

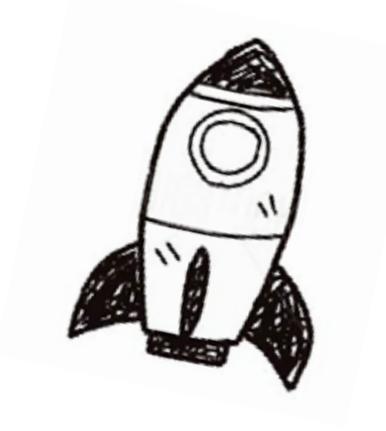
7 Essential Marketing Tips To Skyrocket Your Crowdfunding Campaign

Crowdfunding enables innovators and creators with great ideas to raise the money they need by bypassing the banks, venture capitalists and other redtape, and instead pitch ideas straight to the market. It's not only a way to raise money either – it has many benefits such as building broader awareness and support for a project, enriching a brand, and serving as a testing ground for new products or services.



Crowdfunding Checklist

- ✓ Join the online communities of your target audience
- ✓ Build a targeted email marketing campaign
- ✓ Create a landing page
- ✓ Create a global list of contacts
- ✓ Promote your content to as many channels as possible
- ✓ Captivate your audience using videos
- ✓ Guest blog



Getting your crowdfunding project funded is not rocket science...but it's also not a simple feat. Competition for support can be high for certain ideas. Launching a project is far from a guaranteed success. No matter how great your idea is, you will only get an edge by following these tips and being creative with your marketing and promotion. This will drive traffic to your funding page and raise the necessary capital to get your project off the ground.

Important!

Your campaign promotion should be divided into 2 stages:

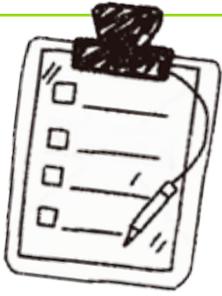
1. Prepromotion Stage

The goal of the prepromotion phase is to engage your initial contacts to help build momentum and spread the word out about your upcoming launch.

2. Promotion Stage

The promotion phase is when your campaign goes live - think of it as a grand opening where everyone is invited.

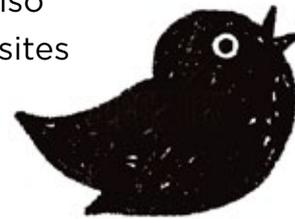




We understand that launching a crowdfunding campaign can be a very daunting task even to the experienced, so here at ReadyFundGo we've rounded up the top seven essential marketing tips for a successful crowdfunding campaign.

1. Join the online communities of your target audience.

It is highly recommended that you sign up to sites such as Facebook, Twitter, Instagram and LinkedIn to connect with online communities where your target audience is most active. Find out who your key influencers are and develop relationships on your social media platforms as you want to use their audiences as springboards to bring more traffic to your campaign. You can also include top niche related forums and community sites such as Hacker News and Reddit.



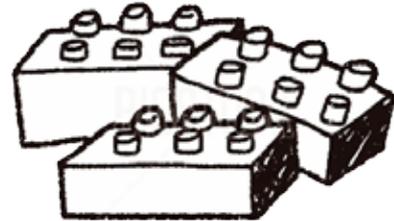
2. Create a 'Coming Soon' landing page and/or campaign page

You'll want to create a place for gaining interest and capturing emails of those interested in your campaign, before it launches. It is a critical piece of your marketing campaign and is relatively simple and inexpensive to do. This can include a landing page (a single website page) or a 'Coming Soon' campaign page on your crowdfunding platform. These needs to be set up properly early, before your campaign goes live so that you have sufficient time to collect leads. This will allow you to have backers ready to go for campaign launch.

A landing page and 'coming soon' campaign page should have a compelling headline, contain valuable information about your product, collect email addresses via an email capture form or follow' button, as well as high-quality and persuasive images. You can start a 'Coming Soon' campaign page at <https://readyfundgo.com/start/>.

