



THE
Ultimate Guide
TO
Giveaway Marketing





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Giveaway marketing has become an important tool to consider as bloggers, online marketers, and businesses are finding success from incorporating a giveaway component into their marketing calendars.

As an online marketer, you'll find that using giveaways as a marketing channel can be an effective way to generate leads and engage your community. They can also be a lot of fun! We wrote this guide because there are some topics you should familiarize yourself with before running your first giveaway.

With over thirty articles on giveaway best practices, 'The Ultimate Guide to Giveaway Marketing' is your go-to guide for learning fundamental techniques and strategies to run a successful giveaway. Need your questions answered about how long your giveaway should last, what prize you should choose, how to best promote it, and how to contact winners? You've come to the right place!

Browse through the guide. Shoot us questions to support@rafflecopter.com if we can help! Click one of the four buttons below to get started:

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What is a Giveaway?



Technically speaking, when you hear the term ‘giveaway’, you should think of it as a promotional drawing where a prize is given away to a participant chosen from a pool of entries at random. A giveaway in this case is referred to as a ‘sweepstakes’.

Artistically speaking, **a giveaway is a fun way to grow your audience while giving back to your fans.**

It’s important to note there is no monetary charge for an entrant to participate in a sweepstakes, which is why you’ve probably seen the phrase ‘no purchase necessary’ associated with giveaways you’ve entered.



Contest vs. Sweepstakes vs. Lottery



When you consider running a promotion online, you'll hear three keywords thrown around besides 'giveaway': sweepstakes, contest, and lottery. At first glance, it's easy to get these three terms confused with one another, but there are distinct differences between each.

- A **sweepstakes** is defined as 'a promotional drawing in which prizes are given away at no charge to the participants'. Winners will be selected at random. Think of a sweepstakes as a game of luck.
- A **contest** is defined as 'an event in which people try to win by doing something better than others'. Winners will be chosen or judged based on their submission or performance. Think of a contest as a game of skill.
- A **lottery** is defined as 'a means of raising money by selling numbered tickets and giving prizes to the holders of numbers drawn at random'. This includes a fundraiser raffle or the powerball lottery. The winner is chosen at random, but you have to pay to play. Think of a lottery as a game of luck that has an entry fee.



8 Benefits of Running a Giveaway



As an internet marketer, keeping up with a blog, focusing on SEO, running monthly webinars, and being active on Facebook & Twitter are just a few of the endless amount of marketing channels you have before you. However, have you considered the powerful benefits of incorporating giveaways into your marketing strategy?

You'll find the benefits of giveaways can bring you a return on your investment as much, if not more, than any of the aforementioned marketing channels. Below are some of the reasons you should run a giveaway:

- **Grow your network.** Running a giveaway is a fantastic way to build your social media following on sites like Facebook & Twitter.
- **Generate leads.** A sweepstakes is great for growing leads or increasing the number of email list subscribers. It's a lead generation secret weapon.
- **Save money.** Running a giveaway can be an inexpensive & cost-effective marketing channel; the cost associated with running a giveaway can be low and predictable. Just budget for the cost of the prize and the time you spend on managing the process.
- **Gain product exposure.** Launching your product with a giveaway is an amazing way to generate buzz around your brand. Having the prize be your product will



help gauge interest and fuel excitement. Using your product as the giveaway's prize is one way to get people excited about your product and try it out.

- **Give back to your fans.** Want to share the love & give out prizes to your fans? Running a giveaway is a great way to show your appreciation.
- **Save time & headaches.** In relation to other internet marketing channels, running a giveaway doesn't require a lot of technical knowledge. In addition, the amount of time spent in creating and launching a giveaway promotion is relatively low.
- **Have some fun.** Everyone loves the chance of winning! There's nothing more joyful than delivering the good news to your winners. In relation to other marketing channels, running a giveaway is a blast.
- **[Liven up your community.](#)** If you're looking for a way to get your fans excited, running a giveaway will get them chatting.



Prize Selection



A lot of your giveaway's success will depend on the prize you decide to use. Figuring what should be given away as a prize is a decision that shouldn't be taken lightly either. A fair amount of thought should go into choosing what prize you give away; the prize of your giveaway will define the performance of your promotion.

Next time you think about what you should give away, ask yourself these following five questions:

1. What's the dollar amount of the prize?

As a general observation, your promotion will receive more entrants the more valuable your prize is. An item that you can purchase from a store for \$10 won't attract and convert as much traffic as an item that costs \$100, which won't attract and convert as much traffic as an item that cost \$500.

Based on the many promotions run through Rafflecopter, we think you'll find the most success with a prize that has an average retail value worth at least \$200.

There are special circumstances where a prize valued at \$50 will still see success, but \$200 is a fair place to start. If the effort it takes to enter a promotion isn't worth the chance at winning a potential reward, the promotion won't convert your audience into participants.



2. Does your audience have interest in what you're giving away?

If your company has a fanbase that's a certain demographic, the item you're giving away should appeal to that demographic. It's an easy mistake to make, one which we've made before :)

For Father's Day in 2013, we ran a promotion to give away a handful of subscriptions to the online subscription box service, [Dollar Shave Club](#), which is a service targeted to men tired of spending too much money for razors in a store. Sounds like it would make for a great prize for a Father's Day giveaway.

At the time of the promotion, well over two-thirds of the people that used Rafflecopter were female. Despite the good intentions, it wasn't a good match and the promotion underperformed.

3. How relevant is the prize to your company?

You want to give away a prize that resonates with your users and reflects the goals of your company and giveaway. For example, if you were Apple and you wanted to give away an electronic product, but it was a Microsoft product, that would be confusing.

On the flipside, if you were a company that sold iPhone cases, giving out an iPhone as a prize in addition to the cases you sell would be relevant.

4. Is this a prize that all entrants and potential winners can enjoy?

Always keep your social media fans in mind. In our case, although some of our followers run giveaways themselves, a lot of them follow us to simply enter giveaways. In our case, although giving away an annual subscription of Rafflecopter would interest a fair amount of our followers, there are prizes we can giveaway to engage a greater majority of followers.

On that note, not all of our followers would get benefit from a Rafflecopter subscription. If your Grandmother who isn't as computer literate entered the giveaway and won, she doesn't have any use for it. While giving away subscriptions to our paid features is a relevant prize, it's a prize that not everyone can enjoy. That's usually why we'll include other prizes in addition to a paid Rafflecopter subscription. Examples include t-shirts, stickers, or gift cards.



Your prize should be something any end consumer can find value in. According to this rule, the best prize besides money would be a universal gift card. Amazon gift cards are a good example of a prize that can be enjoyed by a majority of winners that receive it.

5. How unique / scarce is the prize?

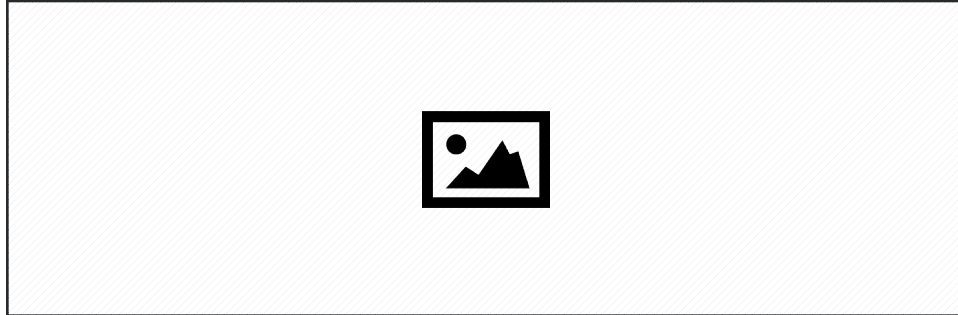
Obtaining a unique prize or an item that's difficult to get a hold of can help boost your giveaway's performance as well.

For example, there were 64 soccer matches at the 2014 FIFA World Cup. As such, FIFA gave away 63 kick-off balls, one ball for each match (the first match being the exception). Each soccer match at the World Cup uses many balls that can be purchased from their online store, but you're getting an item that's one of a kind, used as the [first ball in the match](#), which has a great story behind it.

One-of-a-kind prizes tend to perform better as well. Several years ago, the team at [Dude I Want That](#) ran a giveaway for a one-of-a-kind Nintendo controller. Except the controller was also a [fully functional coffee table](#). You could literally plug the table into your Nintendo and play your favorite game using the gigantic buttons on the table. Not only was the table awesome, the fact that you could enter to win it was even cooler.



