

# A Publisher's Guide to Giveaway Promotions



*A comprehensive guide for authors, publishers, and book bloggers on how to administer giveaways for your readers.*

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# SALUTATIONS AND WELCOME!

Giveaways. If you're an author, publisher, or book blogger, and you've spent any time online at all, you've probably seen them.

We've seen them too... a lot of them. And why not! Giveaways can bring success to those that run them (and they're lots of fun!). So we put together this guide to show you the value of running a giveaway and why you should consider making giveaway promotions part of your regular marketing mix.

Over the course of three months, we've talked with the most experienced authors, publishers, and book bloggers about the craft of running giveaways. They told us why they run giveaways, what items they commonly use as prizes, and the benefits they receive from running this type of promotion. In the pages below, we'll share ideas and tips you can put into practice for your own marketing purposes.



## WHO WAS SURVEYED?



26

book bloggers



17

authors



14

publishers



5

others

5,400

giveaways have been  
run between the 62  
respondents



18 of the 62 respondents  
have run more than

**100 giveaways**  
in the last three years

# MEET SOME OF OUR SURVEY RESPONDENTS

The content in this guide wouldn't have been possible without the 62 individuals who graciously offered their feedback. Those who were invited to participate were the most experienced giveaway administrators we could find. Below you'll meet several of our contributors.



*Hi, I'm Kate Tilton. I am the founder of Kate Tilton's Author Services, LLC where I connect authors & readers. I work as an author assistant and social media manager with the mission of connecting authors and readers. I'm also the creator and host of #K8chat, a publishing related chat where we discuss topics relevant to readers and authors.*

**Kate Tilton, Founder & Author Assistant | [KateTilton.com](http://KateTilton.com)**



*I'm a marketer at Riffle, the startup for booklovers. I manage the site and all of our editors. We hire book bloggers to help promote authors and publishers.*

**Marquina Iliev-Piselli, Director of Digital Marketing | [Riffle, Inc.](http://Riffle, Inc.)**



*In my day job, I work for Omnipress. We publish materials for conferences as well as designing, maintaining, hosting of conference websites. While here, I can listen to audio books all day long and figured I should start publishing my reviews. Audio Book Reviewer is now one of the largest audiobook only review sites there is.*

**Paul Stokes, Owner | [Audio Book Reviewer](http://Audio Book Reviewer)**



*I am the owner of two virtual book tour companies. I help authors promote their books online. I am also a book blogger of 7 years as well as an author.*

**Laura Fabiani, Sr. Virtual Book Tour Coordinator | [iRead Book Tours](http://iRead Book Tours)**



*I'm a self-employed classical musician; I teach private lessons and perform in various ensembles. I homeschool a 1st grader, and run my book blog as a hobby.*

**Monika Durbin, Book Blogger | [Lovely Bookshelf](http://Lovely Bookshelf)**

# EIGHT MOST POPULAR GIVEAWAY OCCASIONS

So you're thinking about running a giveaway. Great! You've come to the right place.

You'll need to keep several main considerations in mind if you want to make your promotion a success. What prize(s) do you want to give away? How will your readers and fans participate? Where will you run your giveaway? Before going any further, sit down and brainstorm the purpose behind why you're running your giveaway to begin with.

Usually (but not always!), giveaways run in conjunction with some kind of event or occasion. Sometimes, the giveaway is run to help boost the event's popularity and to bring the event more eyeballs. The giveaway is a main contributing factor to the success of the occasion, but isn't necessarily itself the main attraction.

That said, the giveaway might indeed be your event's main attraction. It just depends on the situation (and every situation in which you'll run a giveaway is unique) and the goals of your promotion. So to first help you figure out the reasons as to why you should run a giveaway, we've curated a list of the top eight most popular giveaway occasions...

...but before we go further, we should let you know that in this guide, we're going to keep you on your toes. Let's play some Family Feud. \*does my best John O'Hurley impression...\*

We surveyed 62 authors, book bloggers, and publishers, and the top eight answers are up on the board.  
*What occasions do you run a giveaway for?*



# SURVEY SAYS: CELEBRATE A MILESTONE

CELEBRATE A MILESTONE	24	5
2		6
3		7
4		8

Celebrate good times, c'mon! The number one reason why the folks we surveyed run a giveaway is to celebrate some kind of milestone or achievement. It makes sense, too. What better way to celebrate a special occasion than by letting your readers enter for a chance to win some prizes? This is also a way to provide additional credibility to your book or blog.

