

Crowd Funding Promotion tips

Pre-Promotion

Promotion is key to a successful campaign and it's so important to start this even when your idea is just a thought inside your head. Spend time talking about your idea with people you know and across social channels. Spend time building a team who will help share your project once it's live.

- Before your project is live, we recommend at least one month's promotion - projects that have done this have had a greater success rate
- Create a 30 day project plan, including when you want the project to begin, how much money you hope people will pledge each day and at what stages you will update your audience on project progress
- Use social media: To have the greatest chance of success, start using this a month before your project is uploaded onto the Crowdfunding site. This way, people are aware and eager to be involved, when you do release the project officially

During

Build and use the community you gathered in the pre-promotion stage. Now your project is live, maintaining that initial promotion is vital. Start with the people closest to you: Tell your family, friends, colleagues and everyone you know.

- Send out a friendly email to your entire network, telling them about your exciting project and how they can pledge
- Make posters and flyers and distribute them in local shops and businesses
- Continue using social media: Twitter, Facebook and LinkedIn. Fun fact: Assuming you have the worldwide average number of friends on Facebook (130) and you tell your friends about your project, if just 10% of your friends tell their friends then over 18,000 people will hear about your project. The numbers add up quickly!
- Tweet a few times a day, retweet other people's messages and respond to tweets to keep the momentum going
- Hold a launch event and get people along to find out a little more about yourself and your project. You could set up a few laptops to try and encourage people to make their pledge?
- Approach your local newspapers and radio stations and include a photo for a greater chance of making the papers.
- Target online communities and make regular comments: Each place you visit online that allows you to comment you should leave a trail, continuously posting the link to your project page

After Success

So your crowdfunding campaign may have come to an end and your target successfully reached but it doesn't stop there.

- Update people on how much you raised when your campaign finishes
- Keep them informed on the progress of your project - you can do this via the project update page on your project page
- Let people know when they are likely to receive their rewards (if you are offering them)
- Update them on future events / projects outside of your crowdfunding campaign: Build your community for the future, not just now