



## Checklist 14 - Running Giveaway With Another Brand

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

*You can run a very successful giveaway if you do it with the collaboration of another brand that's selling its products like hotcakes. One of the benefits of such collaboration is that such brands have a loyal audience, and they'll be participating with enthusiasm in such giveaways and increase your chance of getting new followers and leads. Here is how you can run giveaways with another brand very successfully:*

### Take Over Other Brand's Account:

1

One of the best ways to collab with other brands to post a giveaway is to take over their Instagram account.

 

2

It's not only limited to you using their account, but you'll have to allow the other brand to take over your account as well.

 

3

By doing so, you'll provide the audience with a clear idea that both of you are working together loyally, and the giveaway is authentic.

 

### Appear In Each other's Posts:

4

If you're really looking for a smooth giveaway to be run with another brand, you'll have to take down your guard and get friendly with the other brand.

 

5

Allow your partner brand to post pictures tagging you in them and do the same for them.

 

Notes

## Checklist 14 - Running Giveaway With Another Brand

### Make Collab Videos:

6

While posting a giveaway, you'll have to be careful about the whole process. Start by making a video together with the partner brand.

 

7

In the video, explain the details of the giveaway and the ways by which the audience can participate in it.

 

8

Post these videos on both profiles of both brands.

 

### Make Challenge Posts:

9

Challenge posts spread very quickly on Instagram, so make sure you keep the right content in such posts.

 

10

Collab with the other brands and post these challenge posts and provide discounts to anyone completing these challenges.

 

11

Post giveaways at the end of each challenge.

 

### Run Your Pool Giveaway:

12

Take the help of a loop giveaway to spread the word.

 

*Notes*

## Checklist 14 - Running Giveaway With Another Brand

- 13 Ask your followers to follow the loop and then ask them to follow each participant in the loop.
- 14 Set a prize at the end of this loop giveaway to encourage the audience to participate more.
- Make Sponsorships Together:**
- 15 A giveaway is nothing without sponsorship. You'll have to make sponsored ads in order to run a successful giveaway.
- 16 To do so, a collab with your partner brand and produce sponsored ads together.
- 17
- Pay the sponsored ads together as they'll promote both brands equally.
- 18 Last but not least, the best way to arrange a giveaway is to give details about it to the audience, so create engaging stuff for them, so they tend to participate in it.

*Notes*