

University student creates "The Twitter Lotto" a Twitter marketing experiment.

By The Twitter Lotto

Dated: Sep 28, 2009

The Twitter Lotto is a marketing project created by a university student in Canada. It utilizes the best of both marketing and prize by turning advertising into something rewarding for its participants.

The Twitter Lottery was born. Created by a university student Canada, the Twitter Lottery is based on a single Twitter account that you follow as your "ticket". As the web site grows and evolves, so does the jackpot. The web site grows from publicity, and the jackpot is earned and built from the web site's growing value, advertising revenue and popularity. Unlike a standard lottery, the Twitter Lotto is free to participate in. This is what sets it apart from the rest.

The draw date is scheduled to be made on December 25, 2009. Exactly 3 months from its grand opening date. The fate of the web site will be judged after this draw.

Visit <http://www.thetwitterlotto.com> for more information on the project and how to participate.

Category	Twitter
Tags	lottery, Marketing, twitter, lotto
Email	Click to email author
City/Town	Calgary
State/Province	Alberta
Country	Canada