



# Do This After Ending Your Contest: A Checklist

*This is an extra resource to go along with the original article:  
[Now That Your Contest Is Over, Do This](#)*

---

*Now that your contest is over, here's a checklist of what to do next:*

- Select the winner on an agreed upon schedule that you outline in your contest rules.
- Notify the winner. Send an email to verify eligibility and ask for permission to use their likeness.
- Announce the winner:
  - On your contest's landing page
  - On your blog
  - On your social media channels
  - On your email newsletters (Create two newsletters-- one for your regular subscriber base and one for your contest participants)
- Send out the prize
- Export the email addresses you've collected to your email marketing service provider.
- Notify those who didn't win and offer a special consolation prize.
- Study the analytics of your contest.
- Update the contest's landing page with a new call to action.
- Announce the next contest:
  - On your blog
  - On you social media channels
  - On your email newsletter