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GUIDE BOOK

ON CREATING, MARKETING & RUNNING YOUR CROWDFUNDING CAMPAIGN

CONTENT

SECTION 1
CREATING YOUR YOUR PROJECT
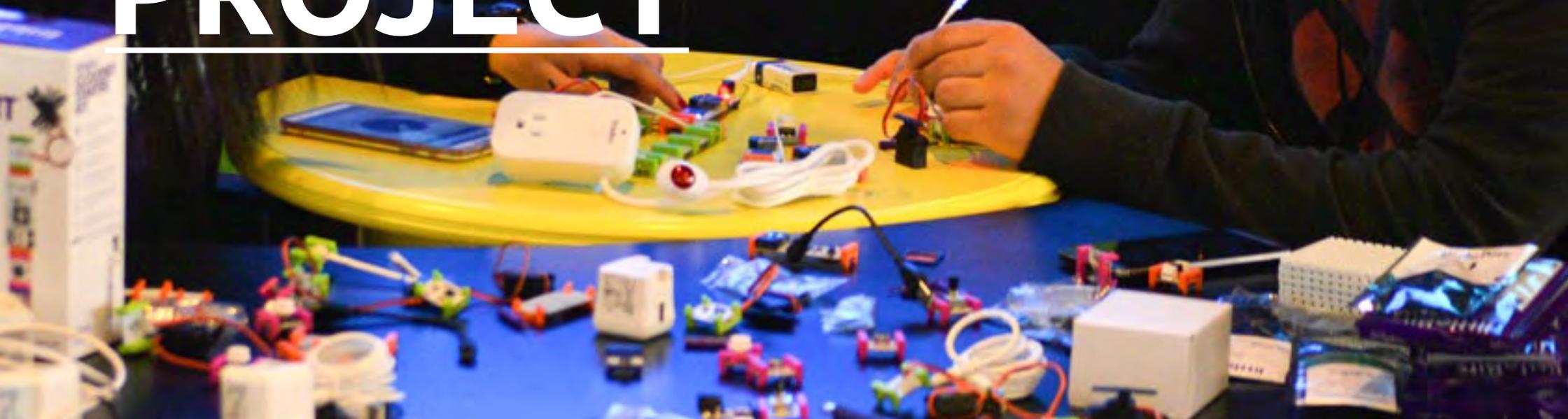
You do so by signing up and creating a campaign here www.zoomaal.com/create.

Remember that your campaign should be long enough for you to be able to reach your audience, but not too long that it becomes boring. Take into consideration the amount of money you need and how long it would need to be collected.

▶ **Project title**

Give your project a name that is clea, specific, and straight to the point.

▶ **Project description**

Your project description should be interesting, concise, informative, and comprehensive.

Here's an outline of how your project description should be:

- Explain who you are and what you do. This will give you more credibility and trust.

- Introduce your project in an interesting and attractive way.

- Shed light on how this project will positively affect the community and people around you.

- Tell the backers what you need and what you are offering back in return.

- Make sure you include images in your project description and try to present in visuals as much of the information describing your project as possible by using infographics, charts, timelines, etc.

- Finally, tell people that they can also help by sharing your campaign and spreading the word about it, or by providing you with a service that can help your project.

▶ Video

Keep in mind that you are pitching your video to the audience. Your project video can be in any language you're most fluent in, with Arabic or English subtitles.

How to shoot your video

Make sure your pitch video includes:

- An introduction about yourself, what you are trying to do, and your expertise and qualifications that support your goal.

- Explain your goal; Why are you crowdfunding and what will you do with the money you're aiming to collect.

- Demonstrate what you have done so far to reach your goal, Include prototypes, sketches, audio samples, video samples, etc.

Apps and websites to use

Here's a list of apps and websites that can help you in creating your pitch video:

Animoto: An online video editor.

Stupeflix: A browser based video editor.

Hyperlapse.

Video hosting websites-

Vimeo: hosts high quality videos, and has good editing tools.

Youtube: Part of the Google portfolio, great for sharing.

▶ **Rewards**

Rewards are what you offer your backers in exchange for their support. Make sure your rewards are appealing to your audience, but at the same time are affordable for you.

Here are some examples of what you can offer:

- *A copy of the product you're aiming to make*

  Your album, a DVD copy of your movie, a print of your book, etc. These items should be priced what they would cost in a retail environment.

