

The success of your campaign depends entirely on your preparedness and your determination. Read on for tips that will give your campaign a leg up before you even launch - What's your next chapter?



PREPARE MATERIALS



BUILD A FOLLOWING



GET FUNDED



DO YOUR RESEARCH

Who is your target and what problem do you solve for them?

Before you can even get started on planning your campaign, you should be looking at things from your customers perspective. Have you asked your target what they think?

They might not even know that they have the problem you are going to solve for them. So determine what problem you solve or how you will make their life easier first. Write it down and this becomes the basis of your messaging later on.

Survey your customers



Test the product early

Conduct focus groups

Solicit feedback



Determine the supply chain

Leverage social media



FUN FACT

You will end up learning more than you realize about your product and your market throughout the campaign. But, you can only listen if you have laid the ground work.

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Reap what you sow

Sadly, successful crowdfunding campaigns are not all viral videos, swarms of investors and bottles of champagne. They are, in actual fact, a lot of hard work - the successful ones anyways.

But that's why you're passionate about your idea. Preparation is the cornerstone to a successful crowdfunding campaign.

Set up social media



Build an email list

Create a landing page



Prepare your message

Build your brand

Create a video



FUN FACT

The most successful crowdfunding campaigns start marketing months ahead of their launch date. They build a following, engage with potential customers and layout their campaign strategy.

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Determine campaign flow and strategy

Mapping out an engagement strategy along with how it will be implemented will drive your success. Plus your 'story' needs to flow through your video, campaign description and rewards that show the solution to the problem and emotional connects with your customers.

Develop your story



Determine your rewards

Map out your engagement strategy

Rally your following



Aim to hit 30% on Day 1

Launch your campaign and get funded!



FUN FACT

Consider introducing a new reward midway to give your campaign a boost. A referral program is also a great way to boost shares and build your following.



GET STARTED

Not sure where to even start with this? Contact us directly for a free consultation and we can also connect you with one of our successful alumni.



Follow us to stay updated on new campaigns and more crowdfunding success resources.