

ACHIEVE YOUR CONTEST GOALS CHEATSHEET!



Contests are one of the best ways to achieve those tough online marketing goals. I've put together this short chart to help you determine which contest will help you succeed at your goals. To use it, just find your goal on the left and see which contest types and which platforms will support your goal. Then check out the "How to Get the Most Out of Your Goal" column for some tips.

	Contest Types		Contest Platforms		How to Get The Most Out of Your Goal
	Giveaway	Content-Submission	Timeline	3 rd Party App Contest	
Build Your Email List	✓	✓		✓	<ul style="list-style-type: none"> • Make it mandatory to enter the contest. • Don't ask for too much information. • Use a "pre-checked" checkbox to enter them into your email list as well as the contest.
Build Your Facebook Likes	✓	✓	✓	✓	<ul style="list-style-type: none"> • add a "Like" button to your 3rd Party App contest page. • Giveaways and content submission contests can get you an equal amount of Facebook Likes. It's all about the "excitement" the contest generates.
Get More Engagement	✓	✓	✓	✓	<ul style="list-style-type: none"> • Add a "Share" button to your 3rd Party App contest page. • Promote sharing your contest through multiple Facebook posts.
Get Usable Brand Content		✓	✓	✓	<ul style="list-style-type: none"> • Ask for content that makes sense for your audience to produce. • Don't make the contest too hard to enter.
Get More Leads	✓	✓		✓	<ul style="list-style-type: none"> • Ask for the least amount of information possible. Think of what you will need to contact them. • Make your contest "themed" (or giveaway a related prize) for the type of information you want to collect.
Get More Sales	✓		✓	✓	<ul style="list-style-type: none"> • Give away a prize that is or is related to the product/service you want to get more sales of.

NOTE: GREEN BOXES INDICATE THAT THE CONTEST TYPE OR CONTEST PLATFORM WILL GET YOU THE BEST RESULTS FOR YOUR GOAL. IF NONE OF THE BOXES IN THAT ROW ARE GREEN, THEN EACH OF THE CONTEST TYPES AND/OR CONTEST PLATFORMS CAN HELP YOU EQUALLY WITH YOUR RESULTS.