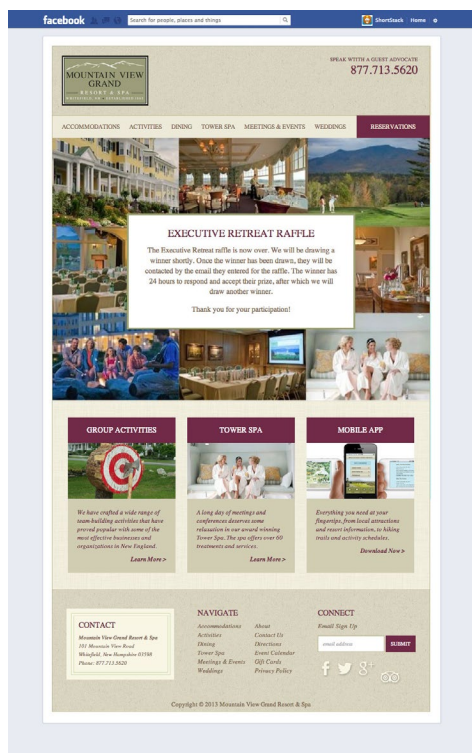




Quick Results

- + 1,000 New Fans in 50 Hours
- + 4,000 App Views
- + 927 Contest Entries



 MountainViewGrand.com

 Facebook.com/MountainViewGrand

Who is Mountain View Grand?

Mountain View Grand Resort & Spa is in the heart of New Hampshire's White Mountains in Whitefield, NH and is dedicated to offering first-class comfort with casual elegance and attentive, personalized service. The resort boasts a golf course, state-of-the-art Spa and Wellness Center, romantic dining, horseback riding, indoor and outdoor pools, and much more.

Why ShortStack?

Mountain View Grand was looking to restructure their marketing strategies to include a social media component that they had been lacking. After looking at their highly active competition on Twitter, they decided their best efforts would be focused on Facebook. At the same time, the resort had switched over to MailChimp and noticed that one of their integrations was with ShortStack. After signing up for a free account and testing out some custom-built apps, Mountain View Grand decided ShortStack was exactly what they were looking for and upgraded to a paid plan.

What were the results?

After using ShortStack for just four months, Mountain View Grand has seen a dramatic increase in traffic to their Facebook page. So far, they've built three custom apps, a welcome app, wedding app, and a promotions and contests app. Their most recent giveaway was a three night stay over Memorial Day Weekend, and the resort fan-gated the contest. In just 50 hours, they had 944 entries and more than 1,000 new fans. Of that number, they estimate that 200 came directly from ShortStack's new refer-a-friend feature. A second promotion generated 927 entries, 500 plus fans, and more than 4,000 app views in less than a week. After seeing such success, the resort plans to continue running promotions and building apps.



Design custom apps for Facebook Pages, websites, and mobile web browsing with **ShortStack.com**