



easypromos

How to get the most out of the Instagram Giveaway app



Contents

Introduction

1. Save time and trouble

- Templates to guide you with best practices
- Harvest comments in just 3 clicks
- Combine comments from multiple posts

2. Increase your reach, effortlessly

3. Collaborate with other brands and influencers

4. Create a single giveaway for multiple networks

5. Avoid legal and liability issues

- Templates for terms & conditions
- Web hosting for terms & conditions
- Access to our tutorials, case studies, and expertise

- Continuous updates in response to Facebook and Instagram API changes
- Live support via chat and email

6. Run advanced, optimized promotions

- Personalized prizes
- Manage alternate winners and runners-up
- Exclusions
- User blacklist
- Tools for winners to claim prizes and share data

7. Select winners with transparency and trust

8. Increase engagement with instant video content

9. Measure and report on campaign ROI

Conclusion

INTRODUCTION

You're probably familiar with the benefits of running an Instagram giveaway: increased engagement, more followers, and better brand awareness.

But are you **maxing out those benefits**, or just running the same old giveaways win the same old way? In this ebook, you'll learn how to get more bang from your buck with effective Instagram giveaways.

And what exactly is an "effective" Instagram giveaway? We define it as **maximum ROI** for **minimum cost**.

With the right tools, you can **reduce financial costs, save time, and guard against brand risk** in your Instagram giveaways.

If you want your next giveaway to be a success, keep reading.

