

## **Mow Pics, Mo' Money Instagram Contest**

Mow Pics, Mo' Money Instagram contest starts May 1, so the time is now to get with your Local Market Specialist to create and connect your Instagram to your Website!

The winner of the contest will receive a \$1,000 in Facebook advertising, donated by Scorpion and will begin May 1 and run through June 12, 2019. The Mow Pics, Mo' Money contest highlights the newest functionality of your website's photo gallery and also provides an easier way to showcase your quality of work online. The new website includes the ability to instantly post pictures to your local website and Facebook from Instagram, saving you time. Utilizing this new feature will help boost brand awareness, showcase your work, strengthen your search engine optimization (SEO), and allow you to better interact with customers.



The Mow Pics, Mo' Money winner will be selected by your Home Office team and we will evaluate which franchisee posts the most quality images from Instagram to their website photo gallery using the hashtags provided. If there are multiple franchisees with the same number of posts, the best image will be chosen by home office. Your marketing and Scorpion team will be monitoring the content of photos submitted to ensure only relevant photos are shared on your websites.



The contest winner will be announced at reunion and will receive \$500 of Facebook Advertising for two months, donated by Scorpion. To prepare for the contest, contact Rebecca Cantu, your Local Marketing Specialist, to setup your Instagram account and get all accounts linked. Start taking pictures, remember it's all about quality (ex: before and after photos).