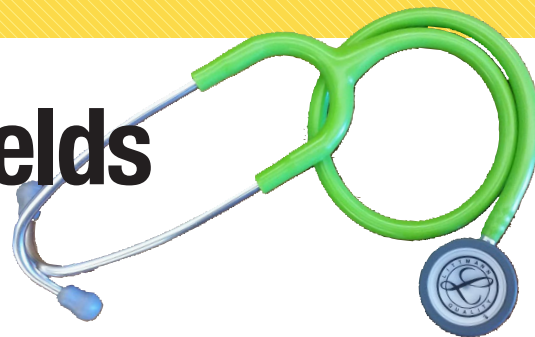


Contest sponsorship yields phenomenal exposure



Product manufacturers are always looking for avenues outside of traditional advertising to market their products. Sometimes, building brand awareness is far more valuable than even the most targeted forms of advertising.

As part of a two month long call for entries for back-to-school study tips, 3M provided a Littmann Classic III stethoscope to be awarded to the winner of the contest.

By using a combination of social media promotions to the allnurses social media audience of over 1.1 million, e-mail newsletter mentions to an audience of over 400,000, a banner ad on allnurses.com seen by over 3.5 million visitors each month and a branded landing page seen over 55,000 times throughout the contest's duration; 3M Littmann branding and product imagery was seen over 23 million times during the 8 week duration of this contest.

With additional promotion after the prize being awarded, the duration of the marketing campaign covered a full four months and continues to keep the 3M Littmann brand in front of millions of nurses and nursing students.

With a low-cost point of entry for this contest promotion, the return on investment was staggering.

22M
Banner Ad Views

23M
Product & Brand Views

95K
Social Media Views

175K
e-Newsletter Views


allnurses.com View Online

Nursing Insights

Trending Topics from allnurses.com

Nursing Student Study Tips Contest


It's Back to School time for nursing students. We know that nursing school is very challenging for many. One of the biggest challenges is learning how to make the most of your time and developing good study habits. For this contest, we are asking our members to submit some study tips that they have found helpful.




[Learn More](#)

An open letter to the #NursesUnite movement


I've had this on my mind for quite some time, but am now able to put it into words. Since Joy Behar opened her mouth and let her ignorance towards the nursing profession spill out, my timeline has been flooded with Nursing Stethoscope Selfies and personal outrages against those comments.



[Read more](#)

Nurses Rock
November 11 · 

Submit your Nursing Student Study Tips today and help the current class of nursing students: <http://nurs.es/studytips>



Nursing Study Tips

Rules 50 word minimum Contest ends November 15th Tips approved before publication. Articles allowed. Submit Article Like and Share your...

ALLNURSES.COM

For more information and to explore a partnership such as this, contact Gregg Knorn at 612-260-2698 or gregg@allnurses.com