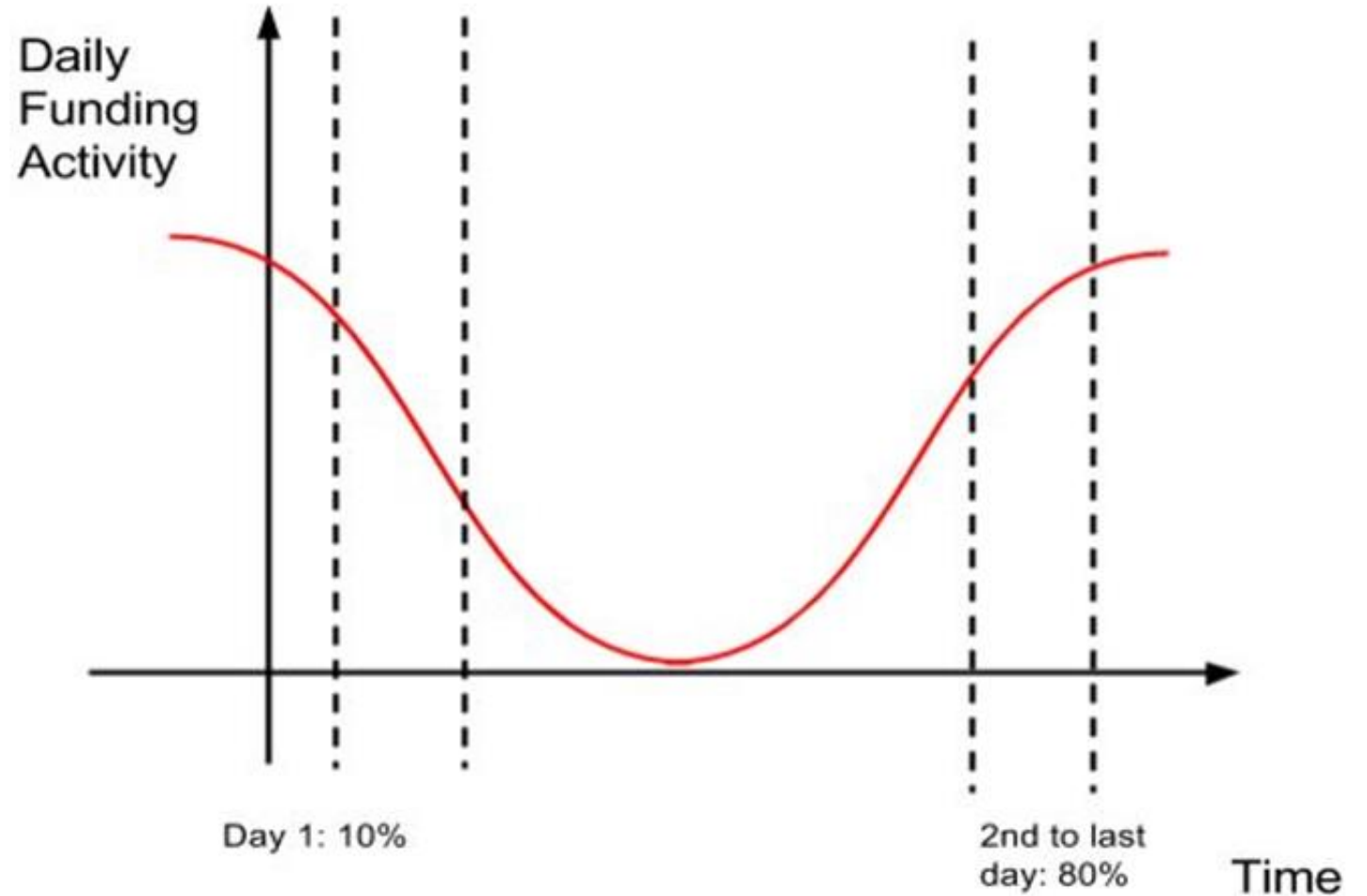


What to do when your  
campaign is LIVE

# Funding Activity Trend

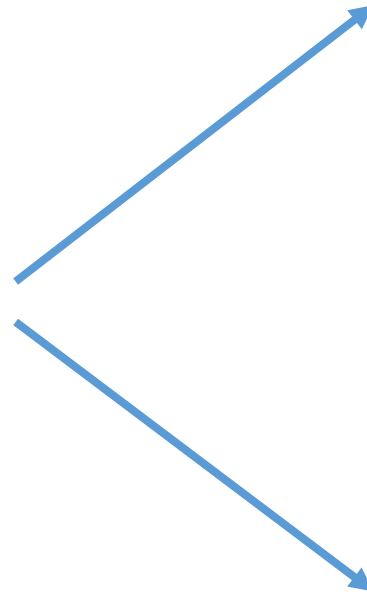
- Funding activity tends to decrease significantly between the launch of a campaign and its final days
- Because of this it is crucial to keep up the momentum from the launch and keep engaging your community



# KEEP IT GOING

**Spreading the word of your campaign**

**Let your personal network in on your campaign**



**ONLINE**



**OFFLINE**



# Online Marketing - Social Media & Email

Creating 2-way communication with your community

1. Promoting  
your campaign

2. Keeping your  
community in  
the know

## Key Actions for Social Media:

- Update your community not only through your campaign page, but also through all social media networks
- Post content at least once a day (Content can be relevant to your campaign or just information that your community might enjoy)
- Send email updates to your community (once a week)
- Individualized call to action emails: “Dear Family” vs “Dear Auntie Clare”
- Promote an event, special date, special accomplishment

