

SOCIAL PROMOTION CHECKLIST

All the steps you need to run a successful giveaway that helps you build your email list.

PRE-LAUNCH

- ☐ Create a schedule – Start Date, End Date, Sponsor Due Date, etc.
- ☐ Send sales pitches to potential sponsors
- ☐ Collect contest info from sponsors (logo, website url, prize, payment, reward for participation, etc.)
- ☐ Design graphics & get client approval (if needed)
- ☐ Setup up the contest page with sponsor logos, entry form, share buttons, email opt-in, etc. on your website
- ☐ Setup automated confirmation emails for entrants with sponsors logos and include a “Share for More Entries” link



LAUNCH & PROMOTE

- ☐ Publish the contest page
- ☐ Add a site modal and sidebar to your website and link it to the contest page
- ☐ Share to Facebook and boost the post with a paid Facebook ad
- ☐ Design and send an email blast

WRAP-UP

- ☐ Remove the site modal and sidebar banner from your website
- ☐ Collect your results and send them to each sponsor, including email opt-ins
- ☐ Select & notify each winner
- ☐ Deliver the prizes and take a photo with the winners for the announcement
- ☐ Announce the winners on the contest page, Facebook, in email and in print (where applicable)
- ☐ Add/import the opted-in email subscribers to your email list subscription service (like MailChimp)