

# How to conduct a hosted Influencer Contests

This procedure will show you step-by-step instructions on how to conduct a hosted Influencer Contests.

## Step-by-Step Instructions

### Notes - Before Getting Started

- Pick the influencers to reach out to
- DO NOT RUN ON WEEKENDS UNLESS SUNDAY 9PM
- Reach out to these influencers 2-3 weeks prior to the giveaway going live. If there's no Grand Opening date yet, we can get the influencer set up so once we have the Grand Opening date finalized, you can begin immediately. Make sure to follow up for a response.
- Draft a giveaway caption to give the influencer an idea of how to write theirs. They should be copying you drafted caption exactly as we have it if they are not creating their own caption.
- Provide 6-10 of the restaurant's best photos for the influencer in a link or set them up at the store to take their own photos. If the influencer wants to set up their own photos, make sure the client will be comping their meal at the store.
- Giveaways should always start on the Monday before Grand Opening.

### Step 1

- Present the idea to your client and how having influencers host a giveaway will be beneficial for their business exposure. Influencers have a large network so the more shares we gets, the more eyes we get on the event.
- Discuss the giveaways with your client and come up with something that will entice people to enter. Recommend to do 4-5 giveaways leading up to Grand Opening.
  - Prize Ideas
    - Minimum of \$25 gift card
    - Free meal worth \$25+ (example: 2 sandwiches, 2 coffees, 2 dessert items)
    - Multiple of a menu item so winner can bring friends (example: 5 free poke bowls)
- If your client feels like they can't afford to give away so much, remind them that this is a low cost to gain access to the influencers network and remind them of how many

followers these influencers have and we wouldn't be able to get more eyes on their brand without it.

## Step 2

- Draft your email to the influencers. (ALWAYS use BCC if you group email), don't CC the client. This is between you and the influencer only.
- Your email should include
  - Intro to yourself and what you're doing a giveaway on
  - Introduce the Brand to the influencer
  - Your giveaway prize
  - Date and Time of your Grand Opening
  - Giveaways During Grand Opening
  - Address of Grand Opening
  - All social handles
  - Time Frame the influencer should be putting up the contest
  - Rules for Entering
    - This needs to be something simple, anything that requires a post or task is not allowed.
    - Must follow @influencer and @client.
    - Tag 3 friends you're bringing to Grand Opening. Random winner will be selected on (enter date here)
  - An example of what the caption should look like. The influencer can modify as they please as long as our require details are met
  - Photo link for our best photos in case they don't want to shoot their own photos
- Monitor the responses and make sure to follow up if you don't receive a response after 2-3 days
- Some influencers will not be willing to do this for free, set up a call for the negotiation process.
- You can use the below as a template but make sure you revise as needed to fit your event. Your copy needs to be approved before sending out.

## Email Example:

Hi [influencer's name],

My name is Genkent and I work with [company name]. I wanted to reach out and see if you would be interested in partnering with us for this \$50 gift card giveaway at [Restaurant's Name]. The winner will be able to receive an e-certificate of \$50 to spend at [Restaurant's Name]. You are welcome to set your own date and choose your random winner before Grand Opening date [date].

All I will need is the winners name and email to get the certificate sent.

The goal is to get awareness for the brand and drive guests to the Grand Opening.

Here are the rules:

1. Fans need to follow your Instagram account + @[restaurant's username]
2. Tag 2 friends they're bringing to Grand Opening

You can use the following information below to create your caption for the contest.

[Restaurant's Name] – [Restaurant's Address]

Grand Opening – [Date] [Time].

First 100 guests in line at 5pm will receive a FREE [Restaurant's Name] Sandwich

Here are some photos you can use.(no need to give us credit for any of the photos if you choose to use them) [Insert Link]

You are also welcome to use your own [Restaurant's Name] photo.

Please let me know if you have any questions!

Thank you so much.

### Step 3

#### Influencer Giveaway Posted

- Take screenshots of the influencers post
- Document how many followers you have before you started
- Document how many followers you gained after the contest
- Screenshot the influencers post to show how much engagement they received
- Repeat for all influencers involved in the giveaway, you will need to do a report at the end of the event
- The influencer is ONLY responsible for selecting their winner. Once the winner is selected, you need to ask the influencer to connect you with the winner so you can take care of everything after. The influencer should never have to email you and say their winner is following up for whatever reason. You are responsible for all communication and getting the prize to the winner.

- Compile all your screenshots and notes into a report and review before sending to the client. This report is usually included with the Media Event and Ad Dollar reports for the Grand Opening.

## BRAND PAGE GIVEAWAY (hosting the giveaway yourself)

RULES for Entering:

- Follow us
- Like this post
- Tag 3 friends

## Example of Hosted Influencer Contests

@[influencer's username] hosting [restaurant's name] contest.

- LOCALI GRAND OPENING 🎉 [Date and Time] #[ Restaurant's Name] - They said I could invite a couple people soooo 👤 ...the first 100 people in line at 5pm get a FREE [Restaurant's Name] SANDWICH 🍔.....AND.....they also gave me a \$50 GIFT CARD for the new location to GIVEAWAY 💵
- \* All u gotta do is make sure ur following @[Restaurant's username] and tag 2 friends that ur bringing to the Grand Opening on Thursday 🙌 #SimpleAsThat #UDontEvenGottaFollowMe \* I'll pick a winner on Wednesday from the comment section so be sure to sound mad broke and in dire need of \$50 worth of bomb vegan food 🍔🍷 #ExtraPointsForCreativityAndDisclosingBankAccountStatements #NoJudgement #ButKinda #CauseltsACompetition 🙌 #HopeToSeeYouThere ❤️ #[Restaurant's official hashtag] 🙌

@[influencer's username] x [Restaurant's Name] Giveaway

Thank you to all that participated! This giveaway is now closed. Congrats to our winner  
 \_\_\_\_\_ Please check your DM!