

competition checklist



general information

Client:	
Job title:	
Campaign budget:	
Prize/offer:	
Starts:	
Ends:	
Winner announcement date:	

strategy

Goal/Objective:	
Core message:	
Audience to target:	
Location to target:	
Platform specs (landing page options and features required e.g voting mechanism):	
How will the winner be selected?	
Marketing channels:	
Supporting details:	



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setup (before the competition)

What needs to be done in order to get the competition up and running?



action	description	! Check boxes if applicable.
Creative development.	Supply existing creative or brief smokeylemon to develop campaign creative.	<input type="checkbox"/>
Organise prize (preferably already determined by client).	Organise prizes with your supplier.	<input type="checkbox"/>
Landing page + Thank you page + Terms and Conditions page	Supply text or brief smokeylemon to write text for all 3 pages.	<input type="checkbox"/>
CRM Setup.	Supply smokeylemon with CRM process	<input type="checkbox"/>
Ad account setup/get access.	If we haven't already, we need to get access to your accounts (Facebook, Instagram, Google Ads, GMB).	<input type="checkbox"/>
Login details:		
Social media posts.	Supply existing creative or brief smokeylemon to create organic content to get the message out on social media.	<input type="checkbox"/>
Social media scheduling and boosting.	Schedule and/or boost posts.	<input type="checkbox"/>
Social Ads.	Brief smokeylemon to design and write still or animated ads to deliver the message and reach a wider audience than your existing followers.	<input type="checkbox"/>
Google Display Ads.	Brief smokeylemon to design still or animated ads to deliver the message across different websites.	<input type="checkbox"/>
Press Ads.	Brief smokeylemon to design press ads.	<input type="checkbox"/>
Radio Ads.	Brief smokeylemon to write and organise radio ads.	<input type="checkbox"/>
TV on Demand Ads.	Brief smokeylemon to design an Mrec for TVoD.	<input type="checkbox"/>
Billboard.	Brief smokeylemon to billboard ads.	<input type="checkbox"/>



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marketing (during the competition)



action	description	! Check boxes if applicable.
Enable and monitor ad campaigns weekly.	Check performance, adjust if needed.	<input type="checkbox"/>
Moderate comments on social media.	Reply to comments if needed.	<input type="checkbox"/>
Write + share FB post(s) / Instagram updates.	E.g 'one week to go' posts/updates.	<input type="checkbox"/>
Email follow up/updates.	Follow up emails during the competition..	<input type="checkbox"/>
Landing page adjustments.	Make changes to the landing page if needed (applicable if the competition has different stages).	<input type="checkbox"/>
Other		



marketing (after the competition)



action	description	! Check boxes if applicable.
Choose winner/draw.	If smokeylemon is to make the draw or make recommendations on who should win, an hourly fee applies.	<input type="checkbox"/>
Announce winner on social media.	Create post (text+image) for Facebook, announcing the winner.	<input type="checkbox"/>
Announce winner via email (to all users who entered).	A general email to communicate the winner to all users.	<input type="checkbox"/>
Communications with the winner.	Send the winner an email.	<input type="checkbox"/>
Revert content.	Remove any reference to the competition from the website and social media.	<input type="checkbox"/>
Analysis and report.	Analyse and report on the competition results in terms of: exposure, reach, engagement, goals.	<input type="checkbox"/>
Other		



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