

# 15 Giveaway & Contest Ideas

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Watch the video, "[Create a Successful Giveaway on Social Media](#)", for the fundamentals of running a successful campaign.

## PURPOSE: GROW SOCIAL MEDIA FOLLOWING

- 1 Tag a Friend:** Require entry by tagging a friend and following your account. This will drive new customers to your business profile and grow your following.
- 2 Instagram Loop Giveaways:** Team up with 5-7 other businesses with similar target markets. Create a loop of accounts. Each business tags the next business on the list. Entrants must click through the loop, following each business.
- 3 Tweet for Entry:** Compose a tweet that includes a link to your website. Entrants must retweet it to enter the giveaway.
- 4 Caption Contest:** Post a fun photo and invite followers to caption the photo. When you receive high engagement from your existing followers, turn the post into an advertisement to attract new followers. Select your favorite caption as the winner.
- 5 Milestone Giveaway:** Select a winner from your following when you reach a specified number of followers on a social media network. This will encourage followers to share your account with friends.
- 6 Collaborate:** Team up with another company to host a giveaway or contest. It's a win-win-win. Select a product that packages well with your product and targets the same customers.

## PURPOSE: GROW MAILING LIST

- 7 Incentivize Joining Your List:** Every month select one subscriber from your email list to win a prize. Promote this giveaway everywhere you post your email signup form.

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**8 Mailing List Entry:** Require entrants to subscribe to your list for any type of contest or giveaway listed here.

**9 Opt-In:** Create online or downloadable content--worksheets, printables, how to's, videos, patterns, recipes, stock photos, email courses, tutorials, templates or ebooks. Subscribers of your list receive the free content.

### PURPOSE: PROMOTE A NEW PRODUCT

**10 Give Away the New Product:** Ask media outlets, blogs and influencers to share your giveaway with their followers.

**11 Naming Contest:** Let your customers pick the name of your new product or colors by submitting ideas. The winner receives the new product.

**12 Double the Prize:** Gift the winner with two of the same prize--one for her and one for a friend. This works well when promoted during a holiday or event such as Mother's Day, Father's Day, Best Friend Day, etc.

### PURPOSE: CUSTOMER APPRECIATION

**13 Surprise Giveaway:** Select a subscriber, customer or follower to win a free product or gift card with no additional form of entry other than already being engaged and loyal.

**14 Photo Contest:** Customers submit a photo of themselves using your product. The winner can be selected by you or allowing your followers to vote.

**15 Product Personalizing:** Invite customers to personalize your products by showing alternate uses, painting or styling them. Let your followers vote for their favorite customization.

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