

## 1. Goal Definition:

Identify the primary marketing initiative(s) your contest will be designed to achieve.

- Product or Brand Awareness**  
Get impressions. Extend your reach. Useful for new businesses, rebranding, and new product launches.
- Conversions**  
Drive local or online sales, subscriptions or registrations, app downloads, product trials, or another pre-defined conversion metric.
- Lead Generation**  
Capture user data. Equip your sales team with more qualified leads. Gain a deeper understanding of your audience. Grow your email lists.
- Customer Retention & Advocacy**  
Increase engagement. Drive referrals. Get fans talking about your brand or products.
- Website Traffic**  
Improve click-through rates. Direct fans to a designated landing page on your website.
- Audience Growth**  
Increase your social media following and fan base. Build a stronger online presence.

## 2. Assign Roles:

Who possesses the right skill sets to fulfill each of the following roles? Identify all relevant parties who will need to be involved throughout the contest, as well as any potential weak points or areas where outside help may be necessary.

Team Lead: \_\_\_\_\_

Marketing Manager: \_\_\_\_\_

Product / Service Manager: \_\_\_\_\_

Public Relations Manager: \_\_\_\_\_

Social Media Manager: \_\_\_\_\_

Website Developer: \_\_\_\_\_

Graphic Designer: \_\_\_\_\_

Editor: \_\_\_\_\_

Customer Service & Sales: \_\_\_\_\_

Marketing Analyst & Researcher: \_\_\_\_\_

Customer Service & Sales: \_\_\_\_\_

Digital Media & Promotions Coordinator: \_\_\_\_\_

Additional Role(s): \_\_\_\_\_

## 3. Optimize For Your Audience

Describe the intended audience for your campaign using the relevant segmentation factors below. The more specific you are, the easier it will be to avoid wasted coverage on consumers outside of your intended audience later down the road.

### Geographic Factors:

Countries, territories, states, cities, neighborhoods, zip codes, etc.

---



---



---

### Behavioralistic Factors:

Past purchase history, benefits sought, online search activity, etc.

---



---



---

### Demographic Factors:

Age, sex, income, ethnicity, job title, marital status, occupation, etc.

---



---



---

### Psychographic Factors:

Consumer interests, attitudes, values, motivations, lifestyles, etc.

---



---



---

## 4. Choose Your Channels

First, identify the social networks on which you have an established presence. Take a look at your followers and determine the number of followers you have. Do some research to determine how many more members of your intended audience you have the potential to reach on each social network, then compare the results to determine the primary network on which to host your contest. Next, determine which other channels you will use to promote your contest with the intended audience in mind.

Social Network: _____	Followers: _____	Potential Reach: _____
Social Network: _____	Followers: _____	Potential Reach: _____
Social Network: _____	Followers: _____	Potential Reach: _____
Social Network: _____	Followers: _____	Potential Reach: _____
Social Network: _____	Followers: _____	Potential Reach: _____
Social Network: _____	Followers: _____	Potential Reach: _____

Primary Social Media Network to Host the Contest: \_\_\_\_\_

### Cross-Promotion Channels:

- |                                 |                                |                                       |   |
|---------------------------------|--------------------------------|---------------------------------------|---|
| <input type="radio"/> Facebook  | <input type="radio"/> YouTube  | <input type="radio"/> Organic Search  | <input type="radio"/> Podcasting          |
| <input type="radio"/> Twitter   | <input type="radio"/> Google+  | <input type="radio"/> Paid Search     | <input type="radio"/> Webinars            |
| <input type="radio"/> Instagram | <input type="radio"/> Tumblr   | <input type="radio"/> Email Campaigns | <input type="radio"/> In-Store Displays   |
| <input type="radio"/> Pinterest | <input type="radio"/> Vimeo    | <input type="radio"/> Print Materials | <input type="radio"/> Tradeshows & Events |
| <input type="radio"/> Snapchat  | <input type="radio"/> Blogging | <input type="radio"/> Mobile App      | <input type="radio"/> Radio               |
| <input type="radio"/> LinkedIn  | <input type="radio"/> Website  | <input type="radio"/> SMS/MMS         | <input type="radio"/> TV                  |

## 5. Get Creative

### Messaging:

What core message(s) will your contest send to consumers? Identify the primary benefits you can deliver to consumers in the space below. If your brand or product holds a significant competitive advantage, this is the place for you to flaunt it.

