



reward their curiosity

how to create a custom scratch off campaign that converts

table of contents

introduction	3
how it works	5
about us	6
devise your plan	7
set your goals	9
deliver your scratch offs	15
set your budget	16
track results	22
create your killer design	25
design your reveal	27
design your scratch off layer	31
size matters	37
instructions & fine print	39
ready, set, go!	40

introduction





reward the curious

Picture this...you're wandering through the convention hall (remember conventions?) from booth to booth trying to decide when you should call it a day. How many mugs, stickers, and pens can one person possibly need? It's not like you're ever going to use them all and lugging them home is another story.

But just as you're about to head for the exit, a young woman stops you and asks if you'd like to discover a new way to convert more sales for your business.

You're intrigued but also want to know how that's possible. You ask her, "What's the catch?"

She hands you a custom scratch off card and says, "Reward your curiosity." And just like that, a new realm of ideas opens.

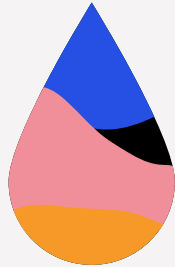
How can you reward their curiosity?

how it works



devise your master plan

- >> Set your goal
- >> Deliver your scratch offs
- >> Set your budget
- >> Track results



create your killer design

- >> Design your reveal
- >> Design your scratch layer
- >> Choose a size
- >> Add instructions



ready, set go!

- >> Start your campaign
- >> Analyze your results
- >> Make improvements
- >> Repeat



about us

Serving a range of clients from around the world, Mr Scratch Off has worked with Fortune 50 companies to start-ups.

With every connection we make, our goal is to treat each customer like they are our only customer. Our clients tell us that our service and attention to detail make us more like a strategic partner than a vendor.

We never say never and always do what it takes to meet you project needs.

for more info go to mrscratchoff.com or email us at info@mrscratchoff.com

step 1

devise your master plan



Creating a master plan is basically like creating an outline. It's the blueprint that will guide the steps of your campaign and allow you to focus on what's important, success.





set your goals

Creating a successful scratch off campaign starts by setting goals. Having goals will not only create a more cohesive campaign, it will also tell you what's working (and what's not!)

To start, choose **ONE** thing you want to accomplish with this campaign.

Let's walk through the 3 steps. Write down your own goals as we go along.

(pssst...we'll help you with the answers so you don't have to say the dog ate your homework ;)



choose a metric to improve

The key here is to know your metric. If you're looking to improve customer acquisition cost, be sure you have systems in place to measure that.

If your company is light on data, then stick with metrics you can track (like number of orders).

examples

Average order value

Sales

Repeat purchases

Complaints

Refunds

Traffic

Orders

Social shares

Customer acquisition cost



set a measurable change

This can be a bit tricky. Be realistic when setting an amount to change.

If this is your first scratch off campaign, set a conservative number so you can observe the results.

If this is a repeat campaign, use the numbers from your first campaign plus an additional amount for improvement.

examples

Percentages

Great for any metric. Percentages are relative so they'll grow with you.

Dollar amounts

Great for average order values, refunds.

Quantity

Great for social shares, orders, traffic.



pick a target demographic

Once you've decided which metric you're trying to improve, your demographic will become more clear.

But just like the metric you choose, be sure you can actually measure and track your demographic.

examples

Prospective customers

First time customers

Repeat customers

VIP customers

New hires

Existing employees

Now let's put it all together in a simple statement.

We want to << increase or decrease >>

<< metric >> by << amount >> with << demographic >>.



example goals

And you know we came with the receipts! Here's how it looks in action:

- >> We want to increase average order value by \$50 with existing customers.
- >> We want to increase sales by 20% with cold prospects.
- >> We want to increase repeat purchases by 20% with VIP customers.
- >> We want to increase employee retention by 10% with our new hires.
- >> We want to increase traffic by 15% to our event booth.
- >> We want to increase social shares by 15% with vip customers.
- >> We want to decrease complaints by 10% with existing customers.
- >> We want to decrease customer acquisition cost by \$100 with new customers.



pro tip

you can create unique goals and scratch off campaigns for each step in the customer journey.



deliver your scratch offs

There are several ways of delivering your custom scratch off cards to your customers. Once you've chosen your target demographic and goal, you can decide which method works best for you.

