



Preparing Your Campaign For Launch

You've decided to crowdfund your project.

You're excited and you see the incredible possibilities.

Why Is It So Important To Prepare?

In the excitement of creating a crowdfunding campaign, people sometimes go into it thinking all they have to do is throw it up and watch the support roll in. You are so excited about your project — and you just know everyone else will be too — once they see it. But that's the thing, too often the right eyes don't get on the campaign. Proper preparation ensures that your launch is the best it can be, and that you have an audience that will help you bring your project to life.

Fun Fact: Did you know that campaigns who raise 30% to 50% of their goal in the first week make 47% more than those who don't?

What Exactly Goes Into Preparing A Campaign?

Most campaigns have a lot of moving parts. This is why preparation is important, and it's also why you should be enlisting the help of a team to support you and help you pull this whole thing off. Your team can be comprised of family members, friends, co-creators and outsourced help.

Your team will help you build your audience. This is something you need to do before you launch, and is a huge part of your preparation. Your audience is going to help you reach 30% of your goal. Without an audience in place prior to launching your campaign, you will have a rough time generating buzz and visibility for your campaign. Start building your audience right away!

How Do You Create An Audience? By creating a story that resonates with people, sharing it, and reaching out and engaging with them.

Your story is what compels people to support you and your project. It let's them know who you are, what you're about and why they should back you. It lets them know why they should care. It makes them like you, and want to get behind what you are doing. It's the foundation. You can find your audience through social media, word of mouth and networking. Find members of your team who are social media savvy, and get familiar with email campaign best practices. You'll want to research the best email marketing tools and social media automation tools.

60 Days before launch

At 60 days before your launch, you have a lot of work ahead of you. A few things that you'll want to be doing now include building your email list, continuing to build your community, categorizing your network and creating incentives to motivate people to join your list. Remember that Indiegogo has a wealth of information and resources available for you, and you can always contact us.

Why Build A List?

Email is 33% more effective than other forms of outreach. Email is how you will keep in touch with your growing community. Sending out emails prior to launch ensures that your audience is the first to get the latest updates, news and developments about your campaign. It also helps keep your project and campaign top-of-mind and builds the relationship.

How To Build And Maximize Your List

Your Audience Is Made Up Of Layers

Think of your audience like an onion. Some of your audience has been with you since the beginning. They know almost as much as you do about your project. Some are brand new. They just found out about you and your campaign. They are still getting to know you. They are still deciding if they want to back you.

Categorize Your Network

Because not everyone on your list is in the same place, it's important that you categorize your list to reflect that. For example, you have your core, early adopters, if you will, then your brand-new subscribers, and you have those who are somewhere in between. Email tools can help a lot here, because you can "segment" your list so that different categories get different emails. You can also arrange to have autoresponders send new list members a series of emails that will help them get to know you better. There is a lot of information on the internet about running successful email campaigns. Not all email marketing services offer the same services, so make sure that the one you choose offers list segmentation capabilities and email autoresponders. Look for clean, responsive templates and keep your emails clear and concise.

Keep Bringing People On Board

No matter what the size of your current list, you want it to get bigger. Motivating people to sign up for your email list sometimes takes some incentive. Come up with creative ways to grow your list by giving away free downloads or creating contests. Downloads can be ebooks or guides or other information products.

Pro-Tip: Build a pre-launch landing page to help gather emails ([Our Guide to Building Pre-launch Landing Page](#)).

Landing pages are an amazing tool to help you gather more emails. Check out our guide and start creating your landing page right away.

50 Days Out

Create Your Social Presence

Building your brand, increasing visibility and engaging with your audience is easier to do when you have a strong social media presence. While you don't have to create accounts on every social media network out there, it is important to go where your audience is, and create content for them that works for that particular channel. Remember, video is always good!

Create Your Social Accounts

Whenever you create a new social account, be sure to do it all the way! Fill out "about" sections thoroughly, be sure to keep branding consistent. Put your personality into it, and make sure you are telling your story on each channel.