---

---

---

### Keywords:

Identify which terms or phrases you want consumers to associate with your brand or products. Avoid industry jargon and think like a customer – which keywords would you use to search for a solution that your brand or product can solve? Under what circumstances would learning about your contest be of interest to consumers? Jot your ideas down here.

---

---

---

### Slogan, Tagline & Hashtag:

Brainstorm possible catchphrases to utilize throughout the contest. Identify a single hashtag for the contest that is: 1) unique and easily memorable, 2) not already widely used, 3) relevant and specific to the contest itself, and 4) appropriate for the social network(s) used to host your contest. Take a look at your keywords to see if you can combine a few to craft a few hashtag ideas for your contest.

---

---

---

### Select Your Calls to Action:

Determine the desired action you will want contest participants to take. Keep it short and sweet. (i.e. sign up, reserve now, subscribe, download, get directions, etc.)

---

---

---

## 6. Promotional Tactics & Content Mix:

There are many different contest types to choose from. Below is a list of some of the most popular tactics with the goals they are best at achieving. Align your answers in this section with the goals you have already selected.

### User Generated Content Campaigns

Ask users to submit content through photo contests, content galleries, video contests, and more.

*Goals this campaign type is best at achieving: audience growth, increasing engagement, extending your reach, and capturing user data.*

### Curated Experiences and Galleries

Create "Look Books" of product collections and displays of user photos.

*Goals this campaign type is best at achieving: increasing sales, driving web traffic, and increasing engagement.*

### Quizzes and Polls

Create fun interactive experiences and capture consumer data.

*Goals this campaign type is best at achieving: increasing engagement and extending your reach.*

### Refer A Friend

Give consumers an incentive to help get the word out about your campaign.

*Goals this campaign type is best at achieving: audience growth, extending your reach, and capturing user data.*

### Coupons & Discounts

Offer deals and rewards to social media followers.

*Goals this campaign type is best at achieving: increasing sales, audience growth, driving web traffic, and capturing user data.*

### Sweepstakes

Prompt consumers to submit their contact info in exchange for chances to win.

*Goals this campaign type is best at achieving: audience growth and capturing user data.*

### Content Mix:

In what form should your content take to best communicate your message to the intended audience? The digital realm is highly visual, so you are strongly encouraged to invest in high-quality imagery and necessary props or dialogue to optimize your contest's performance. Look at how different content types have performed in the past on your selected hosting social network to get started.

\_\_\_\_% Video

\_\_\_\_% Photos

\_\_\_\_% Links

\_\_\_\_% Plain text

## 7. Set the Dates

Determine your contest run times below. If this is your first contest, start small and work your way up by learning from trial and error. If you have prior experience running social media contests, you may be able to adjust your campaign dates depending on your last campaign's results.

Start Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_      Start Time: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

End Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_      End Time: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

## 8. Forecasting & Budgeting

Now that the dates have been set, it's time to think strategically about your budget. How much should be allocated to each activity? What is the maximum and minimum dollar value you are willing to put forth to implement the contest? Filling out multiple budget scenarios below and forecasting the results will provide you with a strong estimate as to what you can reasonably expect to gain from the level of investment you make.