Displaying Prize Images



Describing the prize you're giving away will get your entrants more excited to participate. In this case, 'a picture is worth a thousand words' is a statement you should keep in mind. Displaying a picture of the prize that your entrants can win makes the giveaway more tangible.

As a recommended best practice, **add crisp, attractive images of the prize you're giving away in the location where your promotion is running.** If you're a Pinterest user, make the image 'pinnable', which means creating an image your fans would enjoy sharing with their readers and Pinterest followers. For additional information, [here's a recommended article](#) that will help you design images that your fans will enjoy sharing.

If you're looking for some apps that will help you easily create better images for your giveaway, here are four tools you should check out:

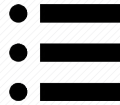
- [Share As Image](#). If you're looking to add text overtop of a prize image, Share As Image is a fantastic option that's super-easy to use. Choose from a handful of fonts and filters to make your images pop.
- [PicMonkey](#). PicMonkey makes creative tools for photo editing and graphic design that can be accessed from your browser, allowing you to edit and touch up your photos on the go.



- [Pixelmator](#). A full-featured image editor for your Mac, Pixelmator can be compared to a lightweight version of photoshop. There is more of a learning curve with Pixelmator, but you'll also have more flexibility. Pixelmator offers fantastic tutorials to help learn their software as well as a free trial.
- [Canva](#). Here's a tool that makes design simple for everyone. A newcomer to the scene, Canva is an app that wants to be the easiest to use design program in the world. They're a fantastic solution for bloggers and businesses alike.



Entry Options & Participation



Before deciding how you'd like entrants to interact with your promotion, you should figure out what your goals are for the promotion. It could be to gather user feedback, increase engagement on Twitter, grow your email list, promote a conference you're sponsoring, etc). Keeping that in mind, here are several common ways you might have your entrants participate in your giveaway (all of which are available on the Rafflecopter platform):

- Visit your Facebook page
- Follow you on Twitter, Tweet a message
- Follow you on Pinterest, Pin an image
- Comment on a blog post
- Answer a Poll/Survey
- Subscribe to your Mailing List
- Refer a friend to the promotion for extra entries
- ... or create your own through the 'invent your own' option



Start/End Time Considerations



It's not so much **when your giveaway should start and end but making sure that when you promote your giveaway, your audience is online, listening, and ready to participate.** Below are several considerations you should keep in mind when picking the start and end dates of your giveaway.

When should the giveaway start?

- **Day of Week.** Generally, more people are browsing the web during the beginning of the week vs the weekend; think about starting and promoting your giveaway during these peak times. If you plan on promoting your giveaway when you launch (which is recommended!), starting your giveaway Monday, Tuesday, or Wednesday is the most optimal time, followed by Thursday and Friday, and then the weekend. [Here's an infographic](#) where you'll learn insights into when giveaways are entered you should check out.
- **Time of month.** Running monthly giveaways are very popular, but they don't necessarily need to start on the first and last day of the month. Try starting and ending your giveaways on the first Monday / Tuesday of each month, especially if the first and last day of the month falls on a weekend.
- **Holidays.** Running promotions around certain holidays is always a great way to celebrate but make sure you don't end your promotion on the exact holiday, as it's very unlikely you'll get much engagement on that day. If you look at your site's



analytics, you should notice a reduced amount of visitors to your site on days such as Christmas, 4th of July, Memorial Day, Thanksgiving, etc. Everyone is too busy celebrating! If you run a Thanksgiving-themed giveaway, it wouldn't be ideal to end the giveaway on Thanksgiving, but rather a few days before or after to achieve a higher level of engagement.

How long should the giveaway last?

In general, the length of time your giveaway lasts should depend on the prize you're giving away.

If you're giving away a few t-shirts & stickers to your fans, you probably wouldn't want to run that promotion the same length of time as a giveaway where the prize is an all-inclusive vacation to the Galapagos Islands. It would be a waste of time and money to run a giveaway with such a high value prize for a short duration.

Below is a chart that provides recommendations on how long your promotion should last based on the ARV (Average Retail Value) of the prize you're giving away.





Flash giveaways on your Facebook page

A flash giveaway generally refers to a promotion that lasts less than 24 hours. Often times, running a flash giveaway on your Facebook page is a great way to revitalize your fanbase and can be a fun way to give back to your fans as well.

While it's possible to manually manage a giveaway on your Facebook page, it's difficult to pick a truly random winner from people who have liked or commented on a post. To solve this problem, we created an app that makes it easy to manage a giveaway on your Facebook timeline: Rafflecopter's Facebook flash giveaway app. You can read about how the [Rafflecopter Facebook flash giveaway app](#) works [here](#).

If you're running a giveaway on your Facebook timeline, here's an article that describes [5 best practices for your Facebook timeline giveaway](#).



Terms and Conditions



Before installing and promoting your giveaway, an important topic to discuss is your giveaway's terms and conditions. These are effectively the official rules of your giveaway; think of it as a booklet that would come in the box of a board game that describes the rules and how to play.

Here are several topics you should consider when coming up with your terms and conditions:

- **Promotion description.** Describes the name of the promotion, when it starts and ends, who is administering the promotion.
- **Eligibility.** Describes who is eligible for the prize based on place of residency, affiliation with the sponsors, etc.
- **Winner selection.** How will the winners be determined? When will the winners be contacted? How will they be contacted?
- **Official prizes.** If you're giving out a prize package, describe what's in it, what each winner can expect, the average retail value (ARV).
- **Privacy.** When entrants participate in the giveaway, how will the information they've submitted to be entered (name, email, answers to questions, etc) be used?



- **Limitation of liability.** Put this clause in place to attempt to limit, define or eliminate damages occasioned by a party's conduct or breach of contract.
- **Winner's list.** Entrants sometimes want to know who won; consider including an address where participants can find a list of winners to a particular sweepstakes.
- **Sponsor.** Describe the name of the company or organization responsible for the promotion.
- **No purchase necessary.** Having entrants purchase a product as a means of entry or increasing their odds in a sweepstakes is actually deemed an illegal lottery ([read more](#)).

Paying attention to the above topics can protect you and your entrants from disputes. Well-written rules will make it easy to determine if entrants are eligible, if they entered on time, what their prize is, etc.

Rafflecopter offers [a terms and conditions template](#) that makes it easy to create your own rules. Providing terms and conditions for all your promotions is vital to the success of your giveaway. However, they don't have to be as complicated as everyone makes them out to be.

While this feature can help you save a lot of time, please understand that you and only you are solely responsible for your promotion's compliance with the law and the legality surrounding your promotions. Metric Feat, LLC (creators of Rafflecopter) is in no way responsible for your promotion or the legality surrounding your promotion.



7 Important Participation Topics



As you're deciding how you want to set up your giveaway's entry options, read about the seven topics covered below to help set your giveaway up for success.

1. What's the optimal amount of entry options for your giveaway?

While Rafflecopter will allow you to add as many giveaway entry options into your promotion as you'd like, too many options can be disorienting for your entrants and can detract from the original purpose: to have more people enter your giveaway. **Don't chase your entrants away by making your giveaway too difficult and time-consuming to enter.**

With all that said, you'd be best to set up between 3 and 6 entry options. For further reasoning as to how this number was arrived at, check out the blog post on this subject here: [How Many Giveaway Entry Options Should You Use?](#)

Less is more - keep it simple!

2. What entry options should you feature in your giveaway?

What entry options you decide to use will depend on what your giveaway's goals are. Below is a short list of common goals you could employ and the associated entry options you should use to help reach those goals.



- **Gather customer feedback.** Poll/Survey, ‘Invent Your Own’ entry option
- **Grow your newsletter.** Subscribe to a mailing list
- **Spread your reach.** Tweet a message, Refer-a-friend
- **Increase your social media following.** Like on Facebook, Follow on Twitter

3. How can you successfully use the ‘Invent Your Own’ entry option?

With some platforms, including Rafflecopter, It’s possible to create a custom entry option in your giveaway by using the ‘Invent Your Own’ entry option. Using this option is like starting with a blank slate; the possibilities are limited to your imagination.

Several examples of how you could use this option:

- Leave a review of your product
- Watch a video
- Answer a question
- Leave some feedback

4. How can you write an effective ‘Tweet a Message’ entry option?

One of the most popular and effective entry options used is the ‘Tweet a Message’ entry option. This entry option encourages your readers to tweet a pre-written message to their followers that you’ve created. When entrants tweet a message, they’re sending a message to their followers. It’s a great way to help spread the word of your promotion as well as your brand.

