

GIVEAWAY

STEPS TO SUCCESS

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THE STEPS

- **DEFINE THE TERMS TO ENTER**
- **PROMOTE THE LAUNCH BEFORE YOU LAUNCH**
- **CREATE A LEAD INTAKE FORM AND WELCOME EMAIL**
- **ANNOUNCE THE WINNER**

1. DEFINE THE TERMS

Before you announce the giveaway, be sure to define your terms. To define your terms, be sure to review what reason you are doing the giveaway. Giveaways are best for promoting your business so you can reach a wider audience.

Get Contributions

One great way to do this is by asking others to participate in your giveaway. Determine what your target clientele would like. Are they mothers with kids, higher income level, etc.? That will help you find vendors to meet their needs. Message, call, or even go by local businesses' and see if they would be interested in contributing. Follow them on all social platforms too. Have the details already

planned, so you can tell them exactly what will be offered and the value in which others are contributing. Make sure these are small businesses that might enjoy the extra promotion, if they don't need it then they won't participate.

Example to ask Vendor:

Hi, I am a local photographer looking to join up with other local businesses to do a social media giveaway. I came across your company and (insert something you love about what they offer). Would you be interested in joining in on the fun? Here are the details: (insert launch date and time, duration date and time, others contributing and the value of what they are contributing, how you will announce the winner, how the posts are shared and what the entrants must do to participate, plus, how the giveaway items will be distributed or picked up from vendors).

Note: I always do the leg work, picking up the gifts and deliver directly to the winner. This will help you stand out.

HANDS OFF

I have learned that most larger vendors prefer to stay hands off, meaning they prefer you to do all the posting and tagging and they will just share whatever you post. DO NOT require that the vendor must participate in social posts in any way. They are already giving value by donating gifts so that is all that should be required of them. Although, they usually do share and help promote.

2. PROMOTE THE LAUNCH

Your next step is to promote the launch a few weeks or days before the launch. The anticipation is important to get people excited for what you have to offer. Also, try to get friends and family involved.

Have them share or help you promote. Most people are quick to help, and it only takes a moment for them to share a post or comment. Now is also the time to engage with your followers and make sure they see your content. Algorithms can make it hard for our posts to get seen unless we are actively engaging or present on the platforms. Plus, if you comment, like, or share other people's posts, then they are more likely to do it for you. Be genuine and truly love on others! Another important point is to actively seek out your target audience. Who do you want to enter the giveaway? Find those people, follow them, and engage over and over again until you gain many new potential clients.

3. LEAD INTAKE FORM AND EMAIL

To launch the giveaway, you will need a lead capture form where they can enter their contact information, and all the details that you would like to know. If you have a client management system (CRM), then this would be the best way to know all the information is in the same place. Also, driving them to your website first by embedding the form there is a marketing tool so potential clients can see more of what you have to offer. The lead form should have all the questions you want to know.

For example:

Full Name

Email

Social handle (@)

If you do not have a CRM or other lead intake form, then an email address will work. Google has free forms as well; just be sure to

have a welcome email ready to send once they contact you to enter. Within the email, thank them for entering and remind them of the date, time and how you will announce the winner.

AUTOMATION IS KEY! There are many tools for this. Zapier is a great way to connect your different programs, like your CRM to an Email list, etc.

4. ANNOUNCE THE WINNER

Allow the giveaway at least a week to run before you announce the winner. This gives time for plenty of people to enter. If you wait too long though, the excitement will fade. Have an exact date when you plan to announce within the giveaway post and emails that were sent out. Continue to announce that date on your social media platforms. Keep sharing and engaging with others until it is over. Go through all the entry forms and learn a little more about those who are interested in working with you. When it's time to announce the winner be sure to announce it live and share the results after by tagging the winner. You have complete creative freedom here to make it extra special for the winner! I sometimes include little items like face masks, a cute mug, or nail polish as well. Like I said earlier be sure to deliver the winnings in person, this is much more personable, and they will be able to meet you in person.



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