



# Quick and Easy Giveaway Building Checklist!

Use this as a worksheet checklist for all future campaigns to keep on track and ready for launch! For a guide with more detailed examples and information on these work items, view details on our blog: <https://kickofflabs.com/blog/your-simplified-contest-building-checklist/>

## DAY 1 - Planning

First thing's first. Let's start with getting your account and goals ready.

- Define 2-3 campaign goals:

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- Give your audience a reason to join, i.e. coupons, reviews, etc.
- Decide on 2-3 prizes that people could win or earn.
- Create a marketing plan: 3-4 ways you're promoting the campaign.

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Find some helpful tips here: [Marketing Resources to increase the odds that your KickoffLabs campaigns succeed](#)

- 3-4 metrics you'll look at (activity, social growth, podcast followers, etc)

Notes:

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## Day 2: Prepping

- Grab some images of the prizes you will be giving away.

- Make sure to have a vector of your logo ready.
- Gather any image you want to insert into your landing page or contest box.
- Find your branding color codes and fonts.
- Decide what actions you want to drive your audience to (i.e. share on social media, view a specific webpage, like your page, etc). (use ours on the blog post as example to tie back to the goals. )
- Watch a quick KickoffLabs demo [video](#).
- Gather the list of analytics scripts and tracking pixels you'll want on the campaign.
- Choose what type of giveaway fits your needs:  
[Check out your options here!](#)

Notes:

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## Day 3: Implementation

- Sign up for a [KickoffLabs trial](#).
- Pick a one page template, we recommend one of these: "[Enter to Win](#)"
- Create clean, well branded content on the template. You'll need to customize:
  - 1.) Your logo
  - 2.) A clear headline
  - 3.) contest and prize description
  - 4.) How it works - What actions your audience should take and what they get for it.
  - 5.) List or show your prizes
 you can even ask us to take a look! Just email [support@kickofflabs.com](mailto:support@kickofflabs.com) and ask for our two cents.
- Add [actions](#)- Make them relate to your end goals (i.e. sharing on social to gain followers, going to a page on your website, tweeting at you for interaction, subscribing to your YouTube account, etc.)
- Set up [tracking pixels](#) to see insights and show success from your campaign while giving data for future retargeting
- Set a start and end date countdown for your contest. (Setup > All Settings > Countdown)
- Setup an [automatic reply email](#).

- Setup at least [one reward level email](#) that recognizes people earning their first few points.
- Set up contest [terms and conditions](#)
- Publish your landing page to a [custom domain](#).
- Configure a [Popup](#) or [Embed](#) (if you have an existing site).

Notes:

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## Day 4: Launch and Market

- Implement your marketing plan- work on optimal visibility where your brand is most. Make it a part of your daily conversation, boost posts, add links- whatever works best for your brand! We have some marketing tips here: [Marketing Resources to increase the odds that your KickoffLabs campaigns succeed](#)
- Keep your audience engaged and updated until the contest ends by setting up campaign emails and integrating blast emails through a blast email platform.
- Send a blast email to your current list with an [instant signup link](#)
- Run the best contest ever and get so many new leads!
- [Choose a winner](#) and thank your participants
- Thank you emails (potentially with a coupon code or a small incentive) sharing the winner has been chosen for involved participants to know that their engagement was valued.

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Most importantly, if you have any questions at all or even just want to get some input on how you are doing- message [support@kickofflabs.com](mailto:support@kickofflabs.com)