# Key Actions for Social Media Cont.

- Respond to any comments/messages posted to your campaign page
- Post pictures, videos, or updates of any event, special date, accomplishment
- Have a “halfway there” social media event
- Twitter: Re-tweet evangelists and local celebrities. Connect with influencers, journalist bloggers who may be interested in writing about your campaign.
- Have the link to your campaign visible and assessable on all platforms especially YouTube
- Make sure to thank your community of supporters and contributors
- Have a team of campaign ambassadors: family, friends, and colleagues who are willing to share all of your content (share, retweet, like) and support your campaign from beginning to end
- Add your campaign link to your email signature



# Take it OFFLINE

## 1. Offline Conventional Marketing

Local Newspaper

Television & Radio

Street marketing

## 2. Promote your campaign to your existing customers every day

## 3. Host launch/mid campaign parties

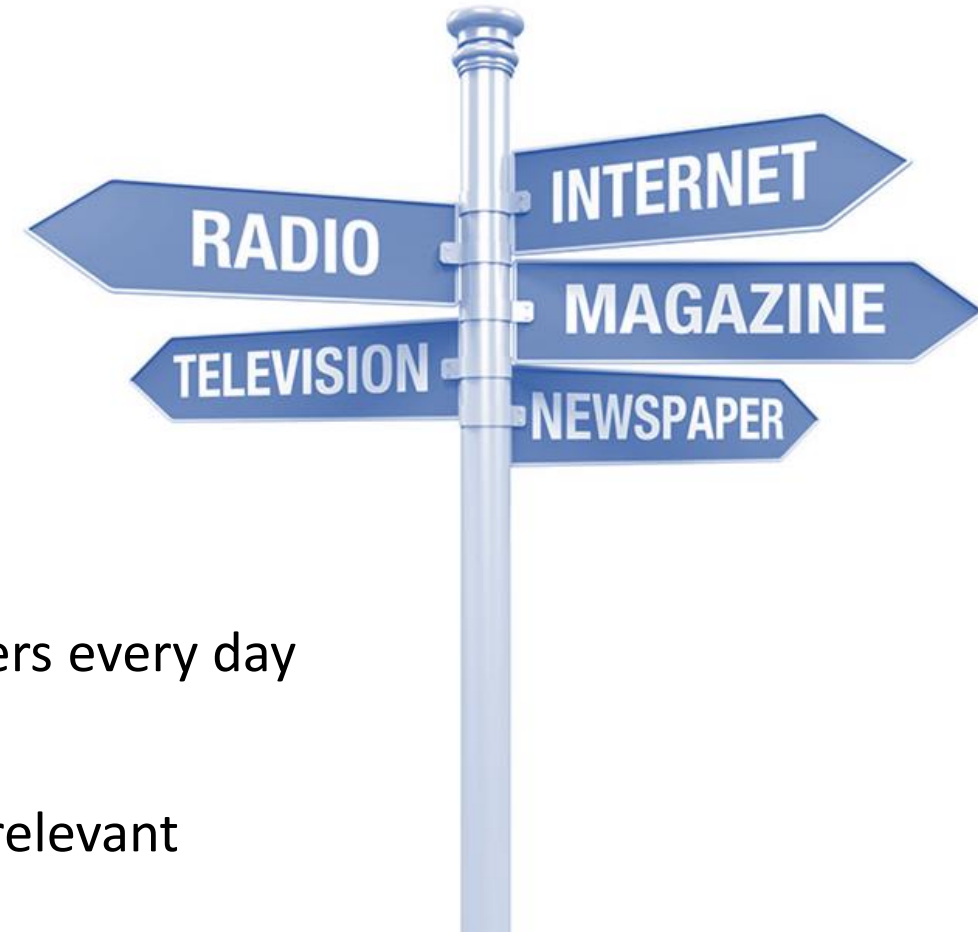
## 4. Organize roundtable discussions with leaders in relevant industries

