



The four steps to a successful campaign

Hello!

LiUU is on your side, and to prove it we reveal in this guide our secrets to start a winning crowdliquidity campaign, in just a few steps.

The help you need is just a couple of steps from here – are you ready to start?



Define your target

It's all about numbers!

The starting point of your campaign is the answer to a question: how much liquidity do you need?

Don't respond lightly, instead try to calculate exactly how much your campaign ideally should amount to. Setting the correct goal is important because:

- An excessive goal might signal to your customers that you're more in trouble than you really are, and that might disincentivize them to help you (it might seem too risky to offer you liquidity)
- Too low a goal may result in the need to open a new campaign at a close distance from the one just completed, and even then your customers may think it's too risky to offer you liquidity

To calculate your liquidity needs, you should add up all the fixed, variable and extraordinary expenses that you met in the months during which you had no income. And if the crisis is still ongoing / is going to start soon, try to estimate how much your needs will be in the months ahead, net of expected revenue.

If you have received any support (e.g. government backed-loans), don't forget to deduct those amounts!



Fixed expenses

How much do you pay for rent and fixed bills each month? Do you have open loans? Are you subject to taxes whose value is independent of your monthly revenues?



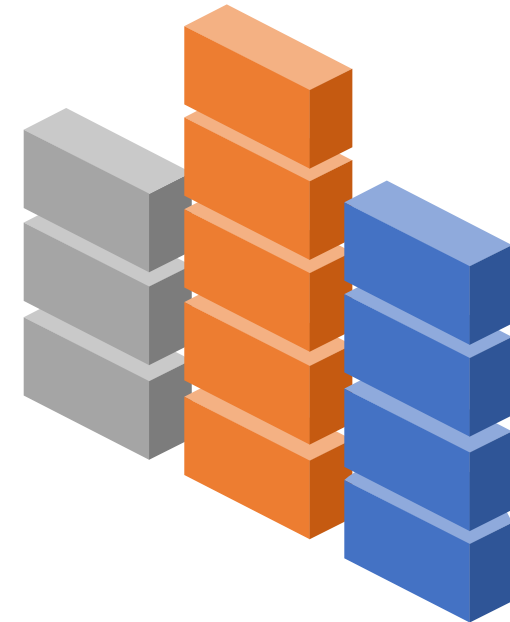
Variable expenses

During the crisis situation, how much have you spent/will you spend to pay your employees? How much have you spent/will you spend on utilities (water, light, gas)? What about supplies costs?



Other expenses*

Have you faced other unforeseen expenses during this crisis?



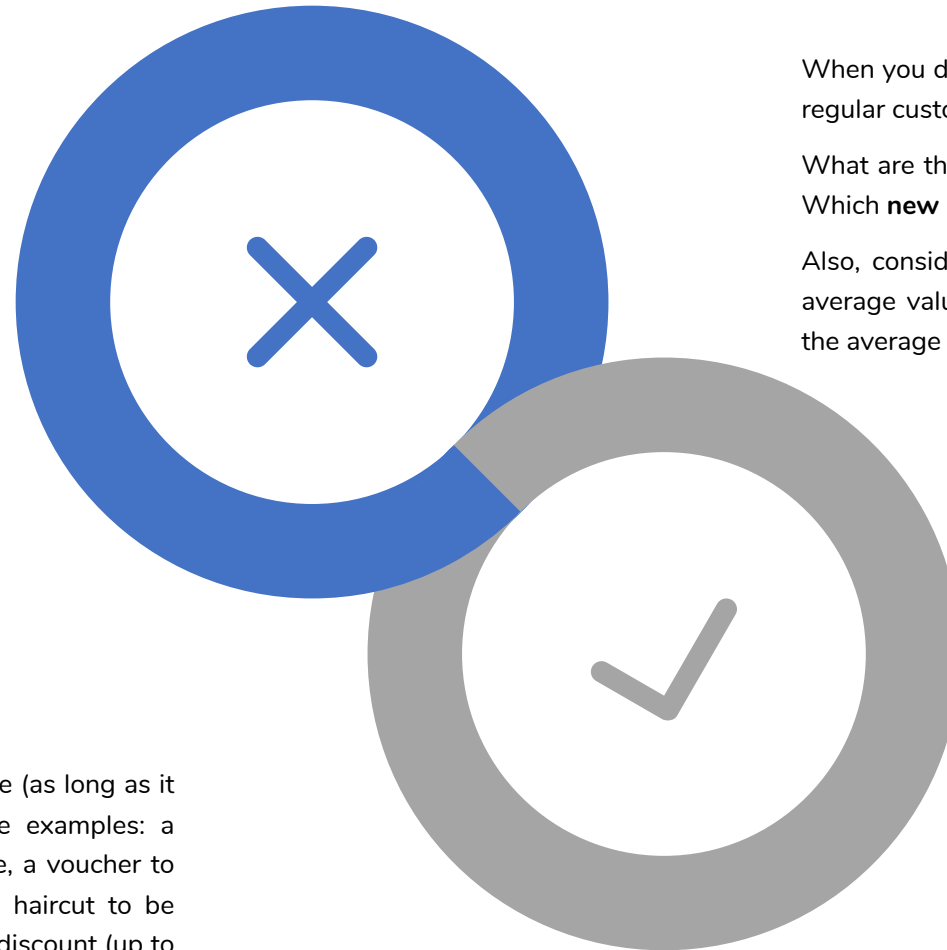
Define your offer

Which products or services do you want to offer?



Don't do

- Don't offer unknown products/ unwanted products
- Don't offer products/services that are too high value for your customers



When you define your product and service offering, do it with your regular customers/potential customers in mind.

What are the **most popular services**? What are your **best sellers**? Which **new product/service** they will love?