When setting up this entry option, it’s up to you to write the tweet and it’s important that you craft a well written message that engages your users. Your entrants want to participate in your giveaway, but they’ll think twice before broadcasting a poorly written message to their followers. **The difference between a poorly written tweet and a well-written tweet can make a significant difference.**



Here are some tips that will help you write an effective tweet and receive more traffic:

- **Use CTAs.** A CTA (call-to-action) is a phrase that encourages readers to take action. Terms like “Enter to win”, “Check it out”, “Enter here”, “Get the details”, & “Enter now”.
- **Include the prize & prize ARV.** Including information in your tweet as to what’s being given away and the average retail value (ARV) of the prize.
- **Keep the tweet short.** Easier said than done, but even though you’re allowed up to 140 characters, tweets under 100 characters have a higher probability of performing better.
- **Add a sense of urgency.** As your giveaway comes to a close, try to use phrases like “Hurry!”, “Enter soon”, “Time’s running out!”, “Final call!”, “Ends tonight!”.

5. Can you use Google Plus entry options?

Unfortunately, the answer is no. The [Google+ Pages Contest and Promotions Policy](#) document is very clear: you can link to promotions running elsewhere on the web, but the promotions cannot be run directly on your Google+ Page and you must release Google from any liability associated with your promotion.

This means asking entrants to add you, friend you, circle you, or comment on a page / post in G+ would be in violation of Google’s terms of service. Google has been known to take action on ‘questionable’ SEO tactics and could take action if they see you breaking their terms of service.... it’s not worth putting your site at risk.

Read more about this subject in our blog post [Why Your Next Giveaway Promotion Should Avoid Google+](#)

6. What does the term ‘NO PURCHASE NECESSARY’ really mean?

Having people purchase a product as a means of entry or increasing their odds in a sweepstakes is actually deemed an illegal lottery (which is why you’ve probably seen the term ‘NO PURCHASE NECESSARY’ before). Because of that, you’d be highly recommended not to make this an entry option as part of your giveaway.



For further reading, [here's an in-depth explanation](#) of the 'NO PURCHASE NECESSARY' topic that will provide more insight.

7. How can you tell if your promotion is within Facebook's promotion guidelines?

On November 5, 2014, Facebook made a significant change in what they would allow surrounding the use of social plugins for incentivizing people to like a page. The policy reads:

You must not incentivize people to use social plugins or to like a Page. This includes offering rewards, or gating apps or app content based on whether or not a person has liked a Page. It remains acceptable to incentivize people to login to your app, check in at a place or enter a promotion on your app's Page. To ensure quality connections and help businesses reach the people who matter to them, we want people to like Pages because they want to connect and hear from the business, not because of artificial incentives. We believe this update will benefit people and advertisers alike.

This update was specific to app creators that create software which integrates with Facebook. To describe what this means, we'll use our [Facebook giveaway app](#) as an example. Right now, when you run a giveaway on Facebook with our app, you'll install our app to your page, which will place the Rafflecopter widget on a Facebook page tab. Before 11/5, you were able to 'fan-gate' this tab, meaning you could put the promotion behind a wall that could only be accessed after the end user liked your page. Since then, the 'fan-gate' feature has been removed.

What do these updates mean?

The new policy update is very specific — it reads “this includes offering rewards, or gating apps or app content based on whether or not a person has liked a Page”.

When Facebook mentions gating an app, this refers to what you probably know as 'fan-gating'. Fan-gating an app means that you put some content behind a door that can only be accessed by becoming a fan of the page. You've probably seen Facebook fan pages ask you to become a fan of their page before you can access a coupon, an ebook download, or a promotion.



In addition, the new rules state “you must not incentivize people to use social plugins or to like a Page.” Moving forward, all apps created on the Facebook platform cannot encourage people to like a Facebook page so they’ll get a discount, a music download, a freebie, or an entry into a promotion.

Regardless of the app you use, whether it is copy on your Facebook page, website or blog, be sure to avoid any reference to someone being required to like your page or share a post in order to be entered into a giveaway.



Where To Run Your Giveaway



As the giveaway admin, it's up to you to decide where you'd like to run your giveaway. If you use Rafflecopter, we provide you with code you can embed on your website along with access to the Rafflecopter Facebook app. Below are a few considerations you should take into account when thinking about where to run your next promotion.

- **Your website.** Strongly consider running your giveaway on your own website. In general, a giveaway promotion can drive a significant amount of traffic. If you run your giveaway on a domain that you control, you have more insight into the traffic driven to that page. Running a promotion on a social media platform, you don't necessarily have full control of that. On that note, some have found great success by creating a landing page specific for their giveaway.
- **Your blog.** Consider running your giveaway on your blog. As described above, you have control of your blog's analytics and traffic numbers. Be sure that your blogging platform is compatible with embeddable JavaScript. For example, if you run your blog on Wordpress, they won't let you embed javascript
- **On another blog.** You can share your giveaway with other bloggers or businesses so they're able to embed the giveaway on their website, blog, or Facebook page. If you use Rafflecopter, we provide a URL that allows someone to access your widget code and the ability to install it on their Facebook page. Don't worry, it won't give them access to your giveaway's setup or entries tab ([learn more](#)).



- **On Facebook.** Running a giveaway on Facebook could get you closer to your fans, but you won't have as much control. Not all of your potential entrants will have a Facebook account either. These are some things to consider before going all in on running your giveaway only on Facebook. Learn more about Rafflecopter's [Facebook giveaway app](#).
- **All of the above?** Consider running your giveaway in multiple locations. Try running a giveaway on your blog as well as your Facebook page to hit a broader audience. Not everyone has a Facebook account. Another option to consider is to run your giveaway on several blogs or several Facebook pages concurrently for additional exposure.
- **On your email list?** Thinking about embedding your giveaway in your newsletter or a dedicated email? Such functionality, while theoretically possible, wouldn't be very practical given that most email clients strip out or disable JavaScript in order to prevent malicious code execution or other security issues. As a better solution, link your newsletter subscribers to your site or your blog where the giveaway is taking place.
- **On a Rafflecopter.com page.** While you'll be better off hosting your giveaway on your own site, if you use Rafflecopter, we provide a landing page that's hosted on Rafflecopter.com. ([learn more](#)).



How to Promote Your Giveaway



If you can imagine, running a giveaway is like training and competing in a marathon: not all the effort is put forth during the actual event. Lots of time and thought goes into the preparation for an event of that magnitude. You have to plan ahead, train for the event, and prepare for challenges you'll encounter along the way.

The process of managing a giveaway is the same way (though perhaps not as grueling!). To be successful, you should plan ahead how you'd like to run it, where you'd like to run it, and more importantly, how you plan on promoting it. Are you going to partner with other companies or bloggers to help you spread the word? Are you able to spread the word about your giveaway on your Twitter account? Perhaps your email list?

Marketing your promotion is just as important as choosing the prize, how long it lasts, etc. To help manage this process, become familiar with this section to help you decide when to promote your giveaway, how to promote your giveaway, and where to promote it.