## 5. Attend community events and network

(Maybe give people cards with the link to your campaign & your business info)

## 6. Reach out to people face-to-face

## 7. Team-up / partner with local businesses for events or promotions



# MAINTAINING MOMENTUM:

1

Post updates: events,  
success, and special  
benchmarks

2

Change-up your  
BoostR campaign  
rewards

# Post updates:

events, successes, and special benchmarks

An essential part of keeping your community engaged is letting them know the latest updates on your campaign, and by making them feel part of the process.

Make sure you update your community through all platforms: campaign page, Facebook, Twitter Instagram. Update through:

- Text : “Update” tab on campaign page & Social Media
- Picture/Design
- Micro Video

(Tips on making a micro video <http://blog.fiverr.com/six-tips-for-creating-awesome-micro-videos/>)



# Add new rewards

Give your community a reason to keep checking in on your campaign. Maybe you are not having as much traction with some rewards as you hoped for. You could switch them up in different ways

**Below examples are taken from the pdf: [The Crowdfunding Bible](#):  
(see link in Resources section below)**

- Advanced or early access to the product or preproduction units.
- Enhanced versions of the product. For instance, autographed, deluxe, director's cut and collector's editions.
- Behind-the-scenes photos, videos and booklets.
- Making your backers part of the product
- Giving contributors credit, via mentions over a microphone or banners/signs specifically thanking especially generous donors.
- Combined rewards. Rewards that combine several other rewards into one
- Exclusive access, Chances to meet people who are part of the creative team
- Private parties, events and occasions.

# Extra Resources

**Fiverr**, A platform to find quick and easy ways to get a service from logo designs to copy write emails specific for crowd funding.

[https://www.fiverr.com/search/gigs?acmpl=1&utf8=%E2%9C%93&locale=en&query=crowdfunding&search\\_in=category&category=5&sub\\_category=105&page=1&layout=auto&filter=auto](https://www.fiverr.com/search/gigs?acmpl=1&utf8=%E2%9C%93&locale=en&query=crowdfunding&search_in=category&category=5&sub_category=105&page=1&layout=auto&filter=auto)

## **8 Ways to Make Your Crowdfunding Campaign Pop**

<http://www.entrepreneur.com/article/233876>

## **Marketing Your Crowdfunding campaign on a Shoestring Budget**

<http://thebrokeandbeautifullife.com/marketing-your-crowdfunding-campaign-on-a-budget/>

**The Crowdfunding Bible** <http://www.crowdfundingguides.com/The%20Crowdfunding%20Bible.pdf>

## **How to Spread the Word About Your Crowdfunding Campaign**

<http://www.entrepreneur.com/article/228544>