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Campaign Checklist

Make sure you're getting the most out of your KickoffLabs account.

PART 1
Create a Viral Campaign

In part 1 we will help you make sure you've got the fundamentals that will make your campaign amazing.

Here's what we'll cover:

1 | Create a way for leads to opt-in.

2 | Create a viral thank you page.

3 | Review and optimize your pages for conversion.

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01
Start Gathering Leads

The first thing you need in order to make your campaign a success is to make sure you have a way for your customers to sign up to your offering using their email address.

- [ ] Choose how you would like to gather your leads:

  - What are your options?

  - Create a Landing Page

  - Choose an Opt-In Form Widget

  - Connect to Any Existing Form or Web Page

02

Add Virality to Your Campaign

The second thing you need is a way to thank your new lead for signing up and offer them an incentive to share your campaign with their friends.

Take a minute to ask yourself what would entice your customer to sign up and share your campaign (a reward for 3 referrals, compete for a top spot on a leaderboard, get priority access with a waitlist). If you decided on a reward(s) strategy, think about what rewards would be most enticing.

☐ Choose a viral referral strategy.

☐ Optimize your thank you page so that it has a viral component to your campaign:

- Provide Incentives to Share Your Campaign

- Customize Your Social Share Message

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03
Optimize Your Pages

The next thing you should do is make sure that your pages are enticing and convert well. Take some time to look specifically at your copywriting and design.

☐ Review and update the copy - including the calls to action.

- Marketing Resources on Copywriting

- Make Your Message Specific and Literal

- Provide an Irresistible Incentive

☐ Review the Design

- Marketing Resources on Design

- Use High-Converting Images

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CHECKPOINT

We have just covered the central ingredients for a viral campaign.

Go back and repeat any of the steps until you feel that you've mastered these fundamentals to make your campaign a success.

Here they are in summary:

- Begin gathering leads with a landing page, an Opt-In Form Widget, or using one of your existing forms.

- Choose a thank you page following the viral strategy that you think will be most enticing for your customers to sign up and share your campaign.

- Review your pages copy and design to make sure they are optimized for conversion.

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PART 2
Take Your Campaign to the Next Level

In part 2 we will walk you through fully utilizing all the powerful features that KickoffLab offers to take your campaign to the next level.

Here's what we'll cover:

4 | Use widgets to gather even more leads.

5 | Use email to nurture and motivate your leads.

6 | Add credibility with a custom domain.

7 | Integrate with all your other services.

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04
Gather Even More Leads

As a savvy online marketer you know that you don't want to rely only on one form to entice all your potential customers to sign up.

☐ Add an Exit Intent Widget to Your Page

- How to Add an Exit Intent Widget

☐ Decide which other opt-in forms you should use.

- What are my options?

- Beginner's Guide to Opt-ins

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05

Use Email to Nurture and Motivate

Email is the primary way you will connect with your customers. When you receive a new customer's email utilize it! You can keep a customer excited about your offering and motivated to share your campaign.

- ☐ Welcome and thank new leads for signing up.
  - How to send auto-reply emails in KickoffLabs

- ☐ Decide what other emails you will send.
  - What are my options?
  - Automatic emails you should be sending.
  - Send your automatic emails the right way.

- ☐ Decide if you want to integrate with any 3rd party email service providers.
  - What are my options?

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06
Increase Your Credibility

Once you have set up your landing page, thank you page with your viral strategy, added the appropriate widgets, and set up your email to nuture and motivate your leads you are close to having an amazing campaign. There are only a few things left.

☐ Add your custom domain and publish your pages to that domain.

  • Set up Your Custom Domain

☐ Walk through the sign up process yourself and ask three people to also go through the steps to make sure it's clear and runs smoothly.

07
Integrate with Your Other Apps

This last step is optional but it's worth mentioning here as many people find it an important step for their campaign.

☐ Get Extra Metrics with Google Analytics and a Facebook Pixel.

- Integrate and track goals with Google Analytics.

- Track ad performance with a Facebook Pixel.

CHECKPOINT

We have covered the most important elements you need to consider when running a campaign.

Like we mentioned earlier, go back and repeat any of these steps until you feel you have a good handle on them.

Here is a summary of the part 2 steps you completed:

- Placed additional widgets on your pages in order to collect more leads.

- Set up your auto-reply email and other automatic emails like a professional email marketer.

- Ensured your campaign looks professional by publishing your pages to your custom domain. You also ensured that the signup process and automatic emails run smoothly.

- In addition, you might have added snippets of code onto your page in order to provide extra metrics.

PART 3
Answer to Common Questions

We hope we have answered most of your questions. There are a few though, that continue to come up.

Here they are in summary:

1 | How can I get personalized help?

2 | How can I improve my page?

3 | How's my conversion rate?

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Q&A
How can I get personalized help?

If you have questions about running your campaign we probably have heard your question and know of a good answer.

Please reach out to us so we can help you. Here are a few of the best ways to get your questions answered:

☐ Contact us at support@kickofflabs.com with any questions or problems.

☐ Get an immediate answer at our weekly office hours (every Thursday from 10-11am PST).

- Visit the Office Hours

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Q&A
How can I improve my page?

You may have created one or more landing pages, added your content, updated images, and customized your pages. You may have even run through the articles on improving your content and design for conversions suggested in step 3 of this checklist and applied what you learned there.

Now you want an objective review of your page by someone who knows what they're talking about. In this situation you will benefit the most from our live landing page reviews.

☐ Submit your page to be reviewed.

- Submit your page here.

☐ Put the landing page review on your calendar so you don't miss it.

☐ Attend the live landing page reviews so that your page is reviewed and you learn from the other pages being reviewed.

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Q&A
How's my conversion rate?

A signup conversion rate is the percentage of people who signed up after visiting your page. 100% conversion rate, for instance, would mean that everyone who visited your page signed up. Overall, a signup conversion rate of 20% or higher is good. Anything below this we recommend you work on your message, incentives, and ensure you're targeting the correct audience.

A referral viral boost of 35% or higher is good. Anywhere below, work on the referral rewards.

☐ Improve your conversion rate by running your first A/B test.

- Learn how A/B tests work in KickoffLabs.

- How to run an A/B test.

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