

rafflepress™

The Giveaway Playbook

5 Steps to Running a Viral Giveaway That Grows Your Email List

BY THE TEAM AT RAFFLEPRESS

CHAPTER 1

Choose Prizes That Attract Your Ideal Audience

The biggest mistake in giveaway marketing is choosing a generic prize. An iPad or Amazon gift card will get entries, but most of those people will never buy from you. They entered for the prize, not your brand.

The "Ideal Customer" Test

Before choosing a prize, ask yourself: **"Would only my ideal customer want this?"** If the answer is yes, you have a great prize. If everyone on the internet would want it, you'll attract freebie seekers who unsubscribe the moment the giveaway ends.

Prize Ideas by Niche

E-Commerce

Store credit, product bundles, exclusive unreleased items, gift baskets of your bestsellers

SaaS / Software

Annual subscriptions, lifetime licenses, premium tier upgrades, feature early access

Bloggers / Creators

Online courses, exclusive content, 1-on-1 coaching sessions, signed merchandise

Local Businesses

Experience packages, VIP access, service upgrades, curated local gift sets

> **PRO TIP**
>
> Partner with complementary brands to share the prize cost and cross-promote. A fitness brand could team up with a meal prep company for a "New Year, New You" bundle. Both brands grow their lists from each other's audience.

CHAPTER 2

Set Up Entry Actions for Maximum Engagement

Entry actions are the things people do to enter your giveaway. Getting this right is the difference between collecting emails and building a real, engaged audience.

Required vs. Bonus Entries

Keep the **required action simple** — just an email address. This keeps your barrier to entry low and maximizes signups. Then layer on **bonus entry actions** that give participants extra chances to win if they complete them.

The Recommended Entry Stack

- ✓ **Email address** (required) — Your primary goal. One entry.
- ✓ **Follow on social media** (bonus) — Grows your social channels. +1 entry per platform.
- ✓ **Refer a friend** (bonus) — This is where the viral magic happens. +3 entries per referral.
- ✓ **Visit a page** (bonus) — Send them to your best content or product pages. +1 entry.
- ✓ **Watch a video** (bonus) — Great for product demos. +1 entry.

The Viral Referral Loop

Referral entries are the single most powerful giveaway mechanic. Here's how it works: a participant shares a unique referral link. When someone enters through that link, both the referrer and the new entrant get bonus entries. This creates a **compounding growth loop** where every new entrant brings in more entrants.

Top-performing giveaways get 20–40% of all entries through referrals alone. That's organic growth you didn't have to pay for.

> **PRO TIP**
>
> Weight referral entries higher than other bonus actions (3–5 entries per referral vs. 1 entry for a follow). This incentivizes sharing over passive actions and drives exponential growth.

CHAPTER 3

Promote Your Giveaway Across Channels

A great giveaway with no promotion is like a party with no invitations. You need a deliberate launch and sustained push to maximize entries.

Launch Day Checklist

- ✓ Send a dedicated email blast to your entire list
- ✓ Post on all social channels (Facebook, X, Instagram, LinkedIn)
- ✓ Add a banner or floating bar to your website
- ✓ Publish a blog post announcing the giveaway
- ✓ Share in relevant communities and notify brand partners

Week-by-Week Promotion Calendar

1. **Week 1: Launch**
   Maximum energy. Email blast, social blitz, website placement. Aim for 60% of total entries in week one.
2. **Week 2: Social Proof**
   Share entry counts, post participant testimonials, remind subscribers who haven't entered.
3. **Week 3: Urgency**
   "Last chance!" messaging with countdown timer. Final email 48 hours before close. This drives 25–30% of entries.

> **PRO TIP**
> Send two emails in the final week: 48 hours before close and the last day. These alone typically drive 20%+ of total entries.

CHAPTER 4

Pick Winners Fairly and Transparently

How you pick and announce winners affects your brand credibility. Do it well and you'll build trust that carries into your next giveaway.

Random Selection vs. Judging

Random selection works best for most giveaways — it's fair, simple, and transparent. Use a verified random picker rather than choosing manually. **Merit-based judging** works for creative contests (photo, caption). Publish criteria upfront and use multiple judges.

Verify Entries Before Drawing

- ✓ Filter out duplicate emails and disposable email domains
- ✓ Check that social follows and actions were actually completed
- ✓ Remove suspicious IPs (100+ entries from one address)
- ✓ Verify referral entries are from real, unique people

Announcing the Winner

Email the winner first and give them 48–72 hours to claim. If no response, draw again. Once confirmed, announce publicly and tag them (with permission) for social proof.

Don't Forget Official Rules

Most giveaways include official rules outlining eligibility, entry methods, and prize details. We recommend consulting a lawyer to make sure your giveaway complies with local regulations.

> **PRO TIP**
> RafflePress includes built-in fraud protection and a rules generator to help you get started — but always have a legal professional review your rules.

CHAPTER 5

Post-Giveaway Follow-Up and Conversion

The giveaway ends, but the marketing is just beginning. The first 48 hours after your giveaway closes is your highest-leverage moment. These new subscribers are warm and paying attention — don't waste it.

The 3-Email Welcome Sequence

1. **Email 1: Winner Announcement (Day 1)**
   Announce the winner, thank everyone for entering, and introduce your brand to those who found you through the giveaway. Include a "consolation offer" — a discount or bonus for non-winners.
2. **Email 2: Value Delivery (Day 3)**
   Share your best piece of content related to the giveaway topic. If you gave away a fitness product, send your top fitness tips. Build the relationship before asking for anything.
3. **Email 3: Soft Sell (Day 5-7)**
   Share how your product/service helps people like them. Include social proof (testimonials, case studies). The consolation discount expires soon — remind them.

Segment for Better Results

Winners are your hottest advocates. Ask for a testimonial, a social media post with the prize, or a review. **Non-winners** respond well to a consolation offer — "You didn't win, but here's 15% off" converts surprisingly well because of the reciprocity principle.

Measure What Matters

Track these metrics to judge your giveaway's success: total new email subscribers, email-to-customer conversion rate within 30 days, social followers gained, referral entries (viral coefficient), and cost per lead compared to paid ads.

Ready to Run Your First Giveaway?

RafflePress makes it easy to create viral giveaways in WordPress — drag-and-drop builder, 30+ entry actions, built-in fraud protection, and one-click winner selection.

Get Started at rafflepress.com