



[CHEATSHEET] How to Run a Successful Online Contest



STEP 1: DEFINE YOUR OBJECTIVES

- Grow your e-mail list
- Increase awareness
- Boost social engagement
- Promote your products
- Get feedback
- Capture audience insights

STEP 2: PICK CONTEST TYPE

- Basic opt-in
- Quiz contest
- Video quiz contest
- Vote-to-enter quiz
- Refer a friend contest
- Educational contest

STEP 3: CHOOSE YOUR REWARD MODEL

- Prize value
- Number of winners
- Qualifying criteria
- Your products/services
- Discount/gift card
- Tickets/Courses

STEP 4: RULES, TERMS AND LEGAL STUFF

- Eligibility requirements
- Contest time frame
- The prize and return policy
- Winner notice details and respond deadline
- Use of personal data
- Subscribe to e-mail list

STEP 5: PLAN PROMOTION

- Your website/blog
- E-mail/SMS campaign
- Employee email signatures
- Social media/ influencers
- Distributor partnership
- In-store print promo

STEP 6: LAUNCH AND MEASURE

- Pick and customize template
- Prepare your content
- Publish landing page
- Promote based on plan
- Define and measure metrics
- Learn & repeat success