



Checklist 12 - How To Do Contests And Giveaways For More Traffic

Project Name: _____

Date: _____

Yes No

One of the most prominent ways of generating more traffic in the marketing world is hosting competitions or giveaways on platforms. The idea is to grab the attention of your viewers and to convince them to help support your content with the enticement of a gift or a prize.

Step 1. Set your Goals

1 First, determine what exactly you want to achieve when it comes to hosting a contest. Your goals may look like this:

- *Boosting brand awareness*
- *Increasing engagement*
- *Trying to gain subscribers*
- *Promotion*

2 Set goals that are SMART:

- *Specific*
- *Measurable*
- *Achievable*

Notes

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- *Relevant*
- *Time-bound*

3 Remember that hosting a contest is not only for the viewers, but it is supposed to benefit your business. Plan accordingly.

4 Make sure your goals are aligned with your content, the prize, and the audience.

Step 2. Make sure that the prize is worth it

5 Always think of your target audience before deciding on a prize.

6 Remember to make sure that your prize is awesome and worth your audience's time.

7 The more the prize fits with the trends, the more likely you are to have a strong presence in your audience.

8 Try to choose a prize that is relevant to your business and the audience.

Notes



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Step 3. Always establish the rules beforehand

- 9 Reflect on your goals and establish your rules based on what you want to achieve.

- 10 Come up with a start and end date.

- 11 Judge from your target audience and figure out your participants.

- 12 Establish how one can participate

- 13 Make the basis of winning and your selection known.

Step 4. Utilize Giveaway plugins

Notes

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14 You can use WordPress logins to make it easier when it comes to setting up a contest or give away. You can use:

- *WPForms*
- *Formidable Forms*
- *MonsterInsights*
- *ExactMetrics*

15 With the right tools, you should start making a landing page or a widget that may provide customizable templates depending on the tool.

Step 5. Promote your Contest as much as possible

16 Utilize as many platforms as you can to project and present your contest in the marketing stream. Keep promoting it till the end.

17 You can ask some other influencers and bloggers to promote your content.

18 You can also try partnering with other companies to double the promotion for each other.

Notes