Did your Twitter account reach 10k followers? Or perhaps you just passed 50k fans on Facebook? Celebrate it with a giveaway! Are you a book blogger who has been blogging for exactly 365 days? Celebrate your blogiversary! Or celebrate when your blog hits a new traffic milestone. Other milestones that could be celebrated include any holidays, birthdays, or a book-related holiday (like National Reading Month in March).



*We run giveaways to help our blog gain publicity, to celebrate reaching a milestone (such as the blog's one year of running, reaching a certain amount of Twitter followers, etc.), and to help authors gain popularity. We give away copies of books either by buying them online and mailing them to the winners or obtaining the winner's mailing address and passing it onto the author we're promoting, who might mail signed copies themselves.*

**Jessica, Co-blogger & Owner | [The Book Bratz](#)**

# SURVEY SAYS: BLOG HOPS / BOOK TOURS

CELEBRATE A MILESTONE	24	5
BLOG HOPS / BOOK TOURS	21	6
3		7
4		8

There are many readers out there who want to be exposed to new books from upcoming authors. One way authors are bringing attention to their works is through online book tours. Blog hops and book tours are becoming more and more popular amongst authors and book bloggers, and are the second-most-popular occasion to run a giveaway.

It's not uncommon for a group of authors and book bloggers to get together to support one another by hosting an event where their readers and fans are exposed to other participating authors' and publishers' works. It's a great way to share one another's audience, especially if you're in the same genre. Some blog hops are done on a monthly basis, some are once-a-year events, and some are a one-time, coordinated event.



*A 'Blog Tour' is a virtual set of posts that is put together by one organizer to promote a book(s) and its author. It typically involves guest posts, author or character interviews, reviews and giveaways, whereas a 'Blog Hop' is usually a way to promote blog readers to visit a number of posts that have something in common. It is usually organized by a host and it is a very popular way to obtain followers.*

**Elizabeth Rodriguez, Book Blogger & Owner | [Reading with ABC](#)**

# SURVEY SAYS: BOOK RELEASE

CELEBRATE A MILESTONE	24	5
BLOG HOPS / BOOK TOURS	21	6
BOOK RELEASE	14	7
4		8

The anticipation is killing you, and the day is finally here: your book is released. What a great reason to run a giveaway (those surveyed would agree)! Authors, publishers, and readers alike look forward to book release dates, so why wouldn't you celebrate a book release with a giveaway?

You'll be plenty busy on your book release date, so set up your promotion to launch in advance. When the release date comes, you just have to turn it on and promote it. Giving away a handful of prizes such as autographed copies on the day the book is released is a great way to build up some excitement.



*I handle publicity and marketing for Kensington Publishing's digital book line. Here, we run giveaways for book releases and author promotions. We will give away copies of books, plus other fun items like nail polish, branded items, signed author swag and more.*

**Michelle Forde, Marketing Manager | [Kensington Publishing](#)**

# SURVEY SAYS: GENERAL PROMOTION

<b>CELEBRATE A MILESTONE</b>	<b>29</b>	<b>5</b>
<b>BLOG HOPS / BOOK TOURS</b>	<b>21</b>	<b>6</b>
<b>BOOK RELEASE</b>	<b>14</b>	<b>7</b>
<b>GENERAL PROMOTION</b>	<b>13</b>	<b>8</b>

Giveaways are generally coordinated to run in conjunction with some kind of an event or occasion. But sometimes, you might just want a kick of exposure. You can use various advertising mediums for this. Maybe Facebook ads will work for you (or maybe not). The point is, why not run a giveaway just for general promotional purposes?

Those surveyed said they'll run author promotions and author-sponsored giveaways from time to time as a cost-effective way to build additional buzz when they feel the need for some additional publicity . While not necessarily centered around an occasion, the general promotion of a book or author can be done through a giveaway 365 days a year, regardless of what other events are happening concurrently.



