



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:

- 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.

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:

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:

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 prizesyou 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.

Notes:

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.

Notes:

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