



Blog Giveaways: How to run successful competitions, contests and prize draws on your blog

Di Coke

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Hosting giveaways is an incredibly effective way to increase traffic, social media followers and engagement on your blog.

A well organised prize draw or competition with clear terms and conditions should be rewarding for the blogger, sponsor and entrant.

This book, by popular competition blogger 'Superlucky' Di Coke, will give you the confidence to create an appealing, legal and successful giveaway. From choosing prizes and formats to writing T&Cs and promotion, there are plenty of tips and suggestions on how to make the process pain-free.

This book gives advice on:

- Setting goals
- Sourcing relevant prizes
- Choosing the right format
- Writing terms & conditions
- Promoting a giveaway
- Choosing a winner fairly
- Communicating with sponsors and PRs
- Solving problems

This book is a **MUST** for any blogger looking to improve their traffic, engagement and social media followers.

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