# SURVEY SAYS: SHARING A REVIEWED BOOK

CELEBRATE A MILESTONE	29	SHARING A REVIEWED BOOK	11
BLOG HOPS / BOOK TOURS	21	6	
BOOK RELEASE	14	7	
GENERAL PROMOTION	13	8	

If you're a book blogger and you've just finished reading a book, your next step might be to write a review. Assuming you loved that particular book, you could give away a few copies of it. Heck, you could even consider giving away the copy you just read.

Running a giveaway alongside a book review is a great way to bring exposure to the review you published along with the book you wrote it about. Running giveaways alongside a review or book spotlight is fairly common in the book-blogging community and a simple way to drive an extra kick of traffic when posting your review.



*I have been running giveaways for years, approaching five or so now. And I give away books! I do a monthly giveaway on my blog with my #K8approved awards & reviews as a way to promote the program and site. I run my giveaways to get more eyes on my monthly #k8 approved awards & reviews.*

**Kate Tilton, Founder & Author Assistant | [KateTilton.com](http://KateTilton.com)**

# SURVEY SAYS: PERIODIC GIVEAWAYS

CELEBRATE A MILESTONE	29	SHARING A REVIEWED BOOK	11
BLOG HOPS / BOOK TOURS	21	PERIODIC GIVEAWAYS	6
BOOK RELEASE	14	7	
GENERAL PROMOTION	13	8	

In the surveys, many discussed that while they'll run giveaways for specific occasions, sometimes the occasion is the arrival of a new week or month. Running general weekly and monthly giveaways isn't uncommon, and they're a great way to keep your fan base engaged over a longer timespan.

If you're running a weekly giveaway, you might not have the budget to give away a large, expensive prize every time. No problem! Give out a copy of a book once a week, or perhaps gift cards of lower value. When the week is up, pick and announce the winner, and advertise that there's another giveaway just around the corner.



*On my blog, I host different reading challenges throughout the year and will run quarterly or monthly giveaways for the participant, usually giving away audio books or gift cards. Why? I just like to share my love of books with my readers.*

**Jennifer York, Book Blogger** | [The Book Nympho](#)

# SURVEY SAYS: JUST BECAUSE

CELEBRATE A MILESTONE	29	SHARING A REVIEWED BOOK	11
BLOG HOPS / BOOK TOURS	21	PERIODIC GIVEAWAYS	6
BOOK RELEASE	14	JUST BECAUSE	6
GENERAL PROMOTION	13	8	

Ok — remember how we said “Usually (but not always!), giveaways are coordinated to run in conjunction with some kind of an event or occasion”? This would fall under the “but not always” category. Why are you running a giveaway? Just because! While not the most popular answer, it came up several times in the surveys. It’s definitely worth mentioning ;)

If you’ve run a few giveaways before, you probably know they’re fun to administer. There’s nothing better than giving out some prizes to a few of your readers. It’s just a good, old-fashioned way to connect with your readers. I dare you to find a more fun way to promote your book or blog.



*I usually host a giveaway maybe once or twice a month. I'll host them for celebrating milestone events (“blog birthday”, X amount of followers, my own birthday, holidays, etc.), for blog tours, and just because I loved a book and want to give a copy away. Usually the prize is a book, sometimes it's book-related swag. Often times giveaways help draw readers to my blog and boost followers.*

**Brittany Smith, Book Blogger** | [The Book Addict's Guide](#)

# SURVEY SAYS: CLEARING SHELF SPACE

<b>CELEBRATE A MILESTONE</b>	<b>29</b>	<b>SHARING A REVIEWED BOOK</b>	<b>11</b>
<b>BLOG HOPS / BOOK TOURS</b>	<b>21</b>	<b>PERIODIC GIVEAWAYS</b>	<b>6</b>
<b>BOOK RELEASE</b>	<b>14</b>	<b>JUST BECAUSE</b>	<b>6</b>
<b>GENERAL PROMOTION</b>	<b>13</b>	<b>CLEARING SHELF SPACE</b>	<b>3</b>

If your office or desk is littered with books, consider clearing some of that shelf space and running a giveaway. Run a flash promotion that lasts only 24 hours. Or, offer a grab bag giveaway where a number of winners will get to choose one or two books from your shelf or from a list of books you're looking to recycle.

