

# [CHEATSHEET] How to launch a killer Advent Calendar Campaign



## STEP 1: DEFINE YOUR OBJECTIVES

- Grow your e-mail list & leads
- Boost social engagement on social media
- Promote your products and boost sales
- Capture key marketing insights

## STEP 2: PICK CONTEST TYPE

- Quiz
- Video/Interactive Video
- Image Quiz
- Poll
- Opt-in

## STEP 3: CHOOSE YOUR REWARD MODEL

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

## STEP 4: RULES, TERMS AND LEGAL STUFF

- Eligibility requirements
- Campaign time frame
- The prize & return policy
- Winner notice details and respond deadline
- Use of personal data
- Subscription 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