- *Limited editions*

  Limited editions make the backers feel special and appreciated for helping your project come to life.

- *A participation in your project*

  Backers can appear in your movie or your comics—or does the hand clap in one of you songs.

- *A unique experience*

  It could be visiting the set of your movie, going to the recording studio with you, or having dinner with you and team.

- *Special souvenirs*

  Polaroid photos from behind the scenes, a thank you in the credits, or any special mementos you can offer.

▶ Biography

This is a short paragraph about you. Don't make it boring with unimportant details. Mention your age, educational degree, your experiences, passions and hobbies.

Make sure your biography relates to the project and explains how you are able to do it.

SECTION 2
PRE-CAMPAIGNING

▶ Set your mission

In addition to collecting funds, crowdfunding is used to build a community base for your product or initiative, so make sure that you set your mission clearly and define what outcomes you need to have once your campaign is over.

▶ Gather a team

Campaigns run by two or more people usually collect more funds than campaigns run by one person, and you will also benefit from the team members' personal networks and various expertise and skills.

▶ Know your audience

In order to make sure that your efforts are put in the right place, you must ask yourself if your target audience have the following qualities:

- Interest in your project.

- Reachable through social media or direct communication.

- Have the will and ability to contribute to your project.

Once done, prepare an initial list of all your contacts that may be willing to support you (E-mail list, Facebook, phone contacts, Twitter, LinkedIn, etc.).

▶ Prepare your message

We aren't talking about your promotional video pitch here, you need to focus on the marketing message that you want to deliver to your audience through social media posts, emails, press releases, and all other available marketing channels.

How to draft your message:

- Make sure it's clear, concise and straight to the point with a direct call for action.

- Make it appealing and emotional.

- Tell your story to show credibility.

- Focus on the rewards your contributors will get.

- Be creative!

And most importantly keep in mind that you aren't begging for money, you are simply promoting your rewards.

▶ **Create a buzz!**

Start telling people about your upcoming campaign. You can invite five to ten friends over to review it with them while it is still a draft. *If you can't convince five*

friends to at least o support your project, then the public probably won't.

Use social media platforms; a great percentage of contributions is raised from people who found out about your project through social media. You can create a Facebook page or a Twitter account for your campaign and ask your friends to spread the word about your campaign!

Consider creating a Google form to get people to sign up their names and emails so once the project goes live you can easily notify them. These people are your early adopters; therefore you have to make sure not to lose their contacts.

▶ **Pre-Marketing your campaign**

- Send personal emails to 50 close people for feedback, these people will help ignite your campaign launch and will be the early funders.

- Send emails to the press to anticipate about the campaign launch.

- Create a launching event and invite people to it before you go live with the campaign.

- Set an early bird reward for the first 50 funders at 50% of the original price of the reward.

SECTION 3

MARKETING & RUNNING YOUR CAMPAIGN

Marketing your campaign is the most crucial step to get your project successfully crowdfunded. It is never too early to put a marketing plan that will make your project stand out. Tell your friends and family about your upcoming campaign, and use emails and social media to grow your community of supporters.

Remember that about one third of the collected funds will be contributed by people you know; your family, friends, and friends of friends.

▶ **Running your campaign**

- Announce the launch of your campaign to the 50 people you previously contacted and ask them to share your campaign with their networks.

- Set limited rewards while the campaign is running.

- Send email broadcasts to everyone you know once reaching 10% of your funding goal.

- Spread the word about your campaign on your own and your friends' Facebook, LinkedIn, and Twitter.

First three days

The first three days after your campaign goes live are the most essential period of your campaign. During these three days you must create a huge buzz among

your friends and family urging them to contribute to your project.

According to statistics, once your campaign reaches 30% of its goal, potential funders will feel more comfortable and secure in contributing to your project. Therefore, you have to focus your efforts on grabbing the attention of everyone around you during this period.

▶ Marketing channels

Social media

The more social media platforms you use, the more exposure you'll get. However, there are two major platforms that will guarantee you immense exposure: Facebook and Twitter; make sure you use them to their full potential.

Here are some tips on how to maximize the potential of Facebook and Twitter:

For Facebook:

- Create a Facebook page for your campaign, invite people and share it to get likes and create an online community of supporters and fans of your project.

- Post updates about your campaign at least twice a day.

- Send direct messages to your Facebook friends and ask them to take action