125 Main St, Rapid City | 605.716.5666 | MidwestMarketingLLC.com

 [midwest-marketing-llc](http://midwest-marketing-llc.com)

 [midwestmarketingllc](http://midwestmarketingllc.com)

 [MidwestMarketingLLC](http://MidwestMarketingLLC.com)

 midwestmarketingllc.com/blog/

 [MidwestMarketingSD](http://MidwestMarketingSD.com)

 midwestmarketingllc.com/home/podcast/

LET'S WORK TOGETHER

Dawn Claymore

President/CEO

dawn@mwmsd.com

605.716.5666

