

FREE CHECKLIST

AI Giveaway Campaign Checklist

Use this before publishing a giveaway built with AI. The goal is not more AI copy. The goal is a campaign with audience fit, prize fit, rules, referral growth, emails, and measurement.

Campaign Strategy

- Audience is specific
- Bad-fit audience is named
- Prize matches the audience
- Campaign goal is clear
- Follow-up offer is ready
- Deadline is real
- Campaign type matches the goal

Landing Page

- Headline names the prize
- Subheadline names the audience or value
- Form is short
- CTA is clear
- Rules link is easy to find
- Page works on mobile
- Thank-you page drives referrals

Referral Loop

- Unique referral links are enabled
- Incentive is easy to explain
- Bonus entries or rewards are clear
- Share copy is written
- Fraud or fake-entry risk is considered
- Top referrers can be tracked

Email Sequence

- Welcome email confirms entry
- Referral email sends people back to their link
- Deadline reminder is scheduled
- Winner email is drafted
- Post-campaign offer is ready
- Emails sound like your brand, not a chatbot

Measurement

- Primary KPI is defined
- Referral rate is tracked
- Lead source is tracked
- Post-campaign conversion is tracked
- End-of-campaign report questions are written
- Next-campaign learnings will be saved