Here are the more common ways we've seen customers deliver scratch off cards:



direct mail

This is the most effective way to engage both new customers and previous customers.



inserts

These could be inserts in sponsored gift bags at an event or an insert with partner brands.



hand outs

This is a great way to engage existing customers or people who are already aware of your brand.



bounce backs

Similar to handouts, these are given during checkout enticing them to return to redeem.



set your budget

Not everyone is a math whiz but it's important to set a budget for your scratch off campaign. Knowing how to set your budget will ensure you maximize results.

Luckily, scratch offs are extremely cost effective.

There are 4 main components to setting up a scratch off campaign budget:

- >> Scratch off card printing
- >> Scratch off card delivery
- >> Offer redemption
- >> Design

We'll also show you how to reduce each of these down to a cost per participant to make it easier to compare that against your goal metric.



scratch off card printing

The first thing people think about is the cost of the cards themselves. Cost usually comes down to how many you order, what size, and whether you go with a full color scratch layer (more on that later).

Scratch off cards range from \$0.05 a card up to \$1.50 per card. On average, budget about \$1 per card to cover variations in size and quantity.

	smaller quantities < 2500 cards	higher quantities > 5000 cards
cost per participant	\$0.50 - \$1.50	\$0.05 - \$0.50



scratch off card delivery

The method of delivery you choose will naturally affect your budget.

cost per participant

Direct mail

$\frac{\ll \text{cost of mailing list} \gg + \ll \text{cost of postage} \gg}{\ll \text{total number of participants} \gg}$

Handouts

$\frac{\ll \text{number of locations} \gg \times \ll \text{shipping each location} \gg}{\ll \text{total number of participants} \gg}$

Cross promotional

$\frac{\ll \text{cost of sponsorship} \gg}{\ll \text{total number of participants} \gg}$



offer redemption

This is probably the most overlooked component of your budget and also the most varied since it depends on what you're giving away.

If you're not giving anything away, then this step is easy. Your offer redemption costs are \$0. However, if you're giving away free products, discounts, or prizes follow our steps to calculate your expected redemption costs.

cost per participant

Free product &
dollar discounts

$$\frac{\ll \text{cost of product or discount} \gg \times \ll \text{number of prizes} \gg}{\ll \text{total number of participants} \gg}$$

Prizes

$$\frac{\ll \text{cost of prize} \gg \times \ll \text{number of prizes} \gg + \text{repeat for each prize}}{\ll \text{total number of participants} \gg}$$

Percentage
discounts

$$\frac{\ll \text{average order value} \gg \times \ll \text{discount} \gg \times \ll \text{number of prizes} \gg}{\ll \text{total number of participants} \gg}$$



design options

When it's time to design your scratch off campaign, you have a number of options. Factoring in your budget and the cost of each design option will help you determine which one works best for you.

do it yourself

This is a great option if you have the design skills to do it yourself. It's the cheapest and most affordable option for designing your campaign.

budget: about \$100

crowdsourcing sites

Sites like Fiverr, Crowdspring, or DesignCrowd are a popular option because they offer very cheap and affordable options for design work.

budget: \$5 - \$1000

professional designer

If you have a graphic designer on staff or can contract one this is a great option. Using the highest quality design will yield the best results.

budget: \$250 - \$1000

cost per participant

<< total cost of design >>

<< total number of participants >>

Now we need to put our budget together into one number per participant.

We've put together an example based on 1,000 participants to help you see how the budget comes together. If the total cost per participant is \$3.60 and your acquisition cost is normally \$75, then a scratch off campaign is a no-brainer ;)

Example

\$1.00 + \$0.75 + \$1.00 + \$0.85

<< printing cost per participant >>

<< delivery cost per participant >>

<< redemption cost per participant >>

<< design cost per participant >>

\$3.60

<< total cost per participant >>





track results

Once you've planned the basics for your campaign, how do you measure the results? And what kind of results can you expect to receive from your campaign?

You can measure results against two important key metrics:

- >> Redemption rate
- >> Your goal metric



redemption rates

To start, you need to understand your redemption rate. It will tell you how many people engaged with your campaign. No matter how you track your redemption rate, the key is to capture important customer data now so that you can remarket to these customers in the future.