Also, consider the average spend of your regular customers: the average value of the products offered should be a similar size to the average spend.



Do

- Offer products and services that your customers recognize and love
- Consider your customers' average budget when defining your offer

At LiUU, you can offer any type of product or service (as long as it is in line with [our terms of use](#)). Here are some examples: a voucher to be used in a period of time in the future, a voucher to book a hotel room in a pre-determined season, a haircut to be made during the summer of 2021, the right to 10% discount (up to a certain ceiling) on all purchased products.

Define your own conditions

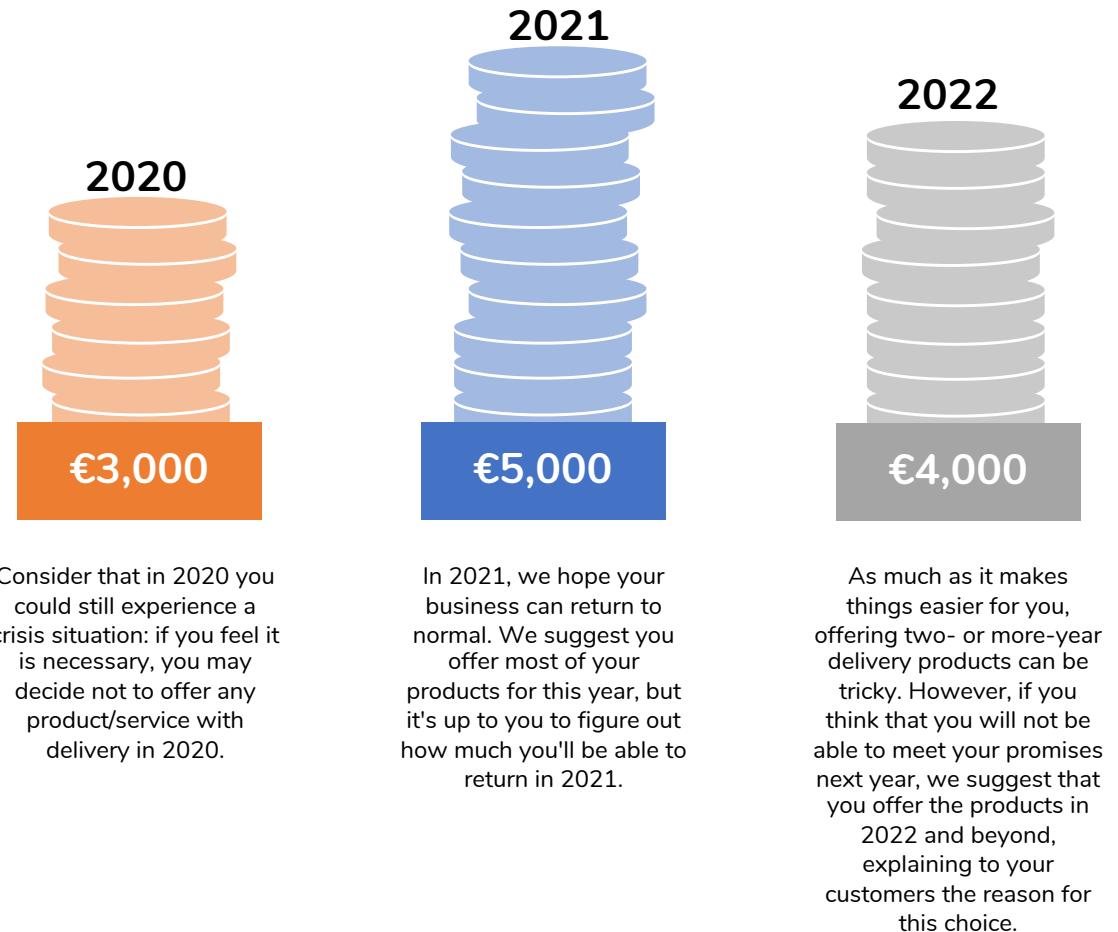
How to define the terms of your contract with your customers

When you raise money with our crowdliquidity platform, **it's kind of like asking your bank for a loan**. Only, instead of promising to return money, **you're promising to offer a certain product or service in the future**.

Just like when you apply for a loan, you need to make sure you distribute the promised products and services over an appropriate time frame.

For example, if your campaign is 12,000€, you can think of "returning" the funds in 3 years as shown in the figure. To do so, make sure you define the right conditions for your products and services when you enter the description in the form to open a campaign (for example, if you own a hotel, you can offer 3 one-week stays in winter 2020, 5 stays in spring 2021, and 4 stays in summer 2022).

This is a fundamental step that distinguishes crowdliquidity fundraising from selling vouchers: you define when your customers will be collect their products and services, exactly according to your needs.



Promote your campaign

The success of your campaign depends solely on you!



WHATSAPP

Be sure to customize messages sent via SMS or Whatsapp

FACEBOOK

On social media, post public messages and ask to share, to reach as many users as possible

EMAILS

Don't write email texts too long and don't send spam emails to your customers

Once your campaign is complete and approved by LiUU, you still need to take one last step: promote it among your customers and potential customers.

Here are our tips:

1. Use **channels that your customers recognize**: your existing Facebook page, your business's Whatsapp number, your official email
2. Use **simple messages** through these channels, and re-direct your customers directly to your campaign page (when the campaign is complete, you'll be able to copy the link to use in your messages)
3. **Be imaginative**: Advertise your campaign as you see fit – you can also prepare flyers to leave to customers visiting your store, or any other idea that convinces your customers to help out
4. **Be responsive and answer the questions you are asked**: your clients may need reassurances about the general state of your finances, after the crisis, before deciding to "invest" funds to help you
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