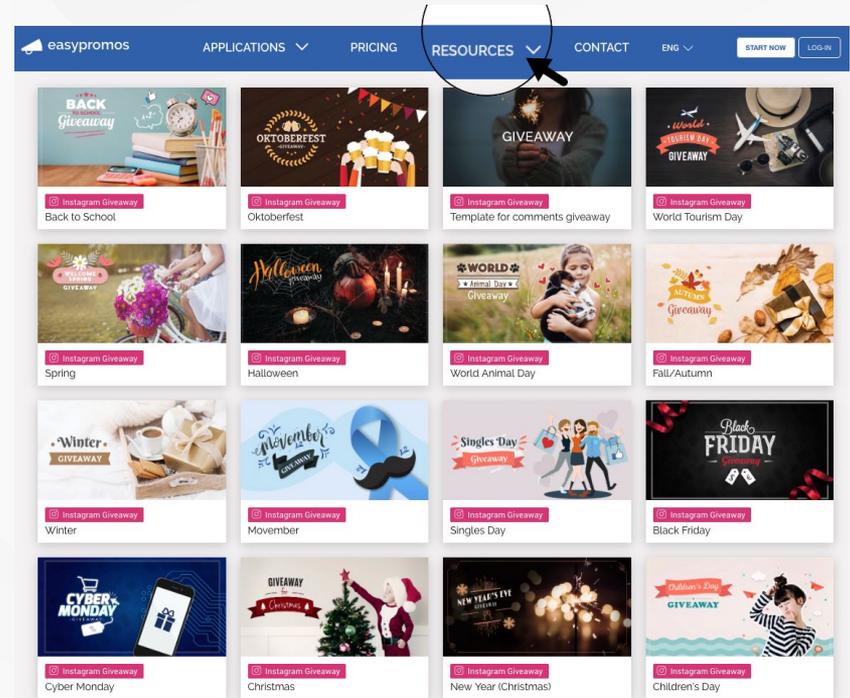
Save time and trouble

01

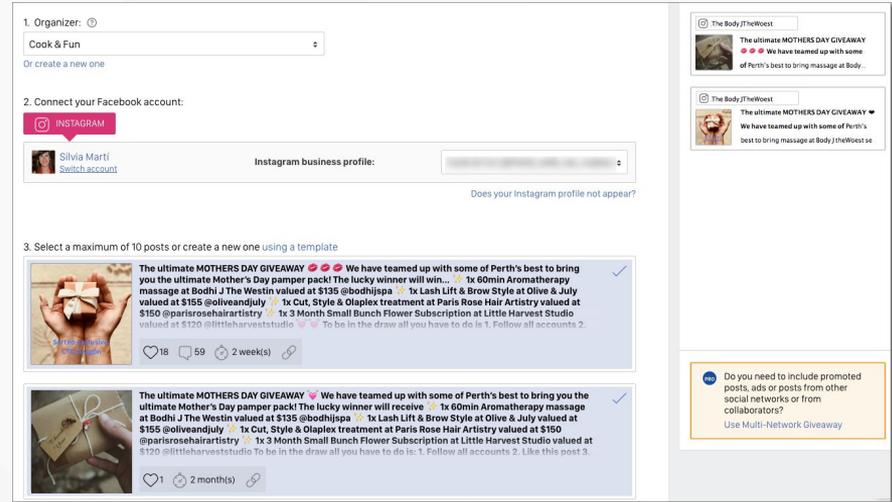
One of the most common challenges for social media managers is to **limit the time you spend** managing a giveaway. If it takes up all your time and resources, it's not worthwhile.

With that in mind, the **Instagram giveaway app** includes these labor-saving features:

- **Social media templates, designed according to best practices.** Over 100 themed templates for seasons, holidays, and events. The text and images are optimized for engagement, while following best practices and Terms of Service on Instagram. Our template library is regularly updated with free downloads for our users.



- **Harvest comments in just 3 clicks.** Have you ever tried to collect comments and list usernames by hand? We don't recommend the experience! Instead, the app connects to your Instagram profile and automatically retrieves the comments on your giveaway post.
- **Combine comments from multiple posts.** Collect comments from several posts on your Instagram profile, and create a unified list of usernames for the prize draw. It's just as simple as a giveaway based on a single post. And there's zero risk of users getting extra entries.



▶ See this in action. [Join now](#), it's free.



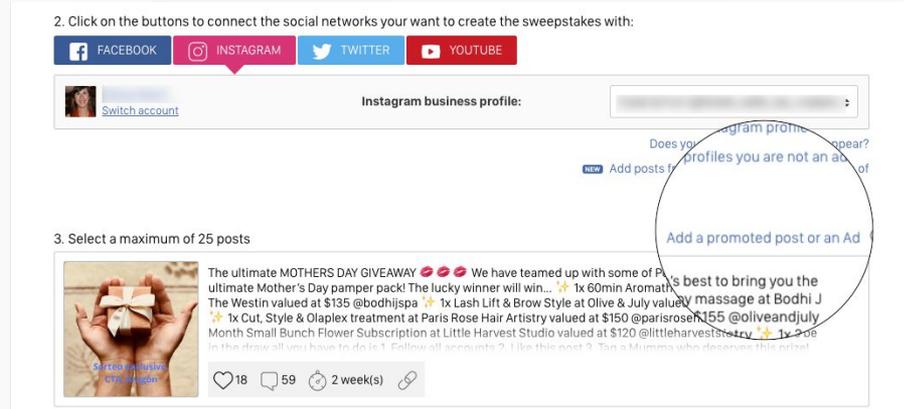
Increase your reach,
effortlessly

02

Use **Facebook Ads** to expand your reach, segment your audience, and test different images and copy in giveaway posts.

The app collects comments from **promoted posts, dark posts**, and other ads without breaking a sweat.

Just click “Add a promoted post” to connect your Facebook Ads account. Choose the posts you want to include in the giveaway from a complete list of your promoted posts.