Heck... it's better than some of the other alternatives [we've been recently reading about ;\)](#)





# FOUR COMMON GIVEAWAY PRIZES

Picking what prize you want to give away is an important aspect of your promotion that's completely within your control. As you think about what it might be, remember that you'll want to give out a prize that resonates with your followers and also might attract new readers. In the pages below, we'll touch on some of the most popular prizes given away by authors, publishers and book bloggers and why they work.

We surveyed 62 authors, book bloggers, and publishers, and the top four answers are up on the board. *What prizes do you offer in your giveaways?*



# SURVEY SAYS: BOOKS

BOOKS	49		
2			
3			
4			

Ok - we'll start off with an easy one. It should be no surprise that books are the most popular prize given away. If you're an author, running a giveaway for an upcoming book release will get your readers excited. If you're a book blogger, why not give away a few copies of a book that you've recently reviewed, or give out the copy you just read?

Many authors and publishers mentioned giving out autographed copies of books as well, sometimes with personalized messages to the winners. Why not? It's a great way to connect with your readers. Want to go digital? Ebooks, audiobooks, and even eARCs are also popular giveaway items.

## Definition: eARC

An electronic Advance Reading Copy is a copy of a book released by its publisher before the book has gone to press for a complete printing. The text of an ARC may also differ from that of the published book. ARCs are normally distributed to reviewers, bookstores, magazines, and (in some cases) libraries between three and six months before the book is officially released.

Source: eBay user '[maddogbookstore](#)'

# SURVEY SAYS: SWAG BAGS

BOOKS	49		
SWAG BAGS	28		
3			
4			

Swag bags! Thinking about giving away some swag bags but don't know what to include? Throw in whatever your heart desires. Popular items include book copies, bookmarks, keychains, posters, buttons, cards, pens, and other branded items. Think book-related merchandise that you are interested in yourself.

Author swag and swag bags make for the perfect giveaway prizes, where your goal is to give back to your readers and say 'thanks!'. People who enter giveaways for author-related swag will generally be those who already follow you (and apparently can't get enough of you!).



*A swag bag can include anything authors use to promote their book and/or brand. There are bookmarks, post cards, mugs, pens, notepads, pen flashlights, t-shirts, totes, candy, sun-screen, sewing kits, etc. depending on what your book is about or on the genre.*

*For example, an author may publish a cookbook with recipes of cupcakes and how to decorate them for any occasion, so this author's swag bag can contain funky printed cupcake liners. A middle-grade action adventure spy novel swag bag may contain a cool pen lighter. So the sky's the limit. The more creative an author gets the more chances of getting lots of entries for the giveaway.*

**Laura Fabiani, Sr. Virtual Book Tour Coordinator | [iRead Book Tours](#)**

# SURVEY SAYS: GIFT CARDS

BOOKS	49		
SWAG BAGS	28		
GIFT CARDS	21		
4			

Gift cards make fantastic prizes for a handful of reasons. First, they're easy prizes to administer once the giveaway is complete. And for the winners, they're the next best thing to receiving money. A gift card is a prize that everyone can use, so it appeals to everyone participating.

If you're thinking of giving out gift cards as the only prize, consider giving out swag or a book copy alongside. Many of those surveyed exclaimed that they prefer running giveaways with gift cards as an additional prize to branded prizes.

Can you take a guess at the most popular gift card given out? If you guessed 'Amazon', you're correct. Who doesn't shop at Amazon? There's no close second.



*I'm an author with a small publisher and also a book blogger. I also operate a book publicity company to promote authors. When we utilize giveaways to help promote authors, sometimes we'll give away a copy of their book or swag, but the most common prize we've seen is an Amazon gift card.*

**Jaidis Shaw, Owner & Publicist | [Juniper Grove Book Solutions](#)**

## SURVEY SAYS: E-READERS

<b>BOOKS</b>	<b>49</b>		
<b>SWAG BAGS</b>	<b>28</b>		
<b>GIFT CARDS</b>	<b>21</b>		
<b>E-READERS</b>	<b>3</b>		

E-readers can make for good prizes, especially when a new or updated version of a popular e-reader hits the market. As icing on the cake, you could pre-fill the e-reader with a selection of books related to the promotion you're running, or give away a gift card alongside the e-reader so the winner can get a jump-start on filling it up.

