LIQUID BARCODES

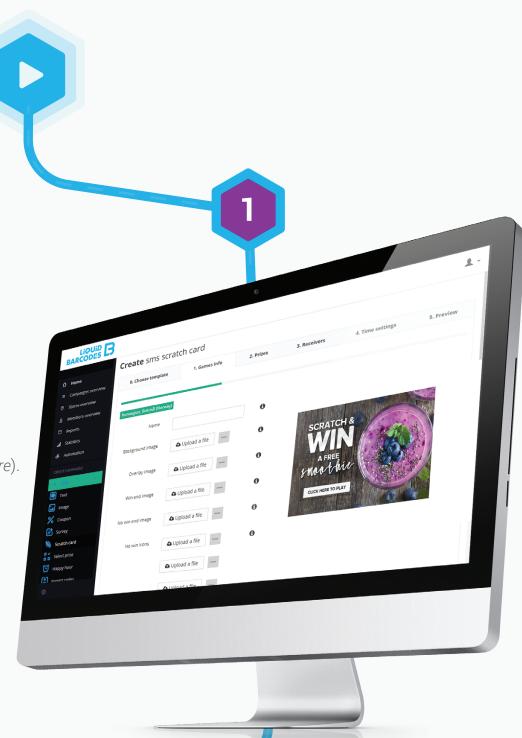## FACEBOOK ACTIVATION WITH PROBABILITY GAME AND COUPON REWARD

Activate facebook followers with a landing page where **customers order game on SMS.** Customers win coupons and **come to store.**

1

CREATE GRAPHICS AND SET UP CAMPAIGN

-> Choose the game you want to create, eg. Scratch card, Pop Balloons, Slot machine or Wheel of fortune (*click to read more*).
-> Graphic requirements can be found here:
   kb.liquidbarcodes.com/campaign-operations
-> For the landing page, we recommend a square image with game and prize information
-> Log into Liquid Barcodes dashboard and choose
-> SMS > The game you have selected
-> Fill in the required input
-> In step 'Prizes', you list all prizes customers can win
-> In step 'Receivers', select 'Generate landing page'
-> You can limit the number of games per phone number
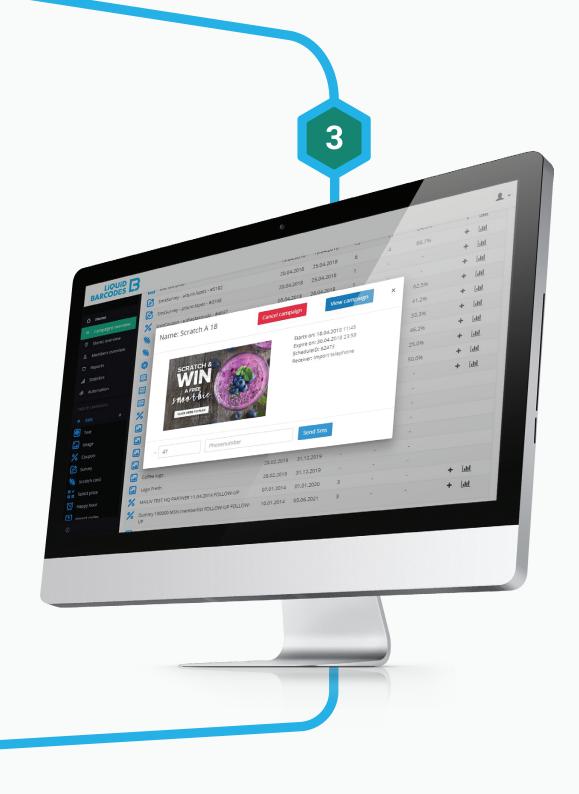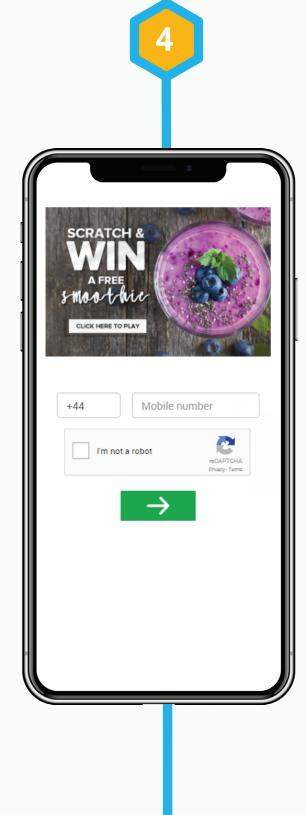   More details on kb.liquidbarcodes.com/how-to-videos

2

CREATE PRIZES

-> The campaign you have created appears on the front page in dashboard in the SMS-pane
-> On the campaign line, click the + sign to view the associated content menu
-> For each Prize, press 'Add action'
-> For coupon prizes, select '% Coupon' concept.
-> Fill in the required input.

3

COPY LINK INTO YOUR FACEBOOK POST

-> Navigate back to the SMS-pane on the dashboard front page
-> Click the game campaign name
-> In the pop up that appears, you can copy the link, embed link or scannable barcode image to the landning page

4

CUSTOMERS CLICK THE LINK, ORDER COUPON AND COME TO STORE

-> Paste the landing page link into your facebook post
-> Customers click the link and type their phone number on the landing page
-> Liquid Barcodes send the customers an SMS with link to their game
-> Customers that play and win receive a coupon and can bring the coupon to store
-> Example links:
   liquidbarcodes.com/concepts/landing-pages