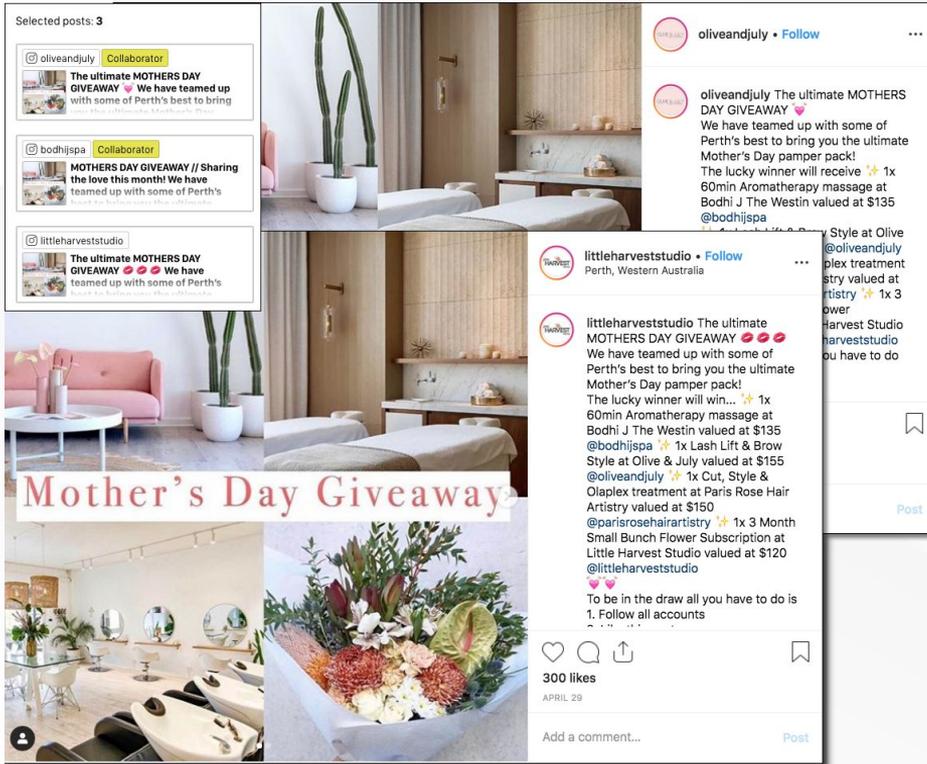


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Collaborate with other
brands and influencers

03



Collaborations with other **brands, influencers** and **micro-influencers** are popular on Instagram. And they're great for giveaways: collaborations bring an increased ROI and access to new followers in your target audience.

To make collaborations easier, use the **Invitations tool**. Send a link to your collaborators so they can connect their giveaway post to the app in seconds. They won't need to share permissions or create another Easypromos account.

Create a single giveaway
for multiple social networks

04

What if you want to organize a **combined giveaway** for your communities on **Instagram and Facebook**, or **Instagram and Twitter**, or **Instagram and YouTube**?

Create a **multi-network giveaway** to collect comments from Instagram and other networks. Once again, all the participants will be added to a unified list.



▶ See this in action. [Join now](#), it's free.



Avoid legal and
liability issues

05

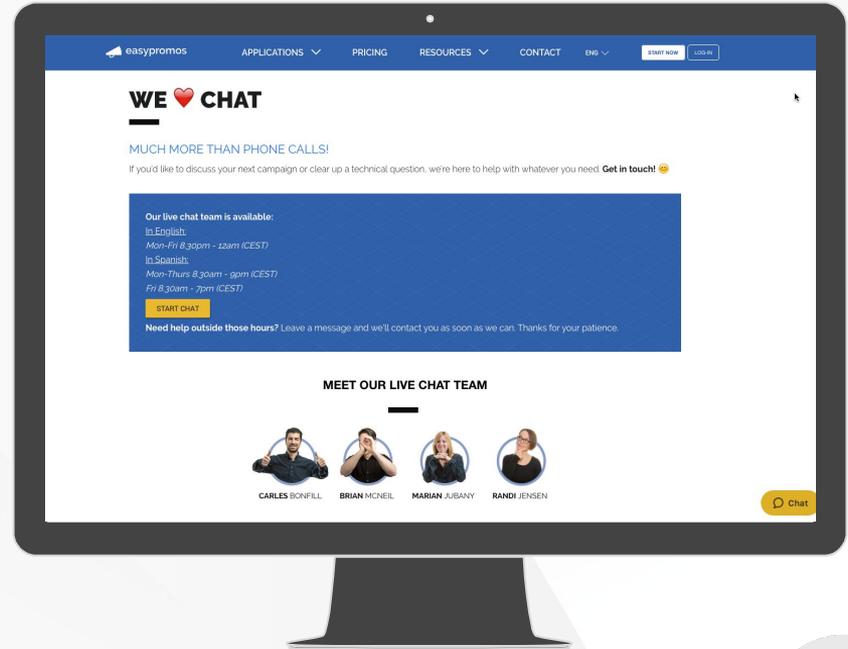
Every online giveaway carries an implicit risk. But there is a way to **protect your reputation and brand safety**: with the right tools and practices. Start by creating a **legal sweepstakes** which follows the rules of your chosen social network.