Best of all, e-readers appeal to a wide audience. While not as popular as books, swag, or gift cards, they round out our list of popular prizes that publishers give away.





# SIX BENEFITS OF RUNNING A GIVEAWAY

Alright. So you've got your event figured out. You know when you'll be running your giveaway, what items you'll be using as prizes, and how your readers will participate. Then the day finally arrives: your promotion opens up, your giveaway is announced to your fan base. To your delight, your fans start participating.

Many of those participating in your giveaway are entering for a chance to win a prize. And as we discussed in the last section, the more compelling the prize, the greater the chance someone will be motivated to enter. However, you might find that those who are extremely loyal will enter just because they want to interact and keep up with their favorite author, no matter what the prize might be.

So as the administrator of the giveaway, what kind of return can you expect to get? How are you going to benefit from giving away a few items? Giveaways are a legitimate marketing channel that can help you generate leads, increase fan engagement, and also give back in ways that you might not have expected. In the following section, we'll discuss the top six reasons why those who were surveyed run giveaways and how they benefit from them. Hopefully, you'll have a better idea of why you might run a giveaway yourself.

We surveyed 62 authors, book bloggers, and publishers, and the top six answers are up on the board. *What are the benefits of running a giveaway?*



## SURVEY SAYS: GAIN BOOK EXPOSURE / GENERATE BUZZ

GAIN BOOK EXPOSURE / GENERATE BUZZ	29	5
2	6	
3		
4		

Everyone wants to gain book exposure and generate buzz. Running a giveaway is a great way to do that. When your giveaway launches, you'll likely announce it to your fan base. Maybe you'll do some light paid advertising. However you decide to get the initial word out, your giveaway will become more successful when those entering are inclined to share it with their family and friends, and across social media.

You can make your promotion more enticing to share through a combination of an event worth celebrating, a fantastic prize, and some participation mechanisms that make it more beneficial for people who enter to share. A good combination of those factors will bring you that extra kick of publicity.



*I'm the publicist for one of the divisions of a Christian publishing company. We've been running giveaways for about a year and will run them several times a year, giving away prize packs comprised of a few of our books. It helps people get exposed to our books, it allows us to support our authors and their books, and it helps grow our social media following.*

**Brianna DeWitt, Publicist | [Baker Books](#)**

## SURVEY SAYS: GAIN NEW SOCIAL MEDIA FOLLOWERS

GAIN BOOK EXPOSURE / GENERATE BUZZ	29	5
GAIN NEW SOCIAL MEDIA FOLLOWERS	24	6
3		
4		

Twitter, Facebook, Goodreads, Instagram, Pinterest, Feedly: These are all social networks that you may be dedicating time to curating content for. Each social network allows you to connect with your readers in its own unique manner. No matter the social network, giveaways are a great medium to grow your following on each.

Some social networks allow you to ask your fans to follow you as part of the promotion. Others might have rules against that (like Facebook, which no longer allows you to [incentivize people to like your page](#)). In either case, running a giveaway, or even announcing the giveaway on those networks, will grow your following second-hand.



*As a book blogger, I run giveaways quite often, once a month at a minimum. A typical prize might be books or book-related swag. I'll run a giveaway to help drive more traffic to my blog and incentivize my readers to follow me on other social media outlets.*

**Elizabeth Rodriguez, Book Blogger & Owner | [Reading with ABC](#)**

# SURVEY SAYS: INCREASE SITE TRAFFIC

GAIN BOOK EXPOSURE / GENERATE BUZZ	29	5	
GAIN NEW SOCIAL MEDIA FOLLOWERS	24	6	
INCREASE SITE TRAFFIC	19		
4			

When you're setting up your giveaway, you'll have to decide where you want to run it. It could be a quick retweet promotion on Twitter, or maybe you'll decide to run it on your Facebook page through a third-party app. If one of your goals is to increase site traffic, you'll want to run it on your site or blog.

