Market Your Business Through Online Giveaways #LikeABoss

Prep #LikeABoss

- Pick your giveaway goal to monitor:
  - More followers
  - Email signups
  - Awareness of product/service
  - User-generated content

- Decide on a prize that’s relevant to your audience.
  - 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
  - 2–4 weeks is ideal.

- Choose either one big giveaway or frequent, smaller giveaways.
  - 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.
  - 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:
  - Use an online giveaway service
  - Influencers to spread the word

Don’t take a break just yet

- Engage with everyone during the giveaway timeframe.
  - Manners matter: say “thank you”
  - Keep everyone updated on the contest

- Post useful content outside of giveaway posts.
  - Show your new followers what you do outside of this giveaway

- Use paid advertising.

We have a winner!

- Announce the winner.
  - 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.
  - Note what you can tweak to make the next giveaway even better