

Market Your Business Through Online Giveaways #LikeABoss

Prep #LikeABoss

- Pick your giveaway goal to monitor:**
 - o More followers
 - o Email signups
 - o Awareness of product/service
 - o User-generated content
- Decide on a prize that's relevant to your audience.**
 - o i.e. If you're an accountant, give away a free tax-return service instead of something like 30 pounds of peanut butter
- Review giveaway rules with a legal professional.**
- Ensure giveaway adheres to rules of each social media outlet you use.**
- Decide a timeframe**
 - o 2-4 weeks is ideal.
- Choose either one big giveaway or frequent, smaller giveaways.**
 - o Consider smaller giveaways just for entering to increase amount of entries
- Set up a landing page for the giveaway to monitor traffic.**
- Create a low barrier of entry.**
 - o More people will sign up if there are less steps to enter
- Require email signup before entry if your goal is to get more subscribers.**

- Make the prize equal to the amount of effort people have to go through to enter.**
- Consider third parties:**
 - o Use an online giveaway service
 - o Influencers to spread the word

Don't take a break just yet

- Engage with everyone during the giveaway timeframe.**
 - o Manners matter: say "thank you"
 - o Keep everyone updated on the contest
- Post useful content outside of giveaway posts.**
 - o Show your new followers what you do outside of this giveaway
- Use paid advertising.**

We have a winner!

- Announce the winner.**
 - o Follow up with content showing the winner enjoying their prize, to really rub it in the losers' faces
- Analyze data – did you meet your goals?**
- Learn from the past.**
 - o Note what you can tweak to make the next giveaway even better