The third most common benefit our survey respondents told us was that giveaways help increase site traffic. When a Rafflecopter entry form is embedded in a blog post or on a landing page hosted by you, all participants will have to funnel through to your site to enter. A giveaway is a great traffic driver; however, it's up to you to decide what else you want to add to your landing page to help keep those visiting engaged past entering the giveaway.



*Giveaways are a great way to generate buzz and bring interest in a book we loved. They also help bring a boost in traffic to our site and allow for a better relationship with the authors and publishers we work with. The prizes we give away will be anything from books, crafts, cards, and other promotional materials for publishers and authors.*

**Lisa Schensted, Book Blogger & Reviewer | [Bookish Broads](#)**

# SURVEY SAYS: GAIN NEWSLETTER SUBSCRIBERS

GAIN BOOK EXPOSURE / GENERATE BUZZ	29	5	
GAIN NEW SOCIAL MEDIA FOLLOWERS	24	6	
INCREASE SITE TRAFFIC	19		
GAIN NEWSLETTER SUBSCRIBERS	12		

Social networks and site traffic aside, running a giveaway is a great way to generate leads, particularly for your email list. It's very common to see giveaways run where folks are asked to participate by signing up for a newsletter, joining an email list, or signing up or for a RSS feed.

And while Twitter and Facebook are getting all the headlines, email is still king. 91% of consumers use email at least once a day. A recent study showed email is almost 40 times better at acquiring new customers than sites like Facebook and Twitter. Running a giveaway is one of many ways you can grow your email list.



*I own a small publishing house and have been running giveaways for about three years, running them on a monthly basis. We've found that this strategy benefits us by drawing in more readers for our newsletter.*

**Lynn McNamee, Owner & Publisher | [Red Adept Publishing](#)**

## SURVEY SAYS: THANK / INTERACT WITH FANS

<b>GAIN BOOK EXPOSURE / GENERATE BUZZ</b>	<b>29</b>	<b>THANK / INTERACT WITH FANS</b>	<b>8</b>
<b>GAIN NEW SOCIAL MEDIA FOLLOWERS</b>	<b>24</b>	<b>6</b>	
<b>INCREASE SITE TRAFFIC</b>	<b>19</b>		
<b>GAIN NEWSLETTER SUBSCRIBERS</b>	<b>12</b>		

You could argue the first four answers here were selfish and too ‘giveaway admin focused’. Ok, maybe selfish isn’t the right word. After all, you’re giving away a prize ;) But many authors and publishers will choose to run giveaways simply as a way to interact with their fans.

In addition to giveaways being a great way to interact with your fans, they’re also a great way to express gratitude. Running a giveaway is a perfect way to say ‘thank you’, especially to your most loyal followers.



*I’m an author, published and self-published, who specializes in apocalyptic horror. I’ve been running giveaways for about a year. I give away anything from signed paperbacks, t-shirts, posters, and “red shirt” short stories where I write the winner into flash fiction. Giveaways allow us to connect with fans to give them something cool. It’s a great way to interact with them.*

**Eloise Knapp, Author** | [Eloise J. Knapp](#)

# SURVEY SAYS: FOR THE FUN AND LOVE OF BOOKS

GAIN BOOK EXPOSURE / GENERATE BUZZ	29	THANK / INTERACT WITH FANS	8
GAIN NEW SOCIAL MEDIA FOLLOWERS	24	FOR THE FUN AND LOVE OF BOOKS	5
INCREASE SITE TRAFFIC	19		
GAIN NEWSLETTER SUBSCRIBERS	12		

We get it — you love what you do! Those that were surveyed mentioned that they just want to share their passion and love for books. And running a giveaway is a great way to do that.

Plus, running a giveaway is fun. Picking a winner, contacting them to tell them they won, and announcing the winners of a giveaway is fun. There's a warm, fuzzy feeling you get from giving out a prize, especially if it's a prize that you love and want others to experience.