- **Use the terms & conditions template** to set up legal terms for your giveaways. It's free to access and edit for all Easypromos users.
- Share terms and conditions with our **free web hosting** tool. You'll get a unique URL, including a short-form version, to share with your followers and give them peace of mind.

PRO TIP

Sharing legal terms via a unique URL grants your giveaway a professional touch. It's quicker, easier, and smarter than typing out terms and conditions in an Instagram caption.

- Consult our **tutorials, case studies, and research** to learn about best practices and Instagram updates which could affect your giveaways. You'll also find new ideas and industry-specific tips.
- The giveaway app is **continuously updated** to keep up with changes in the Instagram and Facebook APIs.
- Rely on **live support via chat and email** to make sure your giveaway runs smoothly.



▶ See this in action. [Join now](#), it's free.

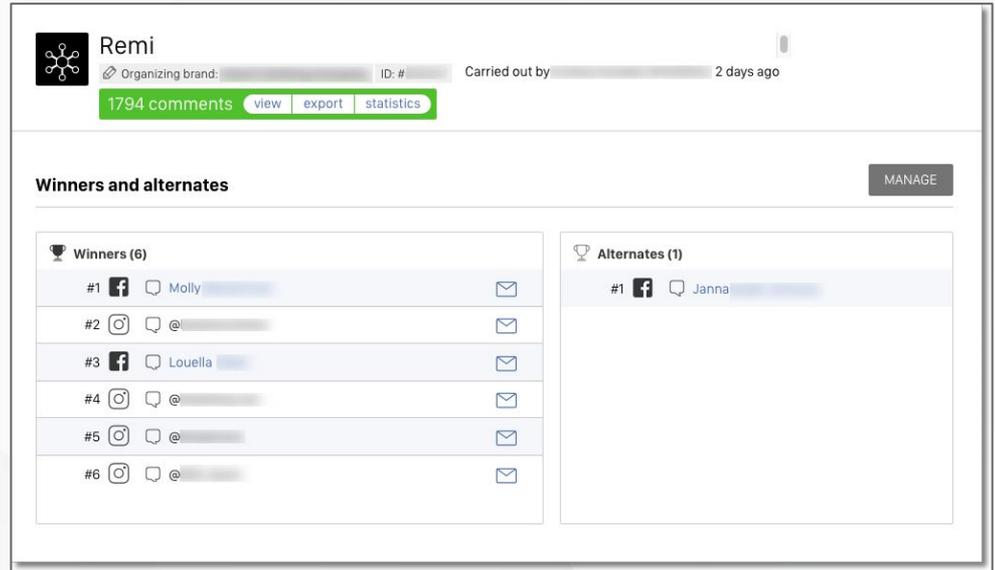


Run advanced,
optimized promotions

06

If you organize **giveaways with multiple prizes**, and you need a way to manage the winners, the app offers these features:

- **Personalize the title and description of each prize**, so that each random winner receives a random and different prize.
- **Choose the number of winners and alternates**, in case one of the winners is disqualified or impossible to contact. Replace them with a runner-up in a transparent, instant process.