When to Promote Your Giveaway



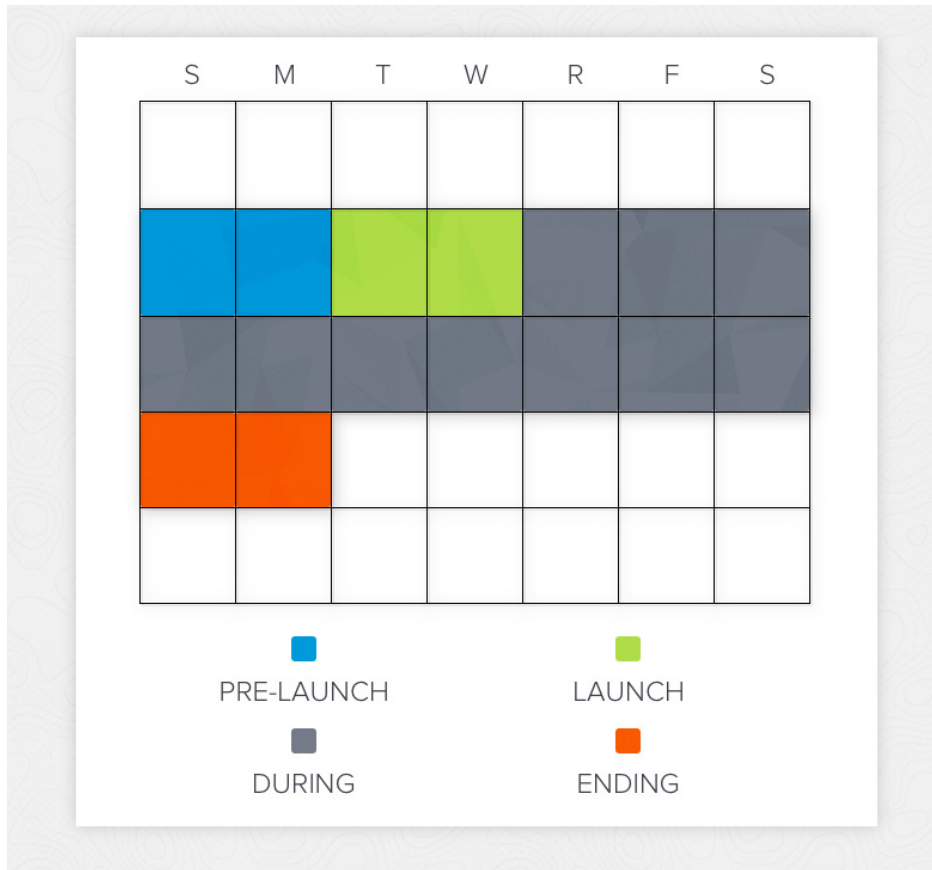
While you should always be thinking about promoting your giveaway while it's running, there are four specific promotion periods where you should concentrate your promotion efforts:

- **Pre-launch.** 48 hours before your giveaway starts.
- **Launch.** 48 hours after your giveaway starts.
- **During the promotion.** post-launch but before the giveaway's ending.
- **Ending.** 48 hours before your giveaway ends.

During these four different promotion periods, the mood of your messaging will change and the contents of what you promote will differ. In the sections below, you'll learn more about each of the four promotion periods and how you should message your audience to drive the most excitement.

In the following section titled '[where to promote your giveaway](#)', you'll find examples of how to utilize the four promotion periods below on various locations & social networks.

Below is an example calendar of a giveaway that lasts two weeks, starting on Tuesday morning, showing the four promotion periods described above:



Pre-launch: 48 hours before your giveaway starts

In the several days leading up to your giveaway's launch, besides making sure you have all of your promotional materials in place, your plan should be to drum up some excitement & create some buzz. Giving away a cool prize? Tease or foreshadow your upcoming promotion.

Some examples of terms you could use before your promotion launches:

- Feeling lucky?
- Didn't win the last giveaway? Here's your second chance.
- Get ready!



Launch: 48 hours after your giveaway starts

When your giveaway launches, it's vital that you promote your giveaway effectively in the first 48 hours. Depending on the length of your giveaway, it's not unusual to see up to **40% of your entries come within the first two days.**

Now that you've launched and the prize has finally been revealed, promote it using prize images or graphics describing the giveaway while using terms like:

- We're now open for entries!
- Enter for a chance to win
- A new giveaway is live
- Get excited!
- Woot! Enter to win...

Do your best to describe the promotion. Tell your followers the reason for running the giveaway, what they have the ability to win, the ARV (Average Retail Value) of the prize, who is eligible, how to enter, and where they can enter.



During the promotion: post-launch but before the giveaway's ending

While you'll receive many of your giveaway entries during the first 48 hours and the last 48 hours before your giveaway closes, the longer your giveaway runs, the more entries you'll receive. While it's critical you promote your giveaway at the beginning and end, forgetting to promote your giveaway during the middle is a mistake you don't want to make.

Promote the giveaway, reminding your followers if they haven't entered yet:

- Our giveaway is halfway over
- There are x weeks left in the giveaway! Enter to win...
- Still plenty of time to participate in our xyz giveaway! What would you do with [prize xyz] if you were to win?

Your goal should be to keep the ball rolling. Don't lose momentum that you generated from your giveaway's launch. Continue to remind people the promotion is still running. Similar to an hour long presentation you'd prepare for at a conference, your giveaway should start strong and end strong, but still have quality content in the middle.



Ending: 48 hours before your giveaway ends

It's the last two days of your giveaway - time to go out with a bang! Similar to the amount of entries you receive in the first 48 hours of your giveaway, the last 48 hours of your promotion will receive an explosion in entries as well. All those procrastinators and latecomers who have yet to enter your giveaway will be drawn to enter your promotion through messaging and copy that brings a sense of urgency. Several examples:

- Final call!
- Last chance to enter...
- There are (24, 12, 3) hours left to enter!
- Hurry! Giveaway ends tonight...

When you promote your giveaway in the final days, make sure you give enough time for your message to be received. If you're going to send out an email promoting the end of your giveaway, don't send it out a few hours before the giveaway ends. Give your subscribers at least 24 hours notice.



Where to Promote Your Giveaway



There are many places on the web where you can spread the word of your giveaway. Below are a few recommended locations where you'll find the most success promoting your giveaway.

Each location described will include some notes you should understand about each, several best practices & examples of how you can promote based on the four promotion periods described in the 'When to promote your giveaway' article.

- [Promote Your Giveaway: Facebook](#)
- [Promote Your Giveaway: Twitter](#)
- [Promote Your Giveaway: Pinterest](#)
- [Promote Your Giveaway: Instagram](#)
- [Promote Your Giveaway: Email](#)
- [Promote Your Giveaway: Other Sites](#)



Promote Your Giveaway: Facebook

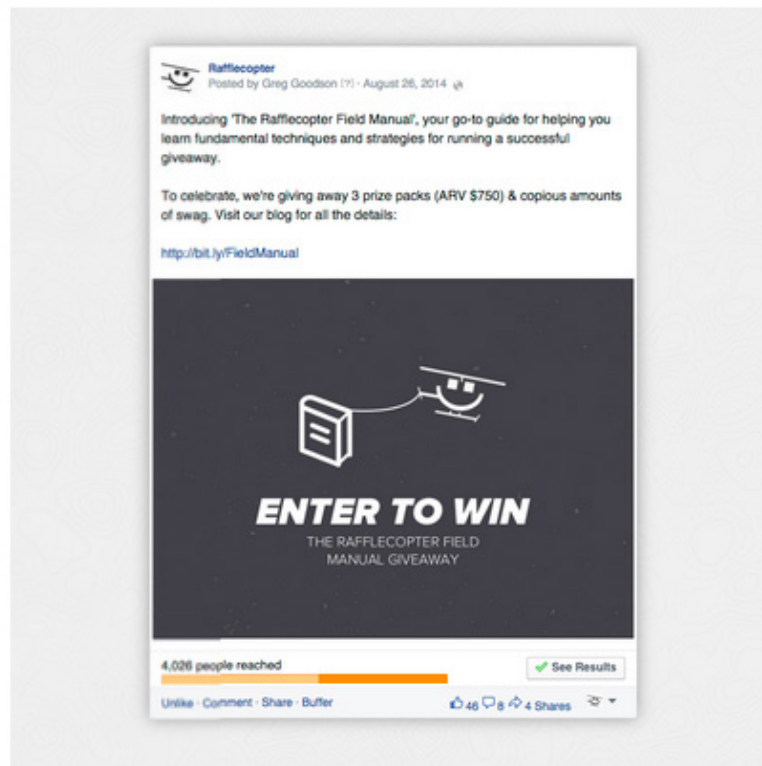


While other social networks exist, having a Facebook page means you probably have some kind of online following. If you don't have a Facebook page for your business already, [creating one is simple](#). Promoting your giveaway to your Facebook fans is a must; below you'll learn about how you can best promote your giveaway on Facebook.

Status updates

A status update is a message that you create and post on your Facebook timeline. Hopefully, the message is relevant to your business since it will reach a wider audience than just your fans. While your status update will be seen on your Facebook page, the hope is that it will be displayed on your fans' Facebook news feeds as well.

Promoting your giveaway on Facebook through a status update is the most common way to share your promotion with your fans. You can link anyone from a Facebook page to your blog, website, or wherever you're running your giveaway. You can make the associated message as short or as long as you'd like.



