

VOLUME 18

SOCIAL MEDIA CONTEST GUIDE

SOCIAL MEDIA CONTEST GUIDE STEPS

- 1 SET YOUR GOALS**
- 2 DETERMINE YOUR BUDGET & PRIZE**
- 3 CHOOSE YOUR SOCIAL NETWORK**
- 4 DETERMINE YOUR CONTEST ENTRY STRUCTURE**
- 5 DETERMINE THE LENGTH OF YOUR CONTEST**
- 6 READ UP ON THE RULES**
- 7 WRITE YOUR COPY FOR THE CONTEST**
- 8 PROMOTE AND ENGAGE**
- 9 CHOOSE WINNER, SEND PRIZE**
- 10 ANALYZE YOUR RESULTS**

STEP 1

Set Your Goals

What are you trying to achieve?

i (Increase followers, increase brand awareness, generate leads, etc.)

STEP 2

Determine your Budget & Prize

Prize Budget:

\$ _____

Promotional Budget:

\$ _____

My prize is:

i (remember it needs to be enticing enough to get your ideal customer onboard)

STEP 3

Choose your Social Network

Who is my audience?

What social platforms are they on?

Social media platform(s) for my contest will be:

STEP 4

Determine your Contest Entry Structure

What actions will my audience need to take to enter the contest?

STEP 5

Determine the Length of your Contest

How long will my contest be?

What days will I launch & close my contest on?

MONTH:						
SUN	MON	TUE	WED	THUR	FRI	SAT

STEP 6

Read Up On Rules

I know the rules around social media contests for my selected platform.

- Yes
- No

MONTH:						
SUN	MON	TUE	WED	THUR	FRI	SAT

STEP 7

Write your Copy for the Contest

- i** Keep it short. Make it easy for viewers to understand the prizes, requirements and terms and conditions.

STEP 8

Promote and engage

I will run ads to increase my reach on:

I will cross-promote on these platforms

i (ex. newsletter)

STEP 9

Choose Winner & Send Prize

I will choose the winner on:

Date:

Time of Day:

I will send the prize via this method:

i (ex. delivery/drop off, electronically, mail)

TO BE COMPLETED AFTER THE CONTEST CLOSES

STEP 10

Analyze your Results

What worked? Did you hit or exceed your goals?

What didn't work?