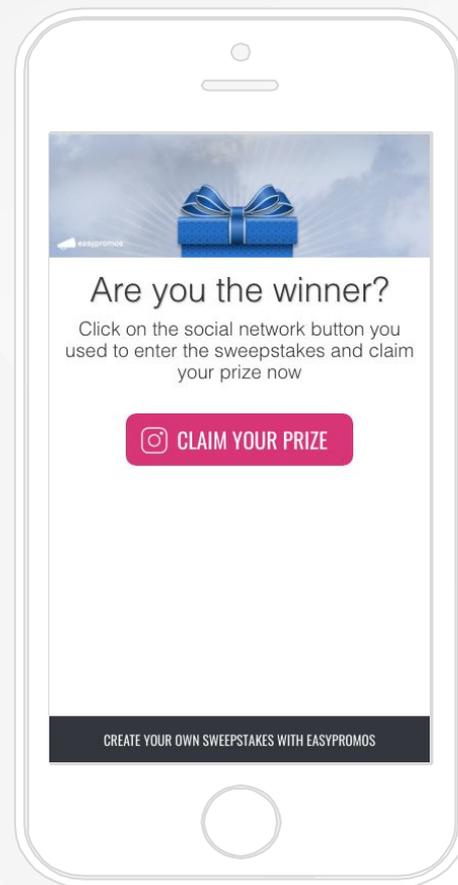
- **Apply exclusions** to the list of participants in your giveaway. For example, you can exclude people who have won previous giveaways, or who don't tag a minimum number of friends.
- Create and enforce a **blacklist of users** who behave badly or don't fit the profile of your target audience.
- Create a registration form for winners to **claim prizes, verify their identity and share contact details**. This is especially recommended if you have several winners to manage. Download all the winners' data as a .csv file for your own records.



See this in action. [Join now](#), it's free.



Chat with
us



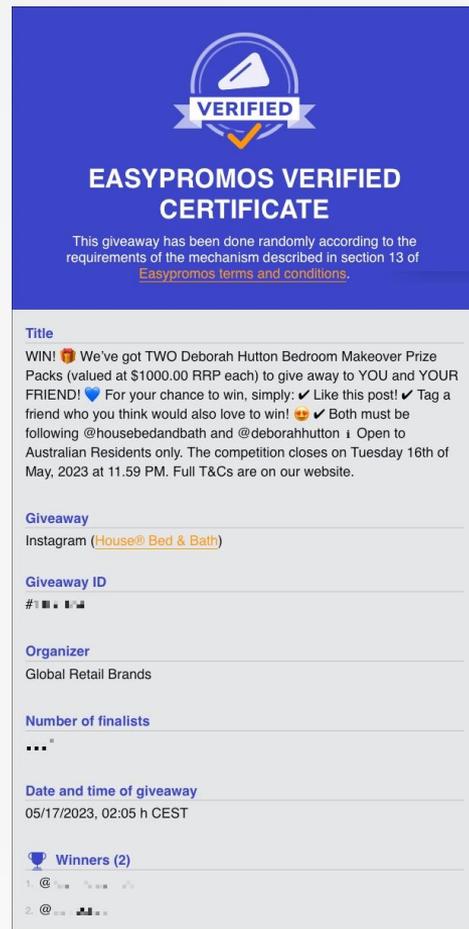
Select winners with
trust and transparency

07

Now comes the key moment: **selecting the winner and announcing the result**. Your followers will be watching closely for a professional, trustworthy outcome. A giveaway might seem quick and informal - but customers take it seriously.

Here's how to create a good impression:

- Use the **random picker** to select your winner(s). The app will generate a **certificate of validity** for the giveaway, which you can share with followers as a web link.
- Share the names of the winners and alternates on a webpage with a **unique URL** - and a link to the certificate of validity.