Here are some other tips you can use to help your giveaway receive more traffic through status updates on Facebook:

- **Pin a status update.** Anytime you write a status update, it will be placed in your Facebook page's timeline chronologically. If you want one particular status update to gain more visibility, you can pin the post to the top of your timeline. Anyone browsing your timeline will see this post first. Remember, you're only allowed to pin one status update at any given time and the pinned post has to be a post created by your page ([learn more](#)).
- **Boost your status update.** For a price (starting at \$5), Facebook will allow you to boost your status update so it will reach more of your fans in their news feeds. This is an option you can employ to get your status updates about giveaways in front of more fans ([learn more about boosted posts here](#)). If you decide to boost your post, you're recommended to read both Facebook's [advertising guidelines](#) and page terms. If you're interested in other ways to advertise on Facebook, check out Facebook's [advertising guide](#) to discover ways you can go about advertising on Facebook and boost your promotion.



Focus on simple status updates with CTAs. As shown in the examples above, create clear, concise copy in your status updates. Use call-to-action (CTA) messaging, asking users to “enter here”, “enter to win”, and “check it out”. Include your prize and its ARV. Keep your messaging short and straightforward.

Include video and/or images with links in your status updates. Here’s your chance to include your prize image in a status update or a graphic that you’ve created describing the promotion. However, keep in mind that a post that includes a video performs best from an organic reach perspective. If you’re going to include an image, use the image generated in the image preview that auto-generates when you add a URL to your status update.

Status updates using the Rafflecopter Facebook app

If you’re posting a status update that links to your giveaway located off of Facebook on another site, such as your blog or a landing page that you’ve created, linking directly to the page works great.

Cover Photos

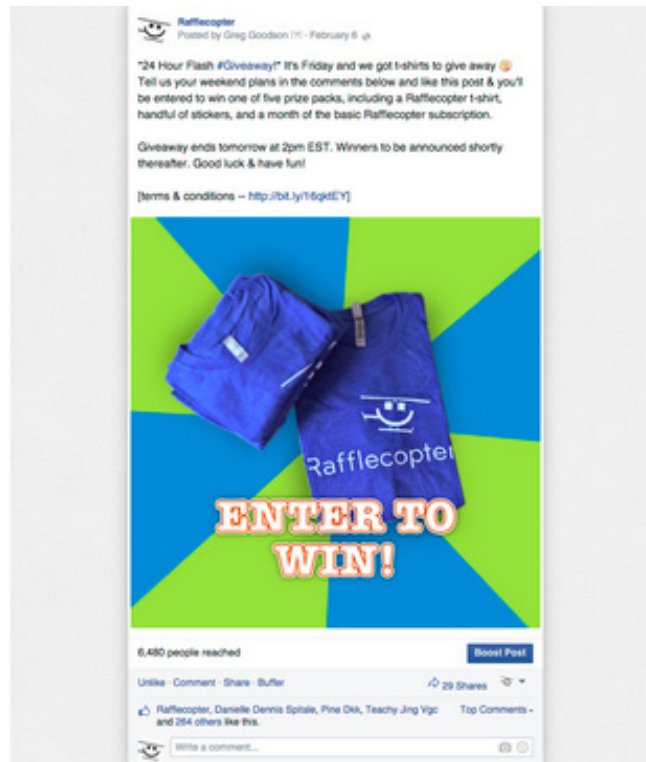


Cover photos are prime real estate on your Facebook page and can be arranged and designed any way you’d like. The only rule is that ‘covers can’t be deceptive, misleading, or infringe on anyone else’s copyright. You may not encourage people to upload your cover to their personal timelines.’

Consider updating your cover photo to help promote your giveaway as it launches or as it’s ending. Your cover photo isn’t limited to the amount of text it contains.



Run a Facebook flash giveaway



A ‘flash giveaway’ generally refers to a promotion that lasts less than 24 hours. As described earlier, running a flash giveaway on your Facebook page is a great way to engage your fanbase (it can be a fun way to give back to your fans as well!).

But it can also be a way to help bring attention to the bigger giveaway you’re currently running. Consider giving away a bite-sized prize in a flash giveaway on your Facebook page that brings attention to your main promotion in place of advertising on Facebook.

When launching your flash giveaway, bring attention to your main giveaway. When announcing the winners of the flash giveaway, remind your fans that if they didn’t win, they can still enter to win the main giveaway’s prize.

Check out Rafflecopter’s [Facebook flash giveaway app](#) that makes it easy to manage a flash giveaway on your Facebook timeline. If you’re running a giveaway on your Facebook timeline, here’s an article that describes [5 best practices for your Facebook timeline giveaway](#).



Have a great Facebook page

While the tips above should help your giveaway, running a great / healthy Facebook page will only help your promotions be more successful. Here's a curated list of other compelling blog posts and materials about Facebook marketing that you'll find helpful:

- [18 Ways to Improve Your Facebook News Feed Performance](#)
- [13 Sloppy Mistakes You're Making With Your Calls-to-Action](#)
- [12 Best Practices For Media Companies Using Facebook Pages](#)
- [How to Do A/B Testing with Facebook Status Updates](#)
- [How Facebook Pages Succeed Using 13 Simple Best Practices](#)
- [How to Craft Perfect Posts for Facebook, LinkedIn & Twitter \[SlideShare\]](#)
- [The Big List of 189 Words That Convert: Write Copy That Gets Your Customer's Attention Every Time](#)
- [5 Data-Driven Ways To Get Your Facebook Post Seen by Your Audience](#)
- [9 Do's and Don'ts for Creating Outstanding Facebook Cover Photos](#)



Promote Your Giveaway: Twitter



Got a Twitter account? Of course you do! Your business should be on Twitter; it's a great way to connect with your customers, gather customer feedback, and generate some buzz about your giveaway. In this section, you'll learn how you can best promote your giveaway on Twitter.

Tweeting a message

A tweet is a 140-character message that you create and post on your Twitter account. It's a public message that anyone can see, but will get the most visibility from those that follow your account on Twitter.

Promoting your giveaway on Twitter through a tweet is the easiest way to share your promotion with your followers. You can link anyone from a tweet to wherever you're running your giveaway. Unlike a Facebook status update, you'll need to pick and choose what you say carefully as you're limited to 140 characters, which includes the 22 characters it typically takes to include a URL linking to the promotion.



Here are some other subjects you should be thinking about to help your giveaway receive more traffic through Twitter:

- **What to include in your tweet.** Unlike a Facebook status update, you don't have much room in your tweet. You'll have to prioritize what you include and what makes the cut. As you write your tweet, consider including the ARV (Average Retail Value) of your prize. As always, use call-to-action messaging and try to discuss the prize that's being given away.
- **Pin your tweet.** A recent change that Twitter put into place is the ability to pin any tweet that you've created to the top of your Twitter profile page. Consider leaving a tweet about your giveaway at the top of your profile, preferably with an image that includes some details about the promotion.
- **Include images.** Prior to 2014, you weren't able to tweet an image and have it appear in your feed. Now that Twitter has given you this ability, if you attach an image to your tweet, it's likely you'll see a significant lift in the amount of retweets and favorites your tweet receives.



- **Use hashtags.** Using hashtags in your tweet may help your tweet appear in relevant searches on Twitter. To decide what hashtags you should use, check out [RiteTag](#) or [Tagboard](#) for assistance. Don't go crazy though! It's a best practice to use no more than two hashtags per tweet. After two hashtags in a tweet, you'll see a decrease in engagement.
- **Use a tweet scheduler.** During the course of your giveaway, you'll send out a good handful of tweets, especially if your promotion lasts several months. This can take a lot of time, but thankfully, there are solutions out there that can help you keep your tweets better organized such as [Buffer](#) or [HootSuite](#). Think about scheduling your tweets with these tools to better coordinate your giveaway's promotion, particularly when it comes time to launch and end the giveaway.
- **Update your profile's header photo.** Similar to your Facebook page's cover photo, your Twitter profile's header photo is prime real estate for promoting your giveaway. Outside the normal [rules and policies in place](#), Twitter doesn't have any restrictions as to what your header photo shows.

