



Checklist 15 - Running A Lead Generation Contest

Project Name: _____ Date: _____

Yes No

Running an online contest on your website is a lead source for increasing traffic on your website. Are you looking for easy ways to generate such a contest but find it too hard to do so? You can turn this contest into a giveaway, which will provide your customers with gifts at the end of the contest, thus increasing their interest in your site. Follow these steps to run a successful contest for your site:

STEP #1: SET YOUR GOAL FOR CONTEST

1 Before doing anything else, set some real goals for your contest. ☐ ☐

2 Start choosing your goals among things that interest you, like: ☐ ☐

- *Boost brand awareness*
- *Increasing user engagement*
- *Get more email subscribers*
- *Achieve more social media followers*

3 Now pick a goal that aligns with your business and start your contest based on it. ☐ ☐

STEP #2: CHOOSE YOUR CONTEST PRICE

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4 Now set your prize game on point, to create buzz on your site. ☐ ☐

5 Now, most importantly, choose such a prize that is compatible with your audience and your brand. ☐ ☐

STEP #3: SET THE CONTEST RULES

6 First set some entry rules for your contest. ☐ ☐

7 Now set further rules for your contest like: ☐ ☐

- *Who can enter this contest?*
- *When does contest start and when can people enter into it?*
- *How can people join this contest?*
- *What will be your method of drawing winners?*

STEP #4: CREATE YOUR CONTEST USING RAFFLEPRESS

8 First, install this RafflePress giveaway plugin into your device. ☐ ☐

9 Now, activate this plugin, and after activating, you'll be able to see RafflePress in your WordPress dashboard. ☐ ☐

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| 10 | After this, to create a giveaway, take your mouse to RafflePress icon and click Add New. | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 | After clicking Add New, you'll be asked to choose a name for your giveaway, so choose it and write it there. | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 | Next, you have to choose a template for your content from one of the designs presented by RafflePress. | <input type="checkbox"/> | <input type="checkbox"/> |
| 13 | Select the template by clicking on the Use This Template, after choosing one of your favourites. | <input type="checkbox"/> | <input type="checkbox"/> |
| 14 | After this step, you'll be taken to giveaway builder. From there, click on the icon in the Giveaway Prize Details section and add your prize. | <input type="checkbox"/> | <input type="checkbox"/> |
| 15 | Also add an image by tapping on the Select image button and then upload a picture from your gallery. | <input type="checkbox"/> | <input type="checkbox"/> |
| 16 | After you're done with it, click on the Done Editing button and set the start and end dates and times for the contest. | <input type="checkbox"/> | <input type="checkbox"/> |
| 17 | Now, finally, save these details by clicking on the Save button in the top right corner of this builder. | <input type="checkbox"/> | <input type="checkbox"/> |

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- 18 Now, you have to choose the entry actions for your subscribers by clicking on the Actions button and choosing among the three types given there. ☐ ☐
- 19 Now configure your contest settings by creating rules for it with the help of RafflePress Rules Generator. ☐ ☐
- 20 And now at the end, Publish your giveaway on your site by clicking on the Publish button and email it to your subscribers also. ☐ ☐

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