



Campaign Marketing Workbook

This workbook is designed to help you define your marketing strategy. Throughout, we suggest you consider who you hope to engage, and how strategic communication will help build your community.

WHO

Target Audience: Identify communities or groups that are passionate about your project.

COMMUNITY NAME	WHY ARE THEY PASSIONATE?
1	
2	
3	
4	

Host Committee List:

- List at least ten individuals who will act as a member of your Host Committee. These individuals should be heavily invested in your campaign.
- Ask Host Committee members to contribute within the first few days of your campaign to help it gain momentum. These donations should total 30% of your funding goal.
- Estimate each member's contribution commitment.
- Identify which networks each member can reach out to.

NAME	AMOUNT	NETWORK
1		
2		

(Continued on next page)

Host Committee List: Continued

NAME	AMOUNT	NETWORK
3		
4		
5		
6		
7		
8		
9		
10		

Early Contributor List:

List acquaintances outside of your Host Committee who you know will contribute. Consider their funding value, their relationship to you, and the most effective method of contact for each.

NAME	CONTRIBUTION AMOUNT	RELATIONSHIP	CONTACT	METHOD OF CONTACT
1				
2				
3				
4				
5				
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9				
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Early Contributor List: Continued

NAME	CONTRIBUTION AMOUNT	RELATIONSHIP	CONTACT	METHOD OF CONTACT
11				
12				
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Early Contributor List: Continued

NAME	CONTRIBUTION AMOUNT	RELATIONSHIP	CONTACT	METHOD OF CONTACT
35				
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Organization/Business Outreach list:

- List the organizations and businesses that will have an interest in your campaign. Consider what they stand to gain from your project, and what you can offer them.
- If you have a contact at an organization, you may want to utilize your connection rather than send a blind email.
- Be fearless! No organization or business is too big.

BUSINESS/ORGANIZATION	WHY PASSIONATE?	CONTACT INFORMATION	METHOD OF CONTACT
1			
2			
3			

(Continued on next page)

Organization/Business Outreach list: Continued

BUSINESS/ORGANIZATION	WHY PASSIONATE?	CONTACT INFORMATION	METHOD OF CONTACT
4			
5			
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7			
8			
9			
10			
11			
12			
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Segment Emails:

Craft mass emails to specific groups of your contacts by their relation to you and target a different segment every week. Try to make each email as personal as possible to the segment you're reaching out to. Begin with your Host Committee and work outward.

- 1.
- 2.
- 3.
- 4.
- 5.

COMMUNICATIONS:

Outreach Email, Pre-Launch:

- Send an anticipatory email before your campaign launches that lets your contacts know something big is coming. This is great for creating buzz.
- Make sure the email is passionate and demonstrates your excitement.
- Keep it concise and well written.

Emails (per week):

Target a new group each week. Draft template versions of the emails you'll send, then personalize each to include relevant information.

Template:

1. Personal message to the recipient
2. Why you need their support (what they'll get)
3. A link to the campaign URL
4. Explain what else they can do if they can't contribute
5. Show gratitude

Referral Contest Email:

Even successful campaigns tend to hit a funding lull midway to their goal. Create incentives for contributors to continue sharing your story and increasing campaign buzz.

Gratitude Email:

After a contributor funds your campaign, send a personal message to thank them and encourage they continue sharing your story.

MEDIA OUTREACH

Influential Local Media Outlets:

List organizations that would be interested in covering your story.

ORGANIZATION	WHY INTERESTED?	CONTACT INFORMATION	METHOD OF CONTACT	DATE OF CONTACT
1				
2				
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Influential National Media Outlets:

List organizations that would be interested in covering your story at a national level.

ORGANIZATION	WHY INTERESTED?	CONTACT INFORMATION	METHOD OF CONTACT	DATE OF CONTACT
1				
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Influential Bloggers:

List bloggers who would be interested in your story.

BLOGGER	WHY INTERESTED?	CONTACT INFORMATION	METHOD OF CONTACT	DATE OF CONTACT
1				
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Influential Tweeters:

List individuals with a high Twitter following who would benefit your campaign.

TWEETER	WHY INTERESTED?	CONTACT INFORMATION	METHOD OF CONTACT	DATE OF CONTACT
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SOCIAL MEDIA

Leverage the social media channels that seem appropriate for your campaign. Most campaigns benefit from an engaging Facebook and Twitter presence, but if your project doesn't have a strong visual component, you may not need an Instagram account, etc.

For more information on using social media to market your campaign, see "Promoting Your Campaign with Social Media."

CAMPAIGN COMMUNICATION

Pitch Text Updates:

Update your pitch text with new information at least 3 times throughout the length of your campaign. The update can include new stretch goals, media coverage, or a simple thank you to your contributors.

Campaign Updates:

Send an update to your contributors every 3-4 days.

Gallery:

- Update your gallery with behind the scenes images of your campaign's progress.
- Show pictures of your perks.
- Add team photos to convey your group's personality and character.

Comments

Respond to contributor comments daily on your campaign page and through your social media channels. The more you engage, the more invested your community will feel in your success.

For more information on running an Indiegogo campaign, take a look at the [Indiegogo Playbook](#) and the [Indiegogo Field Guide](#).