

Step by Step Guide to Launching your first successful Instagram Giveaway

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What NOT to do:

- Don't do it alone - having collaborators is key to success
- Don't skimp on the prizes

What TO DO:

- Don't ask for too much from followers. Asking for too many steps will scare people away. It's a fine line. You want to know they are committed and make sure you get value, but it shouldn't take someone more than 1 minute to complete all the steps.
- Keep track of your followers before the giveaway starts and then after it ends (this will be your primary KPI - key performance indicator)

6 steps to launching your first Instagram Giveaway:

1. Define your goals

- a. Usually brand awareness is the goal for giveaways
- b. It makes sense to do a giveaway if you are trying to reach new customers who might already be following the collaborators or if you're launching a new product that you want to build awareness around

2. Choose your collaborators & prizes

- a. Collaborate on the post with 3-6 accounts - all should be related (same industry or tangential industries with same target client)
- b. Aim for \$1,000+ prize value
- c. Smaller following - contribute a higher prize value (smaller brands will gain more followers / value from the giveaway)
- d. Larger following - can contribute a smaller prize value (they are well known and trusted and they are bringing in the audience)
- e. Include 1 influencer who is the "personality" - they can contribute the content creation. Ideally they have been to the businesses and taken content there already

3. Write the caption, using a template that is proven effective [*fill in your details*]:

[MN ST PATTY'S DAY] GIVEAWAY 🍀 [\$1,500 value] !!

To celebrate our awesome Instagram community that loves all things Minnesota, we're giving one lucky person 4 epic prizes! 🔥

One very lucky person will win:

🌲 [A spring getaway to @elylogcabin from @elycabincollective] 🌲 (value \$800+)

👩 [A 6 person private sauna experience at @saunacamps] 👩 (value \$400)

💪 [A free month of small group personal training at @thewildernessmn] (\$200 value)

☕ [2 bags of coffee and a \$20 gift card from @edinacoffeeroasters] (\$50 value)

How to Enter:

1

Follow

[@expeditionkristen](#)

[@elylogcabin](#)

[@elycabincollective](#)

[@saunacamps](#)

[@thewildernessmn](#)

[@edinacoffeeroasters](#)

2

Tag your friends that you'd bring with you (new comment for each tag, each comment is an entry)

3

Like & save this post

4

BONUS ENTRIES



Share to your story for 5 extra entries (tag us so we see it!)

Good luck! 🙌 😊

The giveaway ends **[March 21st at 6pm]** central. Winner will be announced shortly after that time from this account.



Please beware of scammers. We will share in our story and update the caption of this post to notify the winner. We will never ask for your personal info or credit card info. We will not create any new accounts or send you DMs with links to click. If you notice a scam account, please report them to Instagram. Thank you!

4. Design the creative

- a. A carousel or a short catchy reel does best
- b. The word "GIVEAWAY" should be on the 1st or 2nd image of a carousel or in the first 3 seconds on the reel video
- c. [Example of a carousel](#)
- d. [Example of a reel](#)

5. Go live at a time when your followers are online

- a. Look at your insights, but in my experience, Sunday morning works best
- b. Make sure all collaborators accept right away so you get that reach immediately to build traction
- c. Keep it live for 5-7 days (sweet spot)

6. After it ends, **choose a winner** and then **send a follow up DM** to everyone who entered to thank them and let them the next step they can take with your business

- a. This step is a bit manual but worth it. You can also setup ManyChat from the get go and have the bot send auto send messages, but it's a bit more complicated with a learning curve and I wouldn't necessarily recommend that for your very first giveaway
- b. Think about offering a limited time promo for the giveaway entrants only

Need more guidance? Book a strategy call with me! As a digital marketing consultant and small business owner I have run at least 50 giveaways on Instagram and learned a lot along the way. In your call I will sit with you and help you design your specific giveaway, holding your hand through each step. [Book your call today!](#)