The image shows a screenshot of a digital certificate from the 'EASYPROMOS VERIFIED CERTIFICATE' app. At the top, there is a blue header with a 'VERIFIED' badge icon. Below the header, the text reads: 'EASYPROMOS VERIFIED CERTIFICATE' and 'This giveaway has been done randomly according to the requirements of the mechanism described in section 13 of [Easypromos terms and conditions](#).' The main content area is white and contains the following details:

- Title:** WIN! 🎉 We've got TWO Deborah Hutton Bedroom Makeover Prize Packs (valued at \$1000.00 RRP each) to give away to YOU and YOUR FRIEND! 💙 For your chance to win, simply: ✓ Like this post! ✓ Tag a friend who you think would also love to win! 🥰 ✓ Both must be following @housebedandbath and @deborahhutton ⓘ Open to Australian Residents only. The competition closes on Tuesday 16th of May, 2023 at 11.59 PM. Full T&Cs are on our website.
- Giveaway:** Instagram ([House® Bed & Bath](#))
- Giveaway ID:** #111111
- Organizer:** Global Retail Brands
- Number of finalists:** ...
- Date and time of giveaway:** 05/17/2023, 02:05 h CEST
- Winners (2):**
 1. @housebedandbath
 2. @deborahhutton

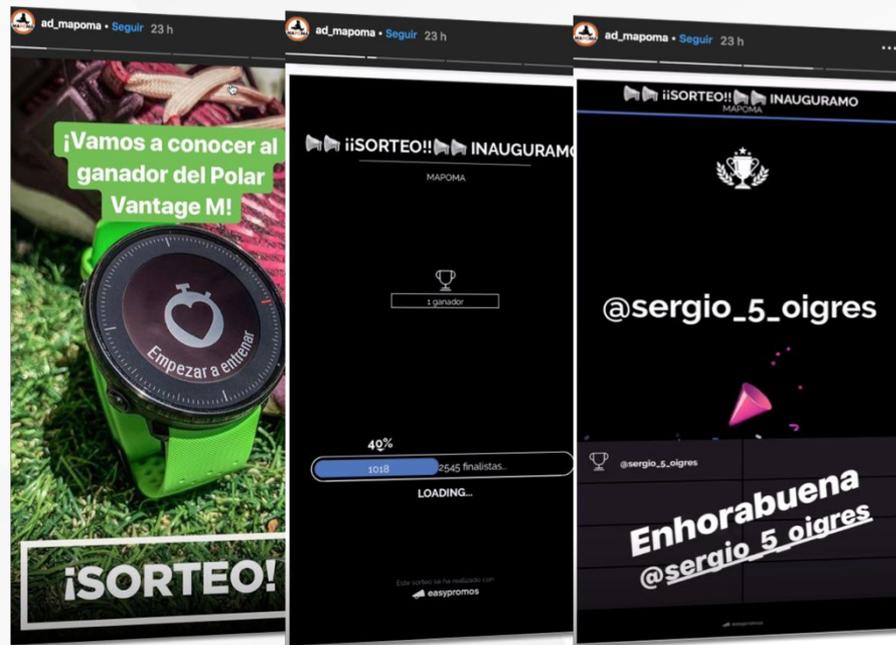
Increase engagement
with instant video content

08

But it's not just about the legal details. You also need to **build as much excitement as possible** around the outcome of the giveaway. That's where **Broadcast Mode** comes in: an instant, animated video of the moment the winner was chosen.

Share or download the video in a range of formats, including horizontal and vertical video. Edit the video captions and choose colors that match your branding. Share the Broadcast in your Stories, as an Instagram post, or via the link in your profile bio.

This is a great way to **attract attention** from your followers - and increase their interest in future giveaways.



