

New Social Media Marketing Platform Launches in UK

Submitted by: Context PR

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A new site has launched in the UK that is offering businesses and brands the opportunity to grow their profiles on Twitter and Facebook via social media gaming. WishFree.com is a new interactive competition site that combines online 'daily deals' with a click-to-win format, enabling players to win brand-new products and services at no cost.

The concept of WishFree.com is simple – The duration of play varies for any given prize and when each game starts, players can log on to WishFree.com, click on 'grab' and with the touch of a button they become the current 'holder' of the prize. However, any other player could take the prize away by simply doing the same thing, and this grab-to-win style competition continues until the time runs out.

Unlike traditional forms of online marketing, WishFree.com offers businesses a cost-effective alternative that allows them to generate an online presence for a particular brand or product on social networking sites such as Facebook and Twitter. Companies can sponsor each WishFree.com game, and whenever that game is shared online with friends and followers, the product or service attracts more associations through tweets, shares or recommendations, according to the social media platform.

Zak Shah, Co-Founder of WishFree.com said: "Businesses are spending thousands of pounds on advertising and marketing through social networking sites such as Facebook and Twitter, but research suggests that very few users actually interact and click through to access the content and so on."

"The combination of desirable 'daily deals' and the social media competitive element makes WishFree.com games viral, which is ideal for brands wishing to raise their profile. WishFree.com offers an innovative and cost-effective solution that enables businesses to interact with their audience at a reduced cost whilst boosting their online presence. They can do this either by sponsoring a WishFree.com game or offering products and services as prizes."

Wishfree.com contact: Context Public Relations, wishfree@contextpr.co.uk

About WishFree.com

WishFree.com is a fun and entertaining game that combines online 'daily deals' with a click-to-win competition, allowing players to win brand new products and services for free. WishFree.com was co-founded by entrepreneurs Rocky Mirza and Zak Shah, founder of online instant answer forum, YabYab.com.