Images are important. Be sure you have high resolution, quality images ready to go before you even begin creating your social media accounts. People respond to images, so you don't want to skimp here.

Using Social Scheduling Tools

Use social scheduling tools like Buffer to help you schedule social media posts, and to post to more than one site at a time. For example, you can use these tools to make sure that when you post a blog, it gets posted on your Facebook, too. Or you can make sure that your Instagram photos get posted to your Twitter account.

Pro-Tip: Create a less than 30 second video promoting your project.

The [Drumi](#) campaign created a [short video](#) before they launched a campaign that attracted thousands to sign up for their email list.

40 Days Out

Start Thinking About Your Campaign

Now is the time to start filling in the details of your campaign.

First, You'll Need To Brainstorm

Sit down with your team and start coming up with ideas for your campaign. Get your whiteboard out, bring some notepads and lots of coffee or tea. If you are feeling stuck, have a look at what other successful campaigns have done, or talk to us and get some helpful advice and feedback.

Craft Your Story, Draft Your Campaign

Now is a good time to ensure all your communications, posts and videos are telling your story. Make sure things are cohesive and make sense. Think about the people in your audience who don't know you, your project or what you are about. Test your story on a perfect stranger. Tighten things up, and reaffirm to yourself what you are trying to accomplish here. Create a draft of your campaign. Utilize tools like the campaign planning calendar to keep things on track.

Time To Write Your Pitch Text

Your pitch is a brief, compelling piece of text that will get people excited about your project. It will motivate them to take action. It needs to be clear, concise and compelling. Don't rush through this, take your time. Once you think you have it perfect, show it to friends and family. Ask for honest feedback and be willing to revise it until you get it right!

[Try out this pitch text questionnaire for tech campaigns.](#)

Need some inspiration? Go through and find 10 campaigns with pitches that inspire you. What did you like about them? How long were they, and what set them apart? Here are some links to successful campaigns to get you started: [BlueSmart](#), [Super Troopers](#), [The Core](#), [The Crystal Maze](#).

Pro-Tip: Test out different images on your social media and landing pages. What images do people seem to like the most? Create a campaign around those images

Time For Your Pitch Video!

Campaigns with pitch videos simply do better than ones that don't. You don't need pro equipment to create a solid pitch video, but you do want to make your video the best it can be. Pay attention to lighting, sound quality and don't forget to put yourself in your video! This helps build trust with backers and creates a connection.

Pro-Tip: Make the first 30 seconds count. Campaigns such as [Jibo](#) leveraged the first 30 seconds of their campaign video to use as a Youtube banner ad.

30 days before launch

By now, you have attracted an audience of raving fans, built your list and have launched a comprehensive email campaign designed to build anticipation and coordinate your launch efforts. You have established a strong social media presence, you have penned the perfect pitch text and shot a winning pitch video. You and your team are hard at work, and now you are down to 30 days till launch.

Time To Iron Out Your Perks!

Perks are what you offer for those who back your project. There are different types of perks, and you will offer several different levels of perks to correspond with the amount your backer contributes. Perks are important, and should be created thoughtfully. As always, don't hesitate to let us know if you need help or feedback with your perks!

There are 4 different types of perks:

- **Digital Goods:** A digital download of your album/video, a digital portrait, good for keeping fulfillment costs low
- **Experience Based:** Exclusive tickets to an event, a Skype conversation with creators
- **Service Based:** Offering backers the opportunity to work on your production crew, offering any skills you have (writing, singing, guitar lessons)
- **Product Based:** The cool device you're raising funds for, other merch

Pro-Tip: Plan perks that will motivate your audience to contribute early

Perks are your way of showing your supporters that you appreciate them. They are also a powerful tool that can help your campaign really move. Creating perks that can motivate your audience to contribute early is a brilliant strategy. Getting that early momentum can really help your campaign.

2 weeks Out

You are in the home stretch and it's time to focus your efforts and continue building on what you have already done so far.