If you have a strong redemption rate that means your offer and design are on the right track. If your redemption rate is a bit weak, then it may be time to adjust your offer or your design. It's also possible you're targeting the wrong audience. In that case, you'll need to redefine it. You can track redemptions by:

- >> Collecting physical cards in person (events or store locations)
- >> Collecting participant information on a website or landing page
- >> Holding a second chance drawing for non-winners

redemption rate

<< number of redemptions >> x 100

<< total number of participants >>



analyze your stats

Remember the goal you set in section 1? It's time to break that bad boy out.

Creating a scratch off campaign is about improving your business. So you need a few numbers in order to evaluate how effective the campaign was.

goal metric from campaign period

Record the value of your chosen metric during the time the campaign was active

example:

Average order value from Mar 1, 2020 - Apr 30, 2020 was \$557

goal metric from comparison period

Record the value of your chosen metric from either the previous period or the same period from the previous year.

example:

Average order value from Jan 1, 2020 - Feb 29, 2020 was \$493

Now, compare the difference between the two numbers to your goal. Did it change as you expected?

step 2

create your killer design



By creating an amazing custom design, you capture your customer's attention, draw them in, and never let go.





design your reveal

It's what's on the inside that counts. At least that's what your Mom told you, right?

But what goes under a scratch off is where the party really is. Everyone gets a little curious from time to time and the reveal of what's underneath a scratch layer is the sweet reward.

types of reveals

Let's look at some of the different types of reveals:



transformation

Think of this type of reveal as a before and after image. By putting a transformation reveal in your customer's hands, you're showcasing all of the possibilities with your brand.

example:

photo of crooked teeth with straight teeth after reveal



discounts

Everyone loves a great discount or freebie! This is one of the most common types of reveals and you've probably experienced it many times.

example:

free product or 50% off purchase



messages

Maybe it's a cheeky joke or a powerful affirmation. Sometimes, messages in themselves are all the reward your customer needs.

example:

happy holidays or great job!



prizes

This is an attractive way to throw a wide net out to prospects who may not be willing to bite on your first offer using a giveaway that isn't necessarily your own product.

example:

5 day cruise to the bahamas or free flat screen tv



gamification

What's a prize without a game?

Getting something for free is always a good feeling but why waste an opportunity to maximize your campaign. Instead of giving customers just a good feeling, be sure to structure your giveaway with a fun game.

Think about how utilizing the right game type can enhance your customer's experience with your scratch off card. Here are just a few ways that your game type can make a difference:

- >> Boost customer delight
- >> Take customers to the next level and prime them to convert
- >> Using only one scratch area for a quick and easy game experience
- >> Using multiple scratch areas to heighten anticipation and further engage customer interaction

types of games

Here's some examples of games but don't let these limit your imagination!



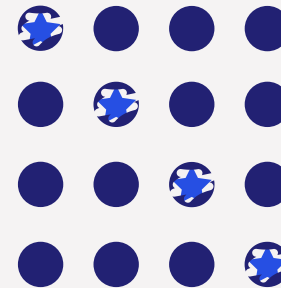
single reveal

With only one area to reveal, you bring the thrill down to a single chance to win.



match game

Match 2 or 3 of the same prize or icon to win. You can also match your reveal to a set of winning numbers for an added twist.



bingo

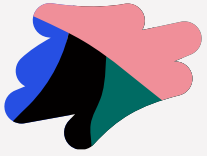
Match winning spots on your bingo card and connect 4 or 5 spots in a row to win.

create your killer design



pro tip

Assume people will scratch off everything. Games that require people to only scratch a certain number of squares are great in theory but can leave people frustrated when they've scratched off the wrong part.



design your scratch layer

Scratch off areas are prime real estate on your custom scratch off card. Your scratch layer isn't a dull afterthought, it adds to the message and the excitement of your scratch off card.

Gone are the days when you only had two choices (gold and silver) for your scratch off color. Now with cutting edge technology, you can use any color of the rainbow, multiple colors or even a photograph to entice them to scratch.

So how do you design an amazing scratch off layer? Let's go over the basics:

- >> Choose an eye-catching color
- >> Keep your scratch layer size to a minimum
- >> Add instructions or indicators to your scratch layer

Now let's look at some examples.



classic color

You can't go wrong with a scratch off in either gold or silver. Considered a classic reveal, it's instantly recognizable and economical. People already know to scratch and don't need extra prompts.