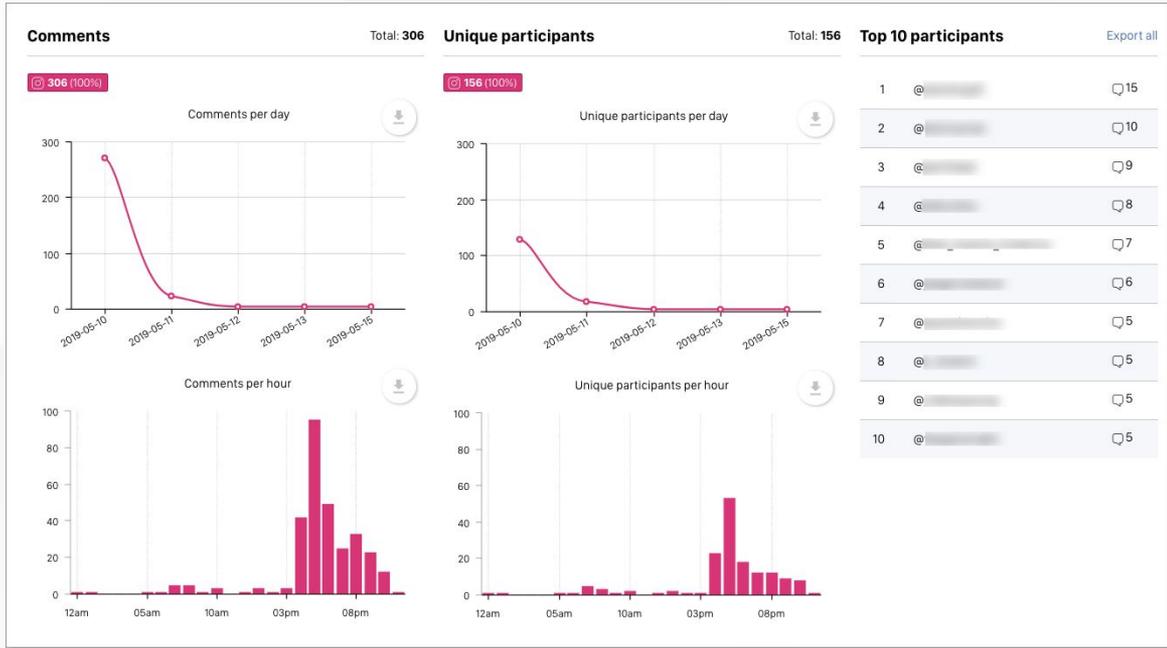
Measure and report
on campaign ROI

0.9

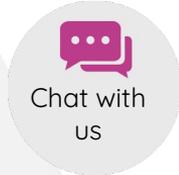
Now there's one more task to complete: **measure the ROI** of your successful giveaway.

In the **Statistics** tab, you'll find data for several different KPIs: the number of comments each day and hour, the number of unique participants, your peak participation times, and the top 10 most active participants.

Use this data to help plan your next giveaway and optimize your posting times.



▶ See this in action. [Join now](#), it's free.



CONCLUSION

Instagram giveaways are one of the easiest, fastest, and most effective ways to interact with your community, get more followers, and spread the word about your brand.

As we've seen, the [Instagram giveaway app](#) is an **advanced solution** for **professionals** who work in social media.

It's designed to be efficient, reliable, and transparent, for brands which care about their **reputation** online. And it's designed to **save time** without compromising on **best practices**.

Sounds like something you need, right? [Create your account](#) to get started.

ABOUT THE AUTHOR



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Hi there! My name's **Corinna Keefe**. I write and research for Easypromos, contributing to our blogs, ebooks, newsletters, video content, and tutorials.

As well as sharing expertise with our users, we're constantly monitoring and analyzing new developments in online promotions and giveaways. At the moment, that means a strong focus on Instagram.

Instagram giveaways are so popular, and so versatile, that brands sometimes get bogged down. You can end up running a giveaway which takes up too much time, resources, or risk.

So my hope is that this ebook has shown you how to stay on top of social media giveaways. With the right tools and up-to-date knowledge, you can make the most of giveaways to build your audience and reputation - without too much effort.