Have a great Twitter profile

While the tips above should help your giveaway, running a great / healthy Twitter account will only help your promotions be more successful. Here's a curated list of other compelling blog posts and materials about Twitter marketing that you should find helpful:

- [How Twitter's Expanded Images Increase Clicks, Retweets and Favorites \[New Data\]](#)
- [Why You Should Use Images on Twitter and 3 Tips to Doing it Right](#)
- [A/B Test Finds 55% Increase in Leads When Images Added to Tweets \[New Data\]](#)
- [A Scientific Guide to Hashtags: How Many, Which Ones, and Where to Use Them](#)
- [13 Eye-Catching Examples of Twitter's New Header Images](#)



Promote Your Giveaway: Pinterest



The initial hype is officially gone and the dust has settled: Pinterest is a major player in the social networking realm. If you're a blogger or a business and don't have a Pinterest account, you're missing out! Visual content marketing is becoming the norm and Pinterest is leading the way. Having an active presence on Pinterest gives you a chance to engage with your fans and drive traffic back to your website. In this section, you'll learn some tips that will get your giveaway extra exposure on Pinterest.

Pinning an image

If you've written a blog post and have included images in your post, your readers who are active on Pinterest can pin one of your images if they find it compelling. A pin is like a bookmark that you collect on boards. If your readers see an image on your page that they like, they can pin it on a board in their Pinterest account to save it for later or to share it with their Pinterest following.

Pinterest can help play a role in promoting your giveaway in two ways.

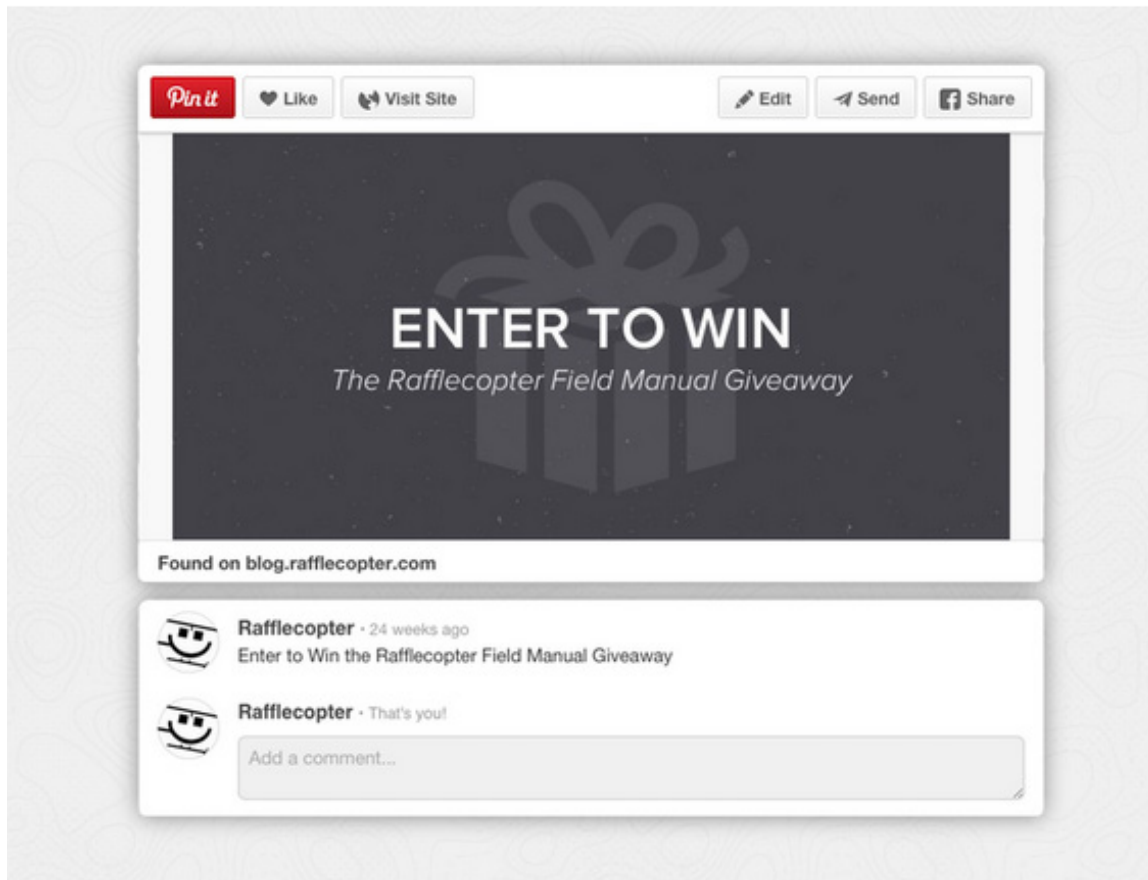
First, if some aspect of the prize you're giving away is photogenic, posting those images on the same page where you're running your giveaway can help drive traffic. When someone views the images on your giveaway's landing page and the images you've included are high quality & worthy of pinning, you could receive some additional traffic to your site from those who are pinning those images and their followers.



If your prize image isn't photogenic (for example, you're giving away a gift card), you can still create compelling graphics that you can post on your giveaway's landing page. In addition to your fans pinning these images on your giveaway's landing page, you can pin these images yourself on your own Pinterest account, driving more traffic to your promotion.

Second, if you don't have any images on the same landing page where you're running your giveaway for one reason or another, you can still log into your Pinterest account and pin those images directly to your boards and drive traffic to your site via your Pinterest followers. The more followers that see you post these images on your account, the better your chances are at driving traffic to your promotion.

You can still create and pin graphics that describe your giveaway and how much time is left, how participants can enter, etc.





Here are some other subjects you should be thinking about to help your giveaway receive more traffic from pinning images on Pinterest:

- **Create a board for the giveaway.** You can start a new board for the specific giveaway you're running and include images that describe your giveaway, but also display images of the prize that you're giving away. Alternatively, you can create a board that is a place to list all your giveaways that you've run and put your giveaway related images there.
- **Investigate hashtags.** Like Twitter, hashtags on Pinterest serve as a way for your images to appear in search results. In addition, you can tweet your pins directly from Pinterest. Adding hashtags on your pin descriptions could make your pins more compelling to tweeting. Try not to use more than two to three hashtags in any given pin.
- **Use high-quality images.** You wouldn't publish a blog post that isn't up to standards would you? Whether that means you take professional quality photos of your prizes or use beautifully designed and thought out graphics describing your giveaway, posting high-quality images on Pinterest will receive more attention and in turn more traffic. If you're looking for tools that will help make your images more attractive, check out ShareAsImage, PicMonkey, or Canva to help get those desired results.
- **CTAs still come into play.** Always be thinking about the copy you write when pinning an image. For example, with your Facebook status updates and tweets, consider using call-to-action messaging when pinning images, either in the description of the pin or directly in the image. You can also include the dates of your giveaway or the ARV of the prize you're giving away.

Have a great Pinterest profile

While the tips above should help your giveaway, having an active & engaged presence on Pinterest will only help your promotions be more successful. Here's a curated list of other compelling blog posts and materials about Pinterest marketing that you'll find helpful:

- [5 Ways to Create Highly Shareable Pinterest Pictures for Your Business](#)



- [How to Create Pinterest-Worthy Graphics for Your Blog](#)
- [Make Your Blog's Images More Pinnable \(and Make Your Re-Pins More Likely to Spread Online!\)](#)
- [26 Ways to Make Pinterest Work for Your Business](#)
- [The Anatomy of a Perfectly Optimized Pinterest Pin \[Diagram\]](#)
- [Using Hashtags with Pinterest's New Look](#)
- [9 Steps to More Pinnable Pinterest Pins for Your Business](#)
- [Top 10 Tips on how to Optimize Pinterest for Business in 2014](#)
- [How to Make Pinterest Pins More Pinnable for Your Business](#)





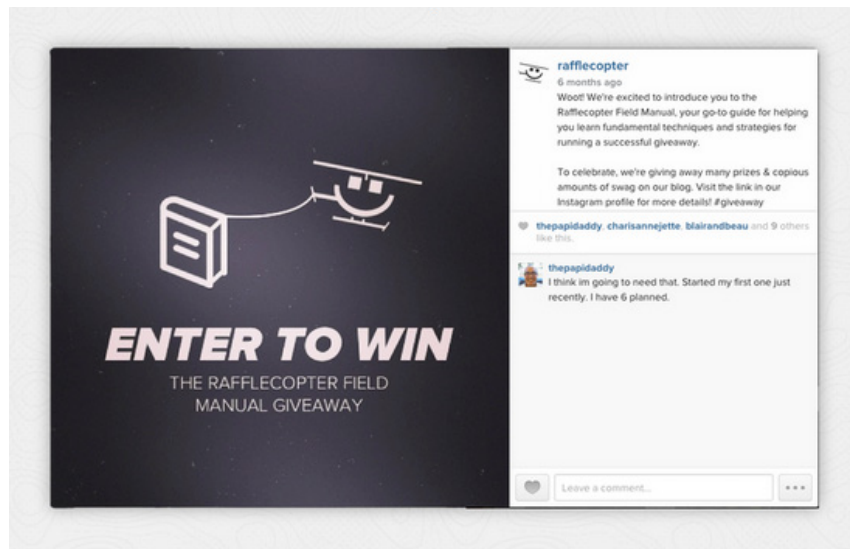
Promote Your Giveaway: Instagram



Like Pinterest, Instagram is a great place to promote your giveaway by providing another visual medium for your content. Boasting over 200M users, 100% of your Instagram posts will appear on your customers newsfeed, which can translate into more brand recognition. Having an active presence on Instagram is just one more way you can drive awareness to your giveaway. In this section, you'll learn a few tips to get your giveaway extra exposure through Instagram.