For businesses with a small budget, this is an affordable option and a great way to test ideas before committing to a larger campaign.





brand colors

Using a full color reveal to showcase your brand colors is another brilliant way to take advantage of scratch off technology. You can't go wrong with choosing one (or all!) of your brand colors.

Brand colors will help connect your brand with the fun and delightful experience your customer is about to have.





illustrations


Illustrations are an excellent way to utilize a full color reveal and create an interesting customer experience. You'll want to let them know which areas to scratch since the print is so good and seamless.

Aren't you curious what happens when you scratch Rick's back?



BEAR BUCKS SCRATCHER!

\$	\$	\$	\$	\$
\$	\$	\$	\$	\$
GOOD LUCK! — GOOD LUCK! — GOOD LUCK!				
\$	\$	\$	\$	\$
\$	\$	\$	\$	\$
\$	\$	\$	\$	\$



PAIR OF THIEVES

Match any two to win!
CODE HERE
Redeem coupon code on site.
Email with issues:
Goodies@paIROfthieves.com

overprint

If your campaign uses a classic reveal with gold or silver as your main color, you can still give your scratch off card the extra pop it deserves.

Consider adding a color overprint that adds new design elements to your card. This is also a great opportunity to give customers instructions on how to play the game.





photos

Did you know that you can actually use a photo for your scratch off layer? Seriously, this isn't some half-baked joke!

Using photos are great for food marketing, automobile marketing, and virtually anything else you can think of.



pro tip

Add metallic ink to any scratch off color to give it an extra shimmer. It combines the best of both worlds (classic and full color) into one scratch layer.





size matters

No matter what anyone tells you, size does matter.

From the neat and petite to the large and in charge, each scratch off size has something to say about your company.

Here's how to choose the right size for your message.

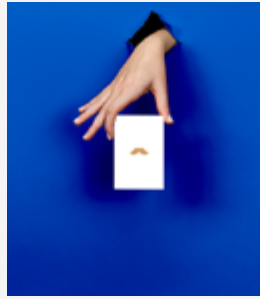


mini
2" x 3.5"

Great for minimalists

what it says about you:

I'm a brand of few words. My message is strong and simple so they'll get what I say quickly.

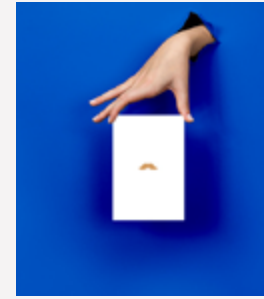


small
2.75" x 4"

Great for rookies

what it says about you:

My brand has a lot of people to please. I want to make the most impact while staying accountable to the bottom line.

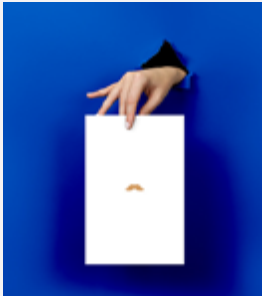


medium
4" x 6"

Great for broadcasters

what it says about you:

I have a lot to offer and it can't be contained within a tiny card.

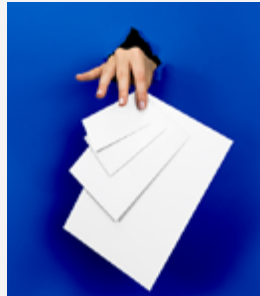


large
6" x 9"

Great for maximalists

what it says about you:

More is more and I want it all.



custom
??" x ??"

Great for perfectionists

what it says about you:

I have a master plan and I won't compromise on my vision.





instructions & fine print

Now that you're almost finished, we need to add some helpful instructions to your card. You'll want to be clear on how customers should interact with your card and what steps they need to take next.

what to scratch

Be clear on what areas of the card should be scratched.

how to redeem

If a customer wins a prize or discount, make it very clear how they are able to redeem their prize.

rules and contact info

Add a url to your card directing customers to a master set of rules or more info on your website.

control codes

Randomized codes that tell you which prizes are underneath the scratch off layer.



pro tip

Since we're not lawyers (and don't even play one on TV!), you should always consult with a real lawyer to ensure your scratch off campaign complies with state and local laws.



ready, set . . . go!

Now that you're ready to launch your campaign, contact our team. We're experts in all things scratch off.

go to mrscratchoff.com or email info@mrscratchoff.com