### Scenario 1: Maximum Investment

Total Budget: \$ \_\_\_\_\_

Expense Breakdown:

Software: \$ \_\_\_\_\_

Employee Pay: \$ \_\_\_\_\_

External Agency: \$ \_\_\_\_\_

Site Hosting & Registration: \$ \_\_\_\_\_

Promotional Spend:

Social Ads: \$ \_\_\_\_\_

Email: \$ \_\_\_\_\_

Print Ads: \$ \_\_\_\_\_

SEO / SEM: \$ \_\_\_\_\_

Digital Ads: \$ \_\_\_\_\_

TV Ads: \$ \_\_\_\_\_

Other: \$ \_\_\_\_\_

Forecasted Revenue: \$ \_\_\_\_\_

Estimated ROI: \$ \_\_\_\_\_

### Scenario 2: Minimum Investment

Total Budget: \$ \_\_\_\_\_

Expense Breakdown:

Software: \$ \_\_\_\_\_

Employee Pay: \$ \_\_\_\_\_

External Agency: \$ \_\_\_\_\_

Site Hosting & Registration: \$ \_\_\_\_\_

Promotional Spend:

Social Ads: \$ \_\_\_\_\_

Email: \$ \_\_\_\_\_

Print Ads: \$ \_\_\_\_\_

SEO / SEM: \$ \_\_\_\_\_

Digital Ads: \$ \_\_\_\_\_

TV Ads: \$ \_\_\_\_\_

Other: \$ \_\_\_\_\_

Forecasted Revenue: \$ \_\_\_\_\_

Estimated ROI: \$ \_\_\_\_\_

Best Outcome: \_\_\_\_\_

## 9. Barriers to Success & Risk Management

Look at the notes you have entered so far. Now, try pinpointing potential risk areas and challenges you might encounter, as well as how you plan to overcome them. Do you have the necessary knowledge and capabilities to handle it internally, or could you be in need of some outside assistance? As you create your list, make sure to prepare for the worst, no matter how unlikely the odds are. You're better safe than sorry.

### Potential Challenges & Risks

*Budget, Time Constraint, Knowledge Gap, etc.*

---

---

---

### How We'll Overcome Them

*Delay Launch, Hire External Resources, etc.*

---

---

---

## 10. Measuring Effectiveness

Determine how you will measure your contest's results and report on your findings. Which analytics metrics are provided via your hosting channel? What KPIs are important to achieving your overall marketing initiatives through the contest? It may take a few times before you nail your targets – or you might completely blow them out of the water. The most important thing is to record, analyze, and adjust your strategy based on your results.

### Projected Results:

*Identify the specific metrics your contest aims to achieve. Review some of the goals you recorded on page 1 of this planning kit to help you determine your metrics.*

Metric 1: \_\_\_\_\_ Metric 3: \_\_\_\_\_

Metric 2: \_\_\_\_\_ Metric 4: \_\_\_\_\_

### Actual Results:

*Record how well your contest was actually able to achieve the above-specified projected results.*

Metric 1: \_\_\_\_\_ Metric 3: \_\_\_\_\_

Metric 2: \_\_\_\_\_ Metric 4: \_\_\_\_\_

## About Fuzzy Duck

Founded in 1993, Fuzzy Duck is a creative marketing and digital solutions firm located in downtown Wayzata. In the beginning, Fuzzy Duck worked almost exclusively with small businesses and start-ups. The plan was to provide quality design services to help those companies grow, and then grow with them. Through hard work, creative design and honest business practices, Fuzzy Duck was able to retain those initial relationships and establish new ones through strong word of mouth and referrals. Today, Fuzzy Duck's clients span across all industries from small businesses to global corporations to cutting edge ad agencies and marketing firms. We have also worked with many well-recognized brands, including General Mills, Coca-Cola Zero, TGI Fridays, Pentair, and Park Nicollet Foundation.

Now with a 22-year record of success, Fuzzy Duck merges traditional skills with new technology to cultivate unique brands, create distinctive visual campaigns, and develop custom digital solutions - all while maintaining strong and enduring client relationships. We credit our success, in part, to our willingness to go the extra mile and help our clients - even if it isn't officially in our job description or within our list of "official" services. With that said, below is a list of services that we do very well.

- Web / Interactive
- Social Media
- Print Layout & Design
- Illustration
- Mascots
- Menus
- Brand Identity & Logos
- Marketing Consulting
- Production

## Request a Free Consultation Today

952.449.6800

info@fuzzyduck.com | www.fuzzyduck.com

307 Manitoba Avenue South | Wayzata, MN 55391

