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Broad Street Interactive Launches “Self-Serve” Contest Product

AUSTIN, TX — Digital media agency Broad Street Interactive has announced a new product that will allow its clients to build a contest campaign as a self-serve product. Clients will be able to easily build out a contest for their audience, populate the imagery in a customizable html form, use standard contest rules or customize their own rules in just a few easy steps. Broad Street Interactive will host the campaign as well as prepare a custom display campaign to drive entries to the contest.

Marketers are increasingly using web-based sweepstakes and contests in their integrated marketing campaigns, bringing a classic direct marketing tactic to consumers via the Internet. Contests are great ways to build valuable email databases, which companies can market to over and over. Few things are as valuable as the “warm lead” of a contest entrant.

Clients will be able to log in and see entrants and download email addresses or have Broad Street Interactive manage a reply email campaign with a special offer. Most importantly, this “client controlled” product allows companies running contests to view statistics, manage their own campaign, and own their content and leads from the entries.

“We’re excited about what this new technology has to offer our clients,” says CEO Charlie Ray. “They can customize just about any aspect of a contest campaign, from rules to entries to custom URLs. Contests generate excitement and build interest about a product, event, grand opening, sale, or even branding.”

By creating a product template, the MyBSI Contest product will allow businesses with budgets that were previously unable to afford custom contest creation and management the opportunity to use this feature. “Broad Street Interactive believes businesses should have the same options to advertise and promote their business regardless of their online budgets. We believe contests are great for local businesses as well as national brands,” Ray said.

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About Broad Street Interactive

Broad Street Interactive, Inc. is a full service digital advertising agency located in Austin, Texas. We manage online campaigns for a variety of traditional advertising agencies and direct clients. We specialize in providing measurable results with online campaigns.