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/](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)

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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!

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Day 3: Implementation

- Sign up for a KickoffLabs trial.
- Pick a one page template, we recommend one of these two: “Enter to Win” or “Contest Box on a Page”.
- 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 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. (Campaign Settings > Advanced > 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 the contest box and add to your existing site.

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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