3. Create a global list of all contacts

While you need to tap your personal contacts for support, real crowdfunding success depends on your reaching out and building a community focused around your project. Start by creating a simple introduction and build a global list of people that might be interested in your campaign. Support doesn't start and stop with financial backing so you may want to offer multiple opportunities for your network to support the campaign.



Divide this list into 3 parts:

Supporters – Your closest personal network is probably your strongest supporters. You can also ask for feedback as they are more likely to be honest in offering their criticisms and advice. Start with your list of family and friends and don't forget to encourage them to share your campaign with their respective circles.

Influencers – The perfect influencers have relevant audience and substantial readership like blogs, popular websites and industry experts. Focus on the most relevant and work on a smaller list so you can dedicate more time in creating the perfect pitch. You can use tools such as Buzzsumo, Klout and Traackr to find influencers. Keep in mind that identifying influencers is not enough – the hard part is how to build relationships with these influencers and get them to support your project. It might be in a direct meeting.

Media list – Press coverage is one of the most important factors for your campaign's success but it is also one of the hardest to get. Most of the people you reach out to in this list will most likely ignore you so you have to have a solid basis for reaching out. Is your product within the industry the media covers? Has the writer written previously on other crowdfunding campaigns? Make your pitch brief and to-the point. You can also offer incentives such as a media kit or an exclusive on the story

4. Build a targeted email marketing campaign



Direct email outreach is the most effective tool for driving early momentum. Thirty percent of your early pledges will come from people you know - so it is important to build a strong network before you launch your campaign. Mailchimp is an example of a great tool for managing email campaigns.

Make sure to offer:

- A strong call to action in your email subject line to get people to actually open the email
- Include a request to share the email amongst your leads' inner circle to increase your audience reach
- Maintain the right balance between text and image



5. Promote your content to as many channels as possible

Content marketing is all about storytelling and you want to tell your story to as many people as possible.

Distribute your content on your blog and social media networks and get in touch with bloggers and top social media users to help you share your content with their audiences.

Use content automation tools such as Hootsuite and Buffer to schedule posts automatically.

You can also test the results of paid ads to promote your content such as Facebook ads and Google Adwords.



Use traditional PR strategy as well, sending out well-written press releases with images (that you have permission to use) to newspapers, publications and media that may be interested in your project.

6. Captivate your audience using videos

One of the most important elements of a successful crowdfunding campaign is a captivating video. In fact, you are 85% more likely to reach your funding goal with a video than without. Videos are prominently displayed on campaign pages and remain the best medium for storytelling.

It is important to build rapport and anchor your video with your passion and belief in your dream. That way, you can deliver an emotional appeal to your backers.

To create an effective video for your crowdfunding campaign, it is important to consider the following:

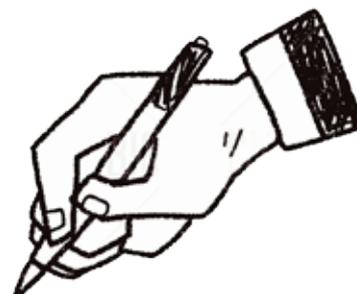
- Length
- Script
- Style
- Engagement



7. Guest blog, guest blog and... guest blog

This is truly a great way to get your project in front of new audiences. Rather than waiting in line to be featured on a blog or a magazine, guest posting is an activity that you can control. As long as your article is relevant, well researched and written, most bloggers will be willing to consider your post. Aside from getting direct traffic on the blog, you will also have contact with the blog's social media outlets once they post your article to their feeds.

Make sure to request the blog owner to set your guest post as a "follow" link so that you can also see improved search result ranking as a result of linking to a high quality blog.





Lastly, if you are new to crowdfunding remember to choose a crowdfunding platform suited to your project area and that offers the best guidance for all stages of your campaign.

At ReadyFundGo, you can get help from our team with everything from choosing rewards to review of your campaign page. Our platform also includes tools and resources for building and promoting your campaign.

Get started for free today!

www.readyfundgo.com

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About ReadyFundGo

ReadyFundGo is Australia's crowdfunding platform for startups, change makers and innovators who want to make a difference. If you are interested in the world of innovation and ideas, or want to find strategies for raising funds for your own project or expansion of your business, ReadyFundGo is here to help!

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