

Your guide to getting...

# GIVEAWAY READY

*with*

THECOLLAB  
SOCIETY





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*Thank you!*

# WE'RE IN IT FOR THE LONG HAUL BABY!

AND WE HOPE YOU ARE TOO!

**The biggest misconception about Giveaways is that by simply joining one you will gain thousands of followers and these will turn into sales.**

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This is kinda like setting up a domain, linking it to a site and just waiting for orders. Your website is going to help you achieve your goals but the success of your business and the number of sales that you make, from any form of advertising, will always ultimately come down to your brand, your product, how you set yourself apart from your competitors and the work that you put into it!

And that's where our Giveaway Prep Guide comes in handy, it isn't a guide full of advice - it is a must-door-you-are-holding-yourself-back kinda guide.

We will walk you through everything that you need to do before the Campaign goes live to ensure that you not only make an incredible first impression on your new followers but we are leading them straight to the checkout..Cha-ching!

And the best part?! This is only the first of THREE guides you will receive, one for before, during, and after the Campaign. Your success is our success and we cannot wait to watch you do even more incredible things!

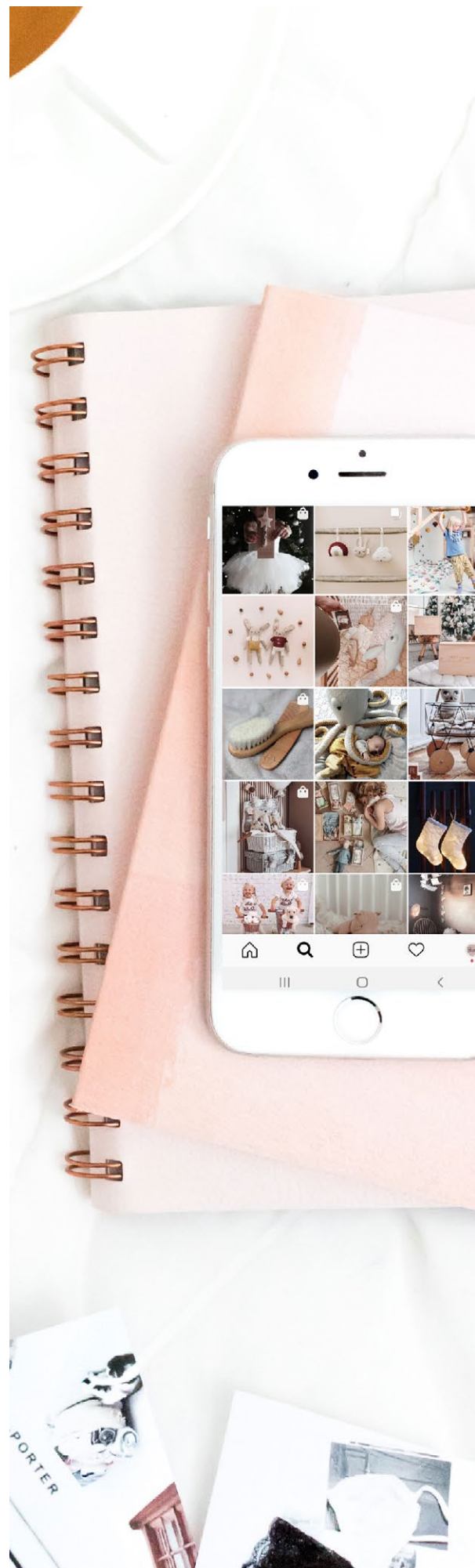
- jess, xo

# FIRST IMPRESSIONS MATTER

Instagram Promotions like Giveaways, Collaborations, Markets, etc and extremely similar to the way a real life market works.

The host of the market (aka, us!) handle all the promotion to make sure that people turn up! But as we mentioned above it is up to you to convert them into customers, so would you do in order to achieve this? You would be making sure your stall is looking fine as hell, your best products are on display and your branding is 100% on point to encourage people to stop at your stall. This is the exact type of prep you need to do before an Insta promotion too, and for the exact same reasons!

Now, let's have a look at exactly what you should be doing and why..



# WHAT

Make sure that your bio explains exactly what it is you do or sell.  
Include a call-to-action.  
Don't be afraid to use emojis.  
Include key selling points such as:  
Afterpay, handmade, Australian made, popular brands you stock.

Make sure your contact details are all correct! When Instagram asks for your email it's not just so you can login, they use this info for your customers to get in contact with you! Update this via: Edit Profile > Contact Options. Voila!

Add or update your highlights!  
IDEAS: Reviews, BTS, Sale, NEW IN!, As seen in..  
TIP: Include a Story for EVERY single product on sale and include the price with swipe up links (if possible). #SpeedShopping!

Do a check over of your Instagram feed - look at it from a new customers perspective. Does your feed clearly show what you sell? Is it clean and consistent with your brand? Are your images selling your the benefits of your product?

# WHY

Blind dates don't exist between customer and business. If your new followers aren't aware straight away you sell most won't hang around to find out.

