

Campaign Marketing Toolkit

Whether you're crowdfunding for the first time or are a marketing veteran, this is a great toolkit to help you get the word out about your campaign.

Community Sites

Post an article on user-voted news sites or other community driven sites, catering your headline to the particular audience:

- [Stumble Upon](#) & [How to Make it Work for You](#)
- [Reddit](#) & [How to Make it Work for You](#)
- [Quora](#) & [How to Make it Work for You](#)
- [Hacker News](#) & [How to Make it Work for You](#)

Social Media

Social media gives you a direct and public channel of communication that allows you to foster a sense of community while staying present in your audience's mind without being too aggressive. Plan to be active on social media and let your friends and potential contributors know so that they follow you.

[Facebook](#)

Crowdfunding creates a great opportunity to start building a social audience for your product. Stock your page with quality content and post regularly. Be sure to:

- Include a link to your Indiegogo campaign in the text of your cover photo.
- Amplify media attention you receive (including features by Indiegogo) by sharing the links. When posting a link make sure to add some content so that people are motivated to click on the link. For example, "Wow, we just got written up on TechCrunch! Check out the link below!"
- Create content that shows the many uses your project/product has. Be creative and use images and videos wherever possible, which are much more shareable than plain text.
- Be an excellent curator. Highlight interesting news in your field that pertain to your project to enrich and entertain your audience. If you can provide interesting data relating to your industry—but not about your product—you'll become a more trusted source of information.
- Make sure to respond to comments on your posts to help create community.
- Post questions and provide opportunities for followers to have an impact on the product to help your audience feel a part of your project so that they have a stake in it.
- Updating regularly can be a challenge so schedule posts ahead of time by using the post scheduling feature. Plan out a strategy ahead of time (for instance, plan a countdown or space out the release of product shots). Mix scheduled content with live updates to keep the page fresh.
- Experiment with promoted posts to draw attention to your best-performing content and bring your campaign to a wider audience

[Twitter](#)

Crowdfunding is very popular on Twitter. By reaching out you can tap into potential fans of your product. Whether you start a handle for your campaign or use your own personal one, getting involved in this conversation can bring a big boost to your campaign. While many of the points for Facebook apply here, there are a few points that are Twitter specific. Be sure to include a link to your Indiegogo campaign on your “About Me” section, and check out these [Twitter Best Practices](#).

[YouTube](#)

If you have a variety of videos prepared, YouTube is a solid vehicle for distribution. When uploading videos, use keywords and [include a link](#) to your Indiegogo campaign on annotations and video descriptions. Regular posting can help draw viewers and giving attention to other videos can draw eyes back to your own. Also check out [YouTube’s Best Practices](#).

[Meetup](#)

You can find local groups of people who share your passion and would like to hear more about your campaign through Meetup, which will allow you to attend and plan informal meetings. If you haven’t used Meetup before, [this article](#) will help to get you started. You can join meetups around your topic; this will allow you to [suggest an event](#), which may allow you to meet key influencers and connections. If you are planning on having many local events/appearances, you can also [create your own Meetup group](#).