Posting photos / videos

Instagram allows you to post both photos and videos to your account. While Instagram opened up the ability to [view Instagram profiles from you desktop](#), in order to post to Instagram, it must be done through a mobile device. Instagram probably won't let you upload images from the web anytime soon; it's an app focused on photos taken in real-time on the go. Giving users the ability to upload from the web could make the Instagram community less authentic.



Here are some other subjects you should keep in mind when thinking about how to promote your giveaway through Instagram:

- **Links only from your profile.** With Instagram, you're not able to link directly to a page when you post an image. Because of this, you shouldn't expect to drive a lot of traffic to your site with Instagram. Your goals should be more about improving your brand's visibility and building a community around the pictures and videos you post than about driving traffic to your site. The only location you can create a clickable URL is directly in your Instagram's profile next to your profile description.
- **Upload from a mobile device.** As stated above, Instagram will only allow you to post your images through their mobile app. That doesn't mean you can't add some extra oomph to your posts through other apps that integrate with Instagram. Check out these blog posts that discuss what [apps you can use to improve](#) and [enhance your Instagram posts](#).
- **Use of hashtags.** When you open up the Instagram app on your phone, you'll be able to find posts based on hashtags through the 'explore' feature. Because of this, using hashtags in your posts can help your posts get extra exposure.



Like using hashtags on other social networks, try to use no more than two to three hashtags per Instagram post.

Have a great Instagram account

Having an active & engaged presence on Instagram can help your promotions be more successful. Here's a curated list of other compelling blog posts and materials about marketing on Instagram that you'll find helpful:

- [7 Tips to Master Hashtags on Instagram](#)
- [How to make good use of Hashtags in Instagram](#)
- [Instagram's Official Business Blog](#)
- [26 Tips for Using Instagram for Business](#)
- [5 Ways to Get Traffic From Instagram](#)
- [Instagram Best Practices for Brands](#)





Promote Your Giveaway: Email

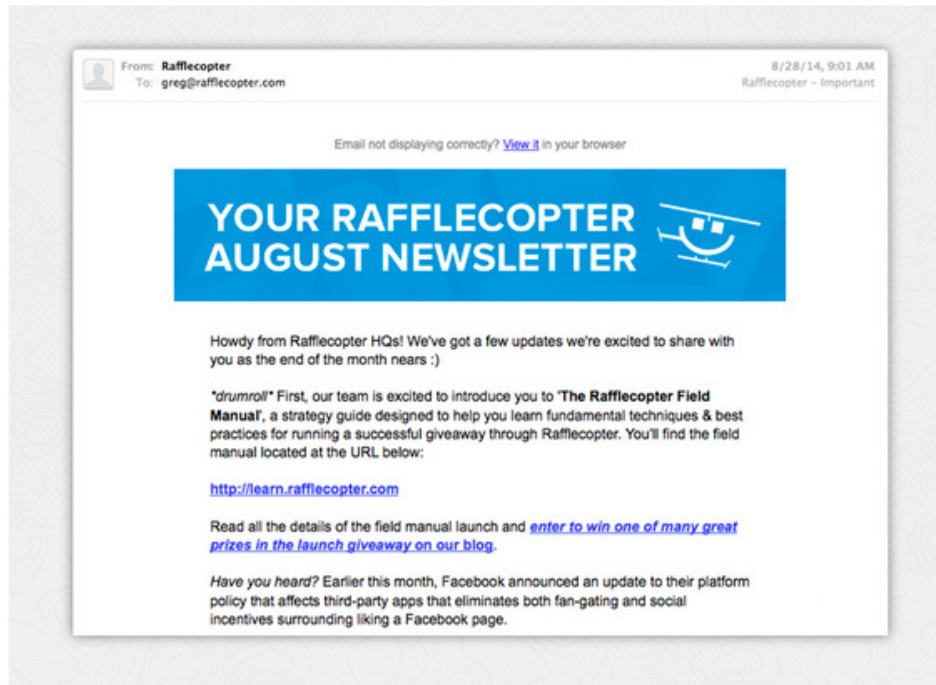


While email marketing has evolved a lot over the past 5 years, email certainly isn't dead. If you've ever launched a promotion or sale with the help of a large email subscriber base, you probably know that email marketing channels can make a huge impact. Promoting your giveaway on your email list is something you should think about if you don't to it already. Here you'll learn a few tips to get your giveaway an extra boost through email marketing.

Email newsletter timing

If you're planning on sending out a newsletter and want to include a link to your promotion, there are two specific times you'd be recommended to do so:

- **24-36 hours after launch.** Your giveaway has launched and you probably can't wait to announce it to your email list subscribers. Show some patience though! Consider waiting a day or so after the giveaway has opened. This will give you a chance to promote it across a few other social networks first to make sure the giveaway is running smoothly. Wait a day after launch to make certain the giveaway is set up exactly how you'd like before telling your subscribers.



- **24-36 hours before the end.** Consider giving at least 24 hours of notice to your subscribers. If you send out your newsletter with 12 hours left, there's a chance some people won't read the email before it closes. While it's a great idea to use messaging like "Last day to enter!" or "Hurry! 24 hours left to enter...", make sure you include the end date and time (Monday @ 12pm EST midnight) so there isn't any confusion. Saying "the giveaway ends tomorrow" will catch some people off guard if they're living in different time zones depending on the time of your send.

If you were going to send out a max of two emails during your giveaway, these are the two best recommended times. You may decide to send more than just two emails while your giveaway is running. Although one to two emails a month might work best for most, it's up to you and your goals to dictate what will work best for your brand.



Transactional emails

In addition to your newsletter, perhaps you send out other transactional emails to your readers. For example, when someone uses Rafflecopter to run a giveaway, they'll be sent an email when they sign up, as their giveaway starts, when their giveaway ends, 24 hours before it ends, when someone downloads a spreadsheet of their entries, etc. While your giveaway is open, consider placing a 80 character message in the bottom of your transactional emails linking to your giveaway. The additional exposure should help!

Embedding giveaway in a newsletter

If you're thinking about embedding your giveaway in a newsletter, you should reconsider. While it's theoretically possible to try this, it wouldn't be very practical given that most email clients strip out or disable JavaScript in order to prevent malicious code execution or other security issues.

In addition, there are significant benefits to keeping your giveaway live on one landing page that entrants can link their friends to. Your best bet is to link your newsletter subscribers to your site or your blog where the giveaway is taking place.

If you plan on running your giveaway on Facebook, your best bet would be to first write a Facebook status update that announces your giveaway and then link to it.

Have a well-built email marketing plan

Having an active & engaged email list is something any savvy marketer should have. Here's a curated list of other compelling blog posts and materials about email marketing that you'll find helpful:

- [10 Simply Awesome Examples of Email Marketing](#)
- [10 Email Marketing Campaigns Analyzed to Increase Email Conversions](#)
- [Email Marketing: How to Push Send and Grow Your Business](#)
- [10 Examples of Brilliant Email Marketing \(and Why They're So Great\)](#)



- [20 Tips for Great Email Newsletter Design](#)
- [5 Killer Examples of Retention Email Marketing](#)





Promote Your Giveaway: Other Sites



There are many social networks and various locations on the web where you can advertise your promotion. While the larger channels and social networks are highlighted above in detail, that doesn't mean you have to limit yourself to those. You know your audience best and where they'll be most excited to hear about your promotion. As you're thinking about where to promote your giveaway, no matter where you decide, keep the following suggestions in mind.

