



# Host Checklist

Hosting a campaign? Follow the steps below and you'll be up and running.

## 1 Create the Campaign and find Partners (Weeks 1 - 2)

- Integrate with your ESP
- Brainstorm a **prizing theme** and search "Find Partners" for potential partners
- Create a **basic Landing Page** (you can change this later)
- Identify potential partners and **invite them to join** a campaign
- Evaluate responses and invite additional partners if needed
- Begin to confirm when Partners plan to promote

## 2 Prepare to Launch (Week 3)

- Finalize **Partnership Agreements**
- Finalize Landing Page and publish **Official Rules**
- Finalize **Social Growth** entries and **Custom CTA**
- Confirm prizing contributions with partners
- Distribute **Creative Assets**
- Create **Tracking Links** and distribute **Media Plans** to make sure each brand knows when they are promoting the campaign, and where.
- Launch the campaign** so it's ready for entries.

## 3 During the Campaign

- Promote the campaign**
- Remind all partners that haven't sent their promotions to do so
- Welcome new readers to your list** as they join

## 4 When the Campaign Ends

- Choose a winner**
- Email winner and once they accept the prize, coordinate with Partners to **distribute it**.