

# PARAMOUNT AWARD-WINNING YEAR

## LET US HELP YOU WIN THIS YEAR!

Get the most out of your sweepstakes promotion with these digital asset best practices.

We've provided you with banner ads, social posts, email templates and videos to help you promote your selected sweepstakes to your customers. Take a look at these best practices for using digital assets, and watch your promotion take off!

### WEB BANNERS:

- Post banner ads on pages with the most closely related web content you have. For example, placing them on a page describing network content is a better choice than placement on legal disclaimer pages.
- Place banner ads as close to the top of the page as possible.
- Banner ads on high-traffic web pages encourage higher click-through volume.

### SOCIAL MEDIA POSTS:

- Time your Facebook and Twitter posts to coincide with the appropriate stage of the sweepstakes—make sure to use the intro posts at the beginning, and the “last chance” post just before the sweeps closes.
- Don't post the same image repeatedly. Use all four sets of the provided graphics and posts. Variation keeps your audience engaged and prevents burnout.
- The best times to tweet to your customers are noon-3 p.m. and 5-6 p.m. during the workweek, but experiment with weekend tweets to reach more customers.
- The best time to post on Facebook is 1-4 p.m. on Thursdays and Fridays and noon-1 p.m. on the weekends.
- Be sure to look at your Facebook and Twitter analytics pages to find out when your audience is online, and post accordingly.

### EBLAST:

- If possible, send emails on the weekends as those tend to have higher open and click-through rates compared to weekdays.
- Workweek emails are opened most frequently on Tuesdays, but Wednesday and Thursday come in close second.
- Emails sent mid-morning around 10 or 11 a.m. boast the highest open rates, but you can experiment with send times and adjust your schedule accordingly.