



Traffic-Building Promotions Using Digital Scratch-Offs for Franchisees & Retailers.

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1. Instant Win Incentives

- **Concept:** Customers receive a [digital scratch-off card](#) with a chance to win instantly.
- **Prizes:** Discounts (e.g., 10–50% off), free items, BOGO offers, or loyalty points.
- **How to Participate:** Scan the QR code in-store or on social media to play.
- **Traffic Driver:** Encourage in-store redemption within 48–72 hours to create urgency.

2. "Scratch & Win a Grand Prize" Campaign

- **Concept:** One or more "golden ticket" grand prizes hidden among many smaller prizes.
- **Prizes:** Grand prize (e.g., year of free product, tech gadget, \$500 gift card) + minor prizes.
- **Traffic Driver:** To claim any prize, the winner must visit the store within a set timeframe.

3. Birthday Month Scratch-Off

- **Concept:** Subscribers/customers receive a scratch-off game during their birthday month.
- **Prizes:** Tiered discounts or freebies.
- **Traffic Driver:** Personalized, time-limited incentive gets customers into the store.

4. "Bring a Friend" Bonus Play

- **Concept:** Customers earn an extra scratch card by referring a friend or bringing them to the location.
- **Prizes:** Include special "duo" rewards for friend groups.
- **Traffic Driver:** Encourages customers to bring others and increases foot traffic.

5. Weekend Warriors Scratch-Off

- **Concept:** Scratch cards are only available on Fridays and Sundays.
- **Prizes:** Weekend-exclusive items or deeper discounts.
- **Traffic Driver:** Promotes weekend footfall, suitable for businesses with slow weekends.

6. Scratch-Off for Reviews

- **Concept:** Customers who show proof of a Google or Yelp review get a **Priiize scratch card**.
- **Prizes:** Chance to win coupons, branded merchandise, or upgrades.
- **Traffic Driver:** Promotes store visits and boosts online reputation.

7. Holiday or Seasonal Campaigns

- **Concept:** Scratch games themed around holidays (Valentine's, Halloween, Back-to-School).
- **Prizes:** Holiday-specific items or exclusive seasonal deals.
- **Traffic Driver:** Time-sensitive offers align with seasonal consumer behavior.

Traffic-Building Promo Calendar

Month	Promotion Theme	Key Goal	
January	New Year, New Prizes	Drive Q1 traffic	
February	Valentine's Scratch & Win	Promote couple's deals	
March	Spring into Savings	Seasonal product push	
April	April Fool's Mystery Wins	Drive fun foot traffic	
May	Mother's Day Celebration	Engage families	
June	Summer Kickoff Rewards	Start summer rush	
July	Independence Day Scratcher	Capitalize on holiday footfall	
August	Back to School Boost	Target parents & students	
September	Fall Frenzy Giveaway	Re-engage post-summer	

October	Halloween Haunt & Win	Boost seasonal shopping	
November	Thanks & Win	Increase visits before holidays	
December	Holiday Scratch Spectacular	Year-end customer appreciation	

8. "Loyalty Ladder" Scratch-Off Series

- **Concept:** Multiple visits = multiple scratch cards; bigger prizes as customers "climb."
- **Prizes:** Cumulative rewards like exclusive access, premium products, or more significant discounts.
- **Traffic Driver:** Encourages repeat visits over a short period.

9. Social Media Challenge + Scratch Game

- **Concept:** Post a photo at the franchise location, tag the brand, and get a digital scratch card link.
- **Prizes:** Free product, social shoutout, or influencer-style gift.
- **Traffic Driver:** Combines digital virality with physical traffic.

10. Neighborhood Exclusives

- **Concept:** Target scratch-off promotions to local ZIP codes or community groups.
- **Prizes:** Community-branded merchandise or exclusive local offers.
- **Traffic Driver:** Builds local loyalty and word-of-mouth in target neighborhoods.

Workflow Example 1: “Weekend Warriors” Campaign

Objective: Drive traffic on weekends with a limited-time digital scratch-off.

❖ Setup Steps:

1. **Define Promo Window:** Friday 12:01 AM to Sunday 11:59 PM.
2. **Build the Scratch-Off Game:**
 - Use [Priiize](#) to create 3–5 prize levels (e.g., free drink, 10% off, BOGO).
 - Set gameplays to auto-refresh weekly.
3. **Create QR Code & Link:**
 - Display in-store and on social media every Friday.
4. **Promote via:**
 - Instagram, Facebook, email list, and Google Posts.
 - “Scratch This Weekend – Win Something Instantly!”

⌚ Execution:

- Customer scans QR code or clicks to play.
- Wins prize and receives digital coupon.
- The player can redeem the digital coupon that weekend at the store.

✉ Workflow Example: 2: “Bring a Friend Bonus” Campaign.

Objective: Drive new and repeat traffic through referrals.

❖ Setup Steps:

1. **Create 2 Types of Cards:**
 - Main scratch-off for the initial player.
 - Bonus scratch-off for referred friend.
2. **Game Mechanics:**
 - Referral form or “send to a friend” link via email/social.
 - Friends must register & visit to receive their card.
3. **Promotion Tools:**
 - Use in-store signage and email to the current list.
 - Paid social media ads with “Bring a Friend, Win Together!”

⌚ Execution:

- Player shares game link.
- A friend plays and comes into the store to redeem.

- Referrer gets a second chance to win.

Workflow Example 3: "Holiday Scratch Spectacular"

Objective: Maximize year-end traffic and goodwill.

Setup Steps:

1. **Holiday Branding:**
 - Use festive design and music on the scratch-off screen.
2. **Prize Tiers:**
 - Include higher-value items like a \$100 gift card, branded merch, or a free month of service.
3. **Distribution:**
 - Offer at checkout, via email, on receipt, and on social media.
 - Tie to holiday shopping ("Gift yourself a win!").

Execution:

- Customers scratch and get an email with the prize.
- Optional: tie redemption to in-store photo/selfie for added reach.

