LESSON Transcript

00:00:00
Content that people love
stories
reels. The other two is
contests and
carousels
CONTESTS is a great way to get people to engage, so you would use your contest hashtag.
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With an industry hashtag and then of course you have to do a draw in the prize afterwards, but your prize should always be related to your business and it should be taking people on a customer journey. I had an art client that I did a contest for.
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And basically we had a challenge every week to design something with a certain look and I gave them a different hashtag every week to share the content on their newsfeed and hashtag it with the correct hashtag to enter.
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Let's take a look at the notes I have for you to help you create contests. There's a little bit more here than usual in our notes because there are lots of details that you need to make sure you tick the boxes and include when you're.
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Organising a contest first of all.
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WHY DO PEOPLE LOVE CONTESTS? Why do businesses love contests and users love contests for businesses? Contests have a much higher conversion rate than any other content, i.e., people love contests and can't resist entry.
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94% of the users share the contest straight after they've entered. How's that for word of mouth? You cannot buy that kind of promotion.
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The ideal duration for contest 25 to 60 days. I often run them for one month, so that makes sense to people, but you can also if you want to quickly get a bit of heart. Seven days can also work.
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A lot of.
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Contests are organised on Facebook pages. I'm going to discuss that in the notes for you, but think about that.
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95% of people use contests to grow their e-mail list. This is a different topic, but one of my favourite coaching topics is list building, because until people are on your list and you are in direct one-to-one communication with them.

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They are not actually a lead. You need to take people from social media to your mail list and contests or great an ideal wayTo do that
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The average age Of Contestants is 30, so that's very handy for the market to or buying.
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Contests on Instagram receive 3.5 times more likes and 64 times more comments than regular posts. Now that's what we're looking for.
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That's why we need to create contests. Let's go and look at the actual notes I have for you.
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First of all, the PURPOSE OF A CONTEST IS.
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To increase your audience or increasing engagement, it is a way of taking people down your sales funnel. So we've attracted them.
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Content that people love increases engagement and attracts people down your sales funnel to start becoming leads that convert to sales.
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I HAVE GOT SOME STEPS HERE IN THE NOTES FOR YOU TO FOLLOW.
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That help you create a contest. I recommend you take this worksheet when you're ready and work through each point. Make a note sheet and write down each point in this order.
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First of all.
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WHY ARE YOU DOING IT? Engagement growth? Building your list. Who are you targeting? Once we've spoken about niche audience before.
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Spray and pray does not work
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BE. CLEAR ON WHO
00:04:13
You're targeting because the more niched and specific you are, which means you can fine tune your images.
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Your content, the prize, all the stuff that goes into successful communication. I have got a bonus link here.
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For you to use my TEMPLATE TO DEFINE YOUR IDEAL CUSTOMER if you are not 100% clear in your own mind who you are targeting. Once you've done that exercise, the ideal customer exercise will tell you where they hang out.

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You will obviously have a primary platform and you Will go there.
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But this is where I want to talk about FACEBOOK.
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Facebook gives you much more room to move in terms of adding links and easy-to-read content in a post. I would recommend if you do not have a website or both. Use a Facebook post as a landing page, so to speak, to show all the details of the contest which we're coming to shortly.
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or you do it on a landing page on your website and this link, whether it's your post or to your website, is what you use to share to make sure people are aware of that.
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TERMS AND CONDITIONS AND YOU GIVE THEM A WAY TO ENTER, which is clear and easy for you then to collect entries when the contest comes to an end.
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You need to set up a TIMELINE. When will you launch? When will you promote? How long will the contest be?
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When will you draw, announce winner and do a FOLLOW-UP people love or follow up at the end of the contest to see what engagement there was, what content was shared? Don't miss that Opportunity to drag the value of your contest out even longer.
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Visit your iNSIGHTS to see what TYPE OF CONTENT you should use. If your audience is engaging with reels, do reels.
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If they're engaging with carousel posts, do carousel posts, we get to deal with those in the next lesson.
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Whatever your audience love is going to help you get their attention. Use it. Create a series of posts that you can use over the duration of the contest using the same content over and over and over will result in repetition blindness.
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Change it up. Use a recognisable theme, but change up the actual content. Come up with new teasers, revitalise the content every time you post with great images and messaging.
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Then what TYPE OF CONTEST are you going to do? Are they going to share content? Do you want them to engage or do you want them to tag?
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Once you are clear on that.
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HOW WILL THEY ENTER?
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What do they need to do?

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Do they need to post a video or an image with a specific hashtag? Do they need to caption your post?
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Do they need to like or comment on a post? You can have one or the other, or both. Use a specific hashtag when they comment or share their content.
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Make sure you have a specific contest hashtag that is easy to search. Or do you want them to tag friends to increase and explode your awareness?
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Then how will you make The DECISION ABOUT WHO HAS WON this contest.
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Transparency and fairness are key. There are various Ways you can get a vote by the contestants.
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You can do a random draw, or you can have a jury of influences Experts etc to draw it, but that takes some work because people then have to review the entries. Think about the amount of work that is required and it also really depends on how many entries you expect. If it's many you need help to automate, so get them to fill in an Opt in form.
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Or use tools. It could help make it easier, or at the very least, help you decide on how to run a contest. There is also a link just to go and make yourself familiar with INSTAGRAM'S PROMOTION GUIDELINES.
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You don't want to break the rules, just one important point. People must not inaccurately tag content. Take note.
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I love this tool for random draws When it's not too many entries.
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And you will collect entries with a searchable hashtag you can Copy all the names of the entries, put them into a list and then use this wheel of names.
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You would copy and paste the names in and then once the names are in. So I like to FILM RECORD this Entire process, so it's completely transparent for entrance and they can see there on the list.
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So you would add the name in there and you would spin and then it gets terribly exciting as people wait to see whos won
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THE PRIZE. People so often make a mistake with choosing the prize that they think the more valuable the prize is, the better it must be related to your business.
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A great way to use a contest isn't to encourage people to trial your product or service, so give them a coupon.

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Give them a free appointment. Give them a gift card, etc. That is a really good way to take people down your sales funnel.
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CONTEST GUIDELINES, so this is what you would need to include. I would urge you to copy and paste this and write your particular details after every single point I've written in here. So you are required to show people the terms and conditions.
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Of the contest and the POINTS INCLUDE.
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The name and contact details of your business. The dates of the contest. Who can enter so this would be age restrictions, for example.
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How people enter as we've discussed above, how the winner will be chosen?
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The date the winner will be announced and the how and the date the winner will be informed.
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The time period to collect the prize. Any specifics of the prize?
Details of how the prize will be delivered or needs to be collected, and this is very important to acknowledge.
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The promotion isn't sponsored by Instagram or any other social media platform that you are using to promote the post.
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HOW Then you need to promote it right across your ecosystem. Use every single bit of content.
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You've got your Social media platforms. Your e-mail, your blog. Your WhatsApp lists, absolutely everywhere. Don't be shy, there's something in it for them. Share it freely.
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And one of my most important points is MEASURE RINSE AND REPEAT. This is one of the most important parts. If specially if you enjoy it and you think you're going to run another con.
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Test, do an audit straight off to the event and make notes of what worked. What didn't work. Sometimes what you think is simple and easy doesn't work for Your audience and creations. A few hiccups and snags here and there. Make a note of all these things and evaluate whether your achieved your objective and whether you had a good return on the investment of your time and any ad spend might have put towards the contest.
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I hope you try a contest and I am sure this will help you grow your Instagram audience.
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Next, we are moving onto, creating CAROUSELS AND OTHER TYPE OF CONTENT THAT PEOPLE LOVE.