Always include email and phone if you can as customers may prefer this over DM to ask if you express post cos it's Christmas tomorrow and they forgot to buy the kids presents... totally not speaking from personal experience.....

Not only are Highlights super pretty for your Insta feed but they allow your new followers to learn about your brand without them having to scroll your website and your socials, cos in this day and age that's obviously too time consuming.  
#IfItTakesMoreThan3SecondsImOut.

Your Instagram feed is a snapshot into your business. All of the important details that you want to make sure your followers KNOW about make sure they are on your feed. Popular products, reviews, beautiful imagery, product features and benefits and anything that sets you apart!

# REVIEW YOUR CUSTOMER JOURNEY

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Your customer journey begins the minute they land on your Instagram page and ends once they receive their order, possibly even beyond that. We are going to cover the journey from that first 'follow' through to the sale - that's where we want to get you!

It is crucial that your customer journey not only keeps them wanting to move to the next stage but it is as simple and user friendly as possible - the last thing we want to do is cause any roadblocks ourselves!

It's so easy to forget about the need to guide your customers through this journey because it's your own business of course. You think your business is awesome, which it is, you know how incredible your product is but your customers may need a little convincing first!

What I want you to do is really take a step back and look at your website with brand new eyes for this next activity. You've never heard of your business before, you don't even know what the product is or what it does.





## INSTAGRAM > LINK IN BIO

Is it blatantly obviously within 3 seconds what you see by looking over your Instagram feed?

YES NO

Action to take: \_\_\_\_\_

Does your bio have a call-to-action encouraging followers to click the link?

YES NO

CTA ideas: SHOP ONLINE NOW AFTERPAY AVAILABLE SUBSCRIBE AND SAVE 10%

Is your Instagram feed consistent with your branding? ie, colours, vibe, tone of voice, etc.

YES NO

Action to take: \_\_\_\_\_

Do you have any old product images, sales, brand rep searches or giveaways on your feed?

YES NO

Action to take: Remove them all. We want a clean, tidy and up to date feed!

Is the link in your bio working? Does it lead them to the page you want? ie, if you are joining a Nursery Giveaway consider the landing page to be your Baby Section.

YES NO

Action to take: \_\_\_\_\_

Is your Instagram linked to your Facebook store so you are able to tag products on Instagram? This will lead your followers straight to the product page if they click on the image of a product they like on your feed.

YES NO

Action to take: \_\_\_\_\_



## WEBSITE > ADD TO CART

Is your website user friendly and easy to navigate? Is it simple and not overwhelming?

YES      NO

Action to take: \_\_\_\_\_

Is your website mobile friendly within the Instagram app?

YES      NO

Action to take: \_\_\_\_\_

Is the website menu easy to find with simple categories that showcase your entire product offering?

YES      NO

Action to take: \_\_\_\_\_

If you offer Afterpay or alternative payment methods are these highlighted on your home page, footer, each description page and checkout page?

YES      NO

Action to take: \_\_\_\_\_

Are your product descriptions easy to understand and contain all the correct/important information? Are you highlighting the key features and benefits of your product?

YES      NO

Action to take: \_\_\_\_\_

Are the images displayed on your website fast to load and of high quality?

YES      NO

Action to take: \_\_\_\_\_



## WEBSITE > ADD TO CART

Are your images showcasing your product in the best way possible? (Styling, lighting, colour etc).

YES      NO

Action to take: \_\_\_\_\_

Are you creating urgency on limited edition or low stock products? Let them know if there are limited quantities.

YES      NO

Action to take: \_\_\_\_\_

Have you got reviews visible on your website to help build customer trust?

YES      NO

Action to take: \_\_\_\_\_

Is your returns policy, about us section and contact us section up to date?

YES      NO

Action to take: \_\_\_\_\_

Are your product stock levels up to date? If you have a majority of items out of stock we suggest hiding these to avoid your customers feeling frustrated scrolling through pages of sold out items.

YES      NO

Action to take: \_\_\_\_\_



## ADD TO CART > CHECKOUT AND PURCHASE

Are your payment methods visible on the checkout page?

YES NO

Action to take: \_\_\_\_\_

Is the cart or 'proceed to checkout' button easy to find on the page?

YES NO

Action to take: \_\_\_\_\_

Are your shipping rates in line with the industry standard or appropriate for your item?  
Shipping is #1 reason why people abandon their cart so ensure you have done your research to be able to offer your customers the best postage price possible!

YES NO

Action to take: \_\_\_\_\_

Is checkout a simple and fast process? Avoid making your customers jump through hoops to order such as registering an account, sending additional info etc.

YES NO

Action to take: \_\_\_\_\_

Is your 'discount code' section appropriately placed? We recommend placing it so it's not in the customers face but not difficult to find if they are looking for it.\*

YES NO

Action to take: \_\_\_\_\_



*\*Make sure it isn't front and centre because you're basically telling them there are active discount codes. Now they'll begin a never ending google search for a code and get sidetracked and leave.. 1000% speaking from experience.*