

# Weldom

## Priority to the community

### About

Weldom, a French chain of stores specializing in DIY equipment, regularly organizes engaging contests. The idea? Interact with their audience on a regular basis to build loyalty and a sense of DIY community. The company is particularly fond of photo contests, a very viral format based on user-generated content.

### Marketing objectives



**Engagement:** Weldom chooses formats that reinforce interactions between the brand and its community, but also between customers, through in-store demonstrations for example.



**Monetization:** The DIY chain regularly promotes products and brands sold in their stores.



**Newsletter:** Weldom regularly interacts with its creative community through emails that offer advice and promotions. Subscription to the newsletter is proposed in almost all the contests they organize.

### Example

#### Photo contest: Libéron

The principle of the contest was as follows: participants were invited to upload a photo of their creation, a piece of furniture painted with a product of the brand Libéron (specialized in paints) and could vote for the best photo among those of other participants. The prize at stake? 1,200 euros of vouchers for the 20 participants with the most votes. To validate their vote, the participants had to identify themselves through a Facebook Connect or manually, by filling a form.

3,408  
participants