- **Use CTAs.** This can't be stressed enough! No matter where you promote your giveaway, always use call-to-action messaging when you can. CTAs will help convert your audience into entrants.
- **Include images.** With the rise of Pinterest & Instagram, the internet is more visual than it ever has been. Include well-crafted images in your promotion wherever possible.
- **Constantly test and experiment.** You probably test and experiment with other marketing channels. Always consider running several giveaways with different parameters to get an idea of what works best. After one giveaway ends, try running your next giveaway with a different prize, different ways to enter, and different timeframes to see how your audience reacts.
- **Plan ahead.** Instead of stressing yourself out & scrambling to decide where to promote your giveaway as it's running, decide how, where, and when you're going to promote it ahead of time before the giveaway launches. It helps to be organized!



- **Remember giveaway fundamentals.** The better your giveaway is set up in regards to how your fans can participate and what prize you're giving away, the better it will perform. If you're giving away a cheap prize that entrants aren't interested in, you can promote your giveaway all you want and it still won't be successful.

Other sites you can promote on may include:

- **Google +.** You're allowed to promote your giveaway on Google +, but you're not allowed to run the giveaway directly on Google +. Read more about this subject in our blog post "[Why Your Next Giveaway Promotion Should Avoid Google+](#)".
- **YouTube.** Got a following on YouTube? Could be a great place to announce you've got a giveaway going on and a great way to drive traffic.
- **Vine.** Similar to Instagram, consider Vine as another visual medium for your content. Could be a great way to show off the prize item you're giving away.
- **Giveaway directories.** There are sites on the internet dedicated to organizing and listing sweepstakes and contests, which can bring your giveaway extra eyeballs. Additionally, there are hobbyists that enter sweepstakes and contests in their free time known as 'sweepers'.

Visit [Giveaway Promote](#) to learn more about giveaway directories and locations where you might list your promotion.

To get a better idea of the sweeper community, read our blog post "[Stop Hating on the Sweepers](#)".

- **Others?** Reddit, retargeting ads, StumbleUpon, LinkedIn, Twitch.tv, Google Adwords. The list can go on and on. Think outside the box... you know where you'll find your audience.

In the 'Ending Your Giveaway' section, you'll learn about best practices around contacting your winners, announcing them on social media, and sending out prizes.



Choosing Your Winners



A key characteristic of a giveaway is that winners are chosen at random. Make sure whatever platform you choose allows you to pick a true random winner. For example, Rafflecopter integrates with Random.org to insure you choose winners at random from your pool of entries.

Timing of choosing your winners

You're probably familiar with the term 'strike while the iron is hot'. When your giveaway ends, your entrants are going to want to know who won. If you wait a week to announce the winners, your participants will lose interest. As a best practice, you're recommended to choose your winners within 24 hours. The sooner you pick your winners, the better.





Contacting Your Winners



When a winner is chosen and you've decided to contact them, you're recommended to get in touch with them through the email address they provided.

To make sure there are no discrepancies, make it clear in your promotion's terms and conditions how you'll be contacting winners. It also can't hurt to include it on the landing page where your giveaway takes place.

When emailing your winners, shoot them a note that congratulates them, but more importantly describes the promotion that they won, what they won, and a link to where the giveaway was taking place. Give each winner a description of how they can submit their shipping information (if a prize needs to be mailed to them). Instead of asking them for their information in an email, shoot them a link to a survey or form that collects their information (creating a form through Google drive or [Typeform](#) works great).

Finally, link each winner to where you announced the giveaway's winners, whether that's a tweet or on Facebook. The giveaway feels more tangible to those that didn't win if the winner comments or retweets the winner announcement -- your followers will see that actual people win your giveaways :)



Announcing Your Winners



After you've contacted your winners, let your fans know that the winners have been announced. If you use Rafflecopter you'll have the option to display the winners on the giveaway widget.

When you announce the winners, include their first name and last initial. And like any post you create, use a CTA, whether that action is to have people visit a URL, or to help you congratulate the winners.

Alternatively, you can also announce your winners by emailing your entrants. If you decide to go the email route, be sure that you've included in your terms and conditions that by entering the giveaway, they're aware you'll be contacting them. You'll want to make sure your email stays within the guidelines set by the [CAN-SPAM act](#), which is in place to protect consumers from receiving unsolicited marketing emails.



Consolation Prize

Announcing the winner over social media or email? You might run into a comment or two from those who are upset they weren't one of the lucky chosen winners. When you make your announcement, consider offering a consolation prize to take the edge off. That could be a coupon code, a sneak peek at an upcoming product, a link to a new giveaway that's just starting or a promise that another giveaway is around the corner.



Sending Out Prizes



First, if you're responsible for sending out your prize, or have any amount of control around when your prize is sent out, **send it out as quickly as possible**. Receiving a prize to a giveaway that you won 6 to 8 weeks after you were told you were a winner isn't nearly as exciting from the winner's perspective than receiving it the week they won.

Next, whether you're using USPS, UPS, FedEx, or whomever, it would be a good idea to **get insurance and tracking on your shipment**, especially if the prize is over \$100 in value. In the grand scheme of things, paying the small additional fee to get tracking and insurance is worth it. Getting tracking and insurance is similar to having a solid terms and conditions written up; chances are your package won't get lost, but getting the insurance and tracking really comes in handy if the package is lost and causes a conflict.

It's not a bad idea to include a section in your giveaway's terms and conditions that discusses what were to happen should you find yourself in that predicament.

Finally, it's always fun to see the prize in the hands of the winner. While not all winners will participate, you should ask your winners to contact you when the prize arrives and see if they can **take a picture with the prize to share with your fans**. Seeing the winner using the prize makes the giveaway more tangible. You can ask your winners over email if they'd share their prize on social media upon receiving it or you can just have them send you a photo.



As an example, when prizes are sent out of Rafflecopter HQ, each package includes an insert that asks the recipients to share their new prize on social media using a hashtag. In addition to something like this, consider including a short hand-written note. It's all part of the fun! Below is an example insert you might expect if you win some Rafflecopter swag:





Planning Your Next Giveaway



Wasn't that fun? If your winners have received their prizes after the giveaway is over, consider it a job well done. Now it's time to think about running your next giveaway; 59% of those who run a second giveaway with Rafflecopter will see their second giveaway perform better than their first.

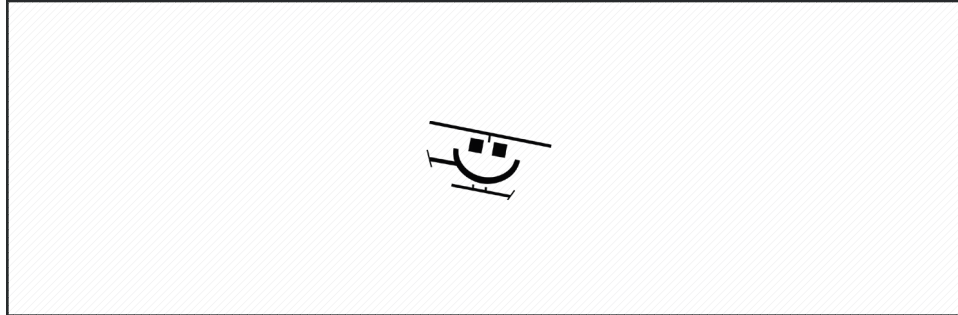
As you think about running your next giveaway, there are a handful of things you can test against your previous giveaway:

- The ARV of the prize
- How many prizes you give away
- How long your giveaway runs
- Where your giveaway runs
- How you promote it
- How entrants can participate

You'll find more success in your next giveaway if you think about what parameters of your next giveaway can be changed to improve its performance.



Who Is Rafflecopter?



Rafflecopter is a bootstrapped software startup based in Boulder, CO that builds web applications that make it easy to run an online giveaway. Rafflecopter started in early 2011 after noticing no sound solution for running a giveaway on a blog. Since then, the Rafflecopter user base has grown to 100k+ users, powering hundreds of thousands of giveaways.

Rafflecopter is a small team of 8 working out of offices in downtown Boulder, CO. We're working hard to build a team of smart and motivated people who are ambitious and have the desire to learn and grow personally and professionally. Our team is small, talented & focused, and we take pride in building & supporting delightful products with robust, intelligent systems underneath.

You can email us at info@rafflecopter.com, or chat with us on [Facebook](#) or [Twitter](#).

And psst, we're [hiring](#)! You can learn more about who we are by checking out our company profiles on [LinkedIn](#) and [AngelList](#).



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