



HOW-TO GUIDE

Hosting Made Simple



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Why host a campaign?

With responsibility comes great reward. As a Host, you'll enjoy full control over every aspect of the campaign.

- Decide which brands you'll work with as Partners
- Control premium feature access, like Social Growth and Custom CTA (more conversions for you!)
- Curate the look and feel of the landing page and all promotional materials
- Enjoy priority access to entries, ensuring you can start marketing to your new audience right away

Hosts are responsible for...

As a Host, you'll manage the campaign and ensure your Partners have a plan to promote it.

Before the Campaign

- Create a campaign concept, general dates and a prize idea.
- Choose a template and customize your Landing Page.
- Create legal language for your entrants using DojoMojo's Smart Terms and Conditions
- Invite Partners
 - Reach out to partners you'd like to work with and pitch your campaign. Head to Find Partners and use our invitation template to make sure you're sharing everything a brand needs to know to evaluate the partnership.
 - Keep your campaign open to applications and let brands apply to join.
 - Once confirmed, we recommend ensuring Partnership Agreements are in place so promotional and prizing expectations are clear.

What makes a good campaign partner? Questions to help you evaluate if they're a good fit.

- Does their audience represent a group of people you'd like to reach with your marketing emails?
- Will they be able to contribute to a prize (usually \$100-\$300 in product or travel gift cards)?
- Will they be able to promote the campaign to their audience, and how?
- What limits and expectations do you have? Do they have?

Hosts are responsible for...

Before the Campaign (cont.)

- Prepare to Promote
 - Ensure each brand has individual Tracking Links for each partner and channel they'll use to promote the campaign. These special links contain tracking data that collect emails and attribute them to each partner, ensuring they are added to your list and counted in Analytics.
 - Create and share Creative Assets that will be used to share the campaign.
 - Collect prizing contributions and ensure they are ready to distribute when a winner is picked.
 - Make sure everyone knows when they will promote the campaign. You'll want to space this out so each brand promotes on a different date.

Why is promoting so important?

Good promotion is the key to a successful campaign and it's the main job of campaign partners. The more people a campaign reaches, the more people enter, resulting in more emails and better campaign performance. Every brand on a campaign commits at a minimum to sending a "dedicated" email advertising the campaign to their email list, and will generally share it on their social media channels as well.

Hosts are responsible for...

During the Campaign

- Open the campaign so it's ready for entries.
- Ensure partners are promoting on the dates you've agreed to.
- Warmly welcome entrants to your email list as soon as you receive their email and you're fresh in their mind.

After the Campaign

- Pick a winner and ensure the prize is distributed.



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)

- Brainstorm 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 Terms & Conditions
- Finalize Social Growth entries and Custom CTA
- Confirm prize 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.
- Click "Notify Partners" button to tell partners the campaign is live and remind them where to find creative and assets.
- Open the campaign for entries by clicking "Launch" in the Summary tab of the Campaign Builder

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 - see Summary page of the Campaign Builder.
- Email winner and once they accept the prize, coordinate with Partners to distribute it.



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Questions?

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