*Why do I run giveaways? It's fun! It brings traffic to my site and is a great way to give something back to my readers.*

**Monika Durbin, Book Blogger | [Lovely Bookshelf](#)**

# TIPS FROM THE EXPERTS

Learn from the best of the best. Below, we've compiled a few of our favorite tips we received from those surveyed. Over 5,000 giveaways have been run through the 62 respondents that were interviewed to create this guide. We can all learn a thing or two from them!



*Always fill out and include terms and conditions for every giveaway you run. And giveaways are like any other marketing channel: Test, test, test!*

**Jenna DeTrapani, Book Blogger & Reviewer | [Bookiemoji](#)**



*If you're running a giveaway for the first time, be sure to consider giving away a prize that's of a certain perceived value to your readers. It needs to be worth while for those participating.*

**Eloise Knapp, Author | [Eloise J. Knapp](#)**



*Keep your entry options simple and limited. I've heard feedback from many people who state they hate entering giveaways with too many entry options. I would say no more than 5 entry options to keep it simple and less daunting for those entering and so more people will enter. Only make one option mandatory. Mailing list signups are nice because you can directly message your intended audience, but be sure not to flood their inbox with unnecessary emails.*

**Jennifer Beach, Book Blogger | [Back Off My Books](#)**



*Give away at least some books by authors who are more well-known, and try to get them engaged in helping spread the word of your giveaway to their networks. In the giveaways we run, we get the most entries from people who are specifically interested in one of the authors who shares about the giveaway.*

**Brianna DeWitt, Publicist | [Baker Books](#)**

# TIPS FROM THE EXPERTS



*If you're running a giveaway and want to give participants multiple ways to enter, don't make each entry worth a ton of entries. It makes all other entries meaningless. Keep it simple.*

**Emily Siess, Book Blogger** | [Falling For Ya](#)



*Don't forget to make sure to promote your giveaway so people know about it! In addition, look at some other giveaways for inspiration for both entry options and prizes.*

**Michelle Forde, Marketing Manager** | [Kensington Publishing](#)



*Keep your giveaway's entry possibilities simple and streamlined. A ton of extra entries for following a bunch of Twitter accounts is more annoying than it is an incentive.*

**Monika Durbin, Book Blogger** | [Lovely Bookshelf](#)



*Running your first giveaway? Use Rafflecopter! It honestly makes everything so much easier and takes the guesswork out of entries and selecting winners. It's so easy to run a giveaway from set up to drawing a winner at random.*

**Brittany Smith, Book Blogger** | [The Book Addict's Guide](#)



*My advice is to try Rafflecopter to see what it can do. Experiment with the entries. The code is easy to install on a website, blog or Facebook. Make sure to use the "Tweet this giveaway" entry with the option to do it daily. Include your Twitter name in the Tweet so that you will be notified every time there is a Tweet, you have the option to re-tweet the message.*

**Laura Fabiani, Sr. Virtual Book Tour Coordinator** | [iRead Book Tours](#)

# INSIDE LOOK: SIMON & SCHUSTER

Simon & Schuster, a publishing company based in NYC founded in 1924, is one of the leading English-language publishers in the world. An online property that Simon & Schuster manages is ‘[Off the Shelf](#)’, a blog that shares recommendations and reviews of books that Simon & Schuster employees love.

To celebrate their one-year anniversary (blogiversary!) in March of 2015, Off the Shelf ran a giveaway where all the staff members of the site chose a favorite book. Additionally, each book in the prize package was to be inscribed by the Off-the-Shelfer who chose it.

The screenshot shows the 'Off the Shelf' website interface. At the top, there's a navigation bar with links: YOUR BIBLE, REGISTER, LOGIN, LISTS, and a search bar. Below this, a banner reads 'Happy Birthday to Us!' with a date of Tuesday, March 03, 2015. The main content area features a large blue box with the text 'Celebrate our first year of great reading! Enter for a chance to win a prize pack of Off the Shelf's favorite books!'. To the right of this box is a 'Get Off the Shelf' section with a 'ENTER EMAIL' field and a 'SUBMIT' button. Below the main box, there are social media links for newsletter sign-up, Twitter, Facebook, and Pinterest. On the right side, there's a 'WHO WE ARE' section and a 'BOOK LISTS' section with various book recommendations. At the bottom, there's a 'POPULAR' section with more book titles. The footer includes a disclaimer about the giveaway and social media share counts.