Here are some ways to do it:

- Reach Out To Your Community
- Step Up Social Media Engagement

You've worked hard to build a community, to build a loyal following and to develop a robust social media presence. You'll want to reach out to the community you've built via email and social media. Generate excitement and start building up anticipation, you're launch is just around the corner.

Engaging On Social Media

How do you engage and use social media to spread the word and get people interested in your campaign? The key is to post regularly. Create content around your campaign. Keep it varied, interesting and entertaining. Remember to use video and high-quality graphics as part of your content. Tell stories, share your struggles, triumphs and keep people updated on your progress.

Here are some other tips:

- **Follow influencers in your space.** Influencers can help spread the word about your campaign. Follow influencers and share their content, comment on their posts and let them get to know you.
- **Comment and converse with engaged followers.** When people leave comments, ask questions or share your content, respond! Thank them, answer their questions and comment back. This builds relationships, and relationships are what you need to fund your campaign.
- **Create a library of social friendly images and videos.** Your images should be clear, crisp and exciting! They should tell a story, and there should be plenty of them! And: Video, video, video. Video gets attention and engagement. Video builds trust. People love video. Infographics are also good.

What kinds of posts should you focus on? Don't rely on one type of post. Keep things varied. Always include an image! Share your blog posts, videos and quick updates.

Pro-Tip: Add Additional Images

Take some time to add additional images of you, your product, your perks and maybe some silly cats. Okay, not that last part. People respond to images. Photographs of your team and anything else that helps tell your story can help you. Get creative!

Create an infographic to let people know how you will use the funds you raise. This is a great way to be transparent and build trust. You can use free tools for creating eye-catching graphics and infographics. Canva is a great tool for this!

1 week

One week left until lift-off! Don't forget that we are here for you, and don't hesitate to contact us with any questions you may have — we want to help! This last week is all about dotting your I's and crossing your T's, and letting people know it's time!

Write pre-launch emails. Plan to send a series of emails in the last week letting people know that it's almost go time. These emails not only remind people about the launch, but also contain a clear call-to-action. What do they need to do? Plan to send an email one week till launch, at five days, three days and one day till launch, and then a final email when the campaign goes live. Keep your emails short and sweet, and always include a clear call to action that lets them know what they should do and when.

Final Campaign Draft Review

Go over your campaign, and then get your team, friends and perfect strangers to go over it, too. Feedback is important here, so get as much as you can. First, make sure the following elements are present and accounted for:

- **Pitch text:** You've created concise, compelling and overall awesome pitch text. You kept it short and sweet and checked out the pitch text of other campaigns to see how yours measures up.
- **Video:** You have an amazing pitch video. Again, it's short and sweet. It has good picture and sound quality. It features you, of course, and maybe some members of your team.
- **Images:** You have glorious images, and plenty of them!
- **Campaign details and specs:** This is important. You have clearly mapped out your project, what you are trying to accomplish, what you need and what you are going to do with it. You are transparent and up front.
- **You have come up with amazing perks that you can deliver.**

Time For A Final Set Of Eyes

Get at least a couple, if not more people to go over your campaign with a fine-toothed comb. Feedback is important, so get it and use it! Some things to ask people who are giving you feedback: Is it clear what my campaign is about? Does everything make sense? Do you feel you have all the information you need to contribute? Clarity and transparency are two words to keep in mind.

Get feedback and make any necessary adjustments.

Ready, Set, Launch!

Pro-Tip: Spend time Writing an Engaging Subject Line that Excites People And Motivates Them to Click Through.

Subject lines can make a huge difference in your email open rate. People get dozens and even hundreds of emails every single day, so you need to create subject lines that make people want to open and read your emails. It can take some work to come up with a subject line that is attention-grabbing but doesn't come off spammy. It's always a good idea to be straightforward in your subject line. Make sure that it clearly states what the reader will find inside. Keep it short, avoid all caps, weird characters or overuse of exclamation points. Come up with a few and show them to people. Get some feedback and keep trying if need be.

[Ultimate Guide to Email Outreach](#)