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Run a Blog Giveaway to Promote your Blog by John M. Danis

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The Internet is a crowded place. The competition is cut-throat and it is really difficult to create a position for your blog in the market place. One thing that has continued to attract customerâ€™s attention from traditional times and is equally effective till today is free giveaways. Announcing contests and offering giveaways can help your blog and business in numerous ways. In addition to attracting new readers, it can also help you create a buzz about any new product or service that your company is going to offer. Giveaways also help in encouraging feedback and interaction on your blog. Mentioned below are few steps important for planning your blog giveaway:

1. Decide the Item to give away

The first step towards planning your blog giveaway is to decide the item that you are going to give away in your blog. If you have a product based company, it can be straightforward. Simply choose one of your products to give away or you can also give a gift certificate allowing purchase from your online store.If your company does not sell its own products, you can use gift certificates that can be used in reputed stores, such as Amazon.com, pantaloons, ebay.com, etc. Otherwise, you can also arrange sponsors and use their products as blog giveaways in return of free marketing of their product.

2. Decide how readers will participate for blog giveaway

You can decide what you want your readers to do. You can encourage interaction by asking the readers to leave a comment about something specific. You can also use this opportunity to market your company by asking the readers to perform a certain action, such as tweet about your contest or like it in Facebook or other social networking portals. All these are easy methods and will encourage participation from the readers.

3. Craft a post informing readers about the contest

Write a post on your blog asking readers to participate in the contest and explaining the methods to do so. Donâ€™t forget to mention about the giveaways.

4. Promote the Contest

Effective promotion of the giveaway is necessary to make it reach the target audience. Tweet about it, share the link on Facebook and other social networking portals, and network with other bloggers can work wonders for effective promotion of your giveaway contest.

Lastly, decide on how long you wish to run the contest. In case the number of entries is not satisfactory, you can choose to extend the contest for few more days.

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John M. Danis - About Author:
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