The giveaway was a smashing success, due in part to a great occasion worth celebrating, a prize they knew their readers would get excited about, and fantastic execution promoting the giveaway. The giveaway resulted in 7,500 additional newsletter subscribers and accounted for 2,500 tweets throughout the duration of the promotion.



*I'd been wanting to switch from the sweepstakes service our company used prior because I felt it was extremely limited, but because no one else here was familiar with Rafflecopter it initially was a challenge. Now that everyone sees the benefits and your flexibility, it's Rafflecopter all the way!*

**Allison Tyler, Simon & Schuster**



# ABOUT RAFFLECOPTER

Rafflecopter was started in 2011 as a way to easily run a giveaway in the main column of a blog post. Since then, thousands of authors, publishers, and book bloggers alike have run giveaways with our software, making Rafflecopter a go-to marketing tool for many in the book industry.

We're excited that our software has helped support so many milestone celebrations, book launches, and book reviews. For your next giveaway, let us do all the heavy lifting. We promise you Rafflecopter can make your life easier, but you don't have to take our word for it!



*I couldn't imagine hosting nearly the amount of giveaways I do without Rafflecopter. Rafflecopter makes giveaways SO easy!*

**Kate Tilton, Founder & Author Assistant** | [KateTilton.com](http://KateTilton.com)



*Rafflecopter is super-easy to use! Before Rifflebooks.com, we had our own in-house giveaway platform for Facebook. That platform was 'sunset' 2.5 years ago, and we moved all of our giveaways to Rafflecopter.*

**Marquina Iliev-Piselli, Director of Digital Marketing** | [Riffle, Inc.](http://Riffle, Inc.)



*We started using Rafflecopter as our giveaway platform as it offers a fair selection process, easy to understand set-up, and keeps you informed throughout your giveaway. You can check your stats regularly to see how you're doing, and best of all you don't have to be a computer whiz to use Rafflecopter. All you have to be is an enthused author or publisher; Rafflecopter does the rest.*

**Janet Beasley, Publisher** | [JLB Creatives Publishing](http://JLB Creatives Publishing)



*Rafflecopter has helped me encourage my readers to follow me on social media or gather some kind of helpful info from them in exchange for participating in a giveaway and having the chance to win something cool. It allows me to encourage my readers to retweet, visit my website, or answer polls that help me as an author.*

**Eloise Knapp, Author** | [Eloise J. Knapp](http://Eloise J. Knapp)

# ABOUT RAFFLECOPTER



*If it's your first giveaway, Rafflecopter is definitely the way to go. The website's organization is so well thought out that even if you've never made a Rafflecopter giveaway before, you'll be able to. Rafflecopter giveaways are becoming the giveaway method of choice by more and more book bloggers day by day. They're simple to create, simple to enter, and there's no stress with picking the winners.*

**Jessica, Co-blogger & Owner | [The Book Bratz](#)**



*Rafflecopter has made things easy and practically effortless. I can duplicate a previous giveaway and plug in the new information. I double check the entrants and call it a day. It's very easy to administer all my giveaways with Rafflecopter.*

**Jennifer Beach, Book Blogger | [Back Off My Books](#)**



*Rafflecopter allows me to include entries in my giveaways that help authors and myself increase followers on social media and email subscription. It's also easy to use and easy to pick winners.*

**Laura Fabiani, Sr. Virtual Book Tour Coordinator | [iRead Book Tours](#)**



*Rafflecopter has made it very easy to setup and monitor giveaways, add social options to get more people to following the authors we work with, and most importantly, easily pick a winner without having to calculate entries.*

**Michelle Forde, Marketing Manager | [Kensington Publishing](#)**

**Want more giveaway marketing tips and tricks?** If you're looking for more content pertaining to giveaways, you'll find a lot of in-depth articles on our blog. Subscribe by clicking the button below and you'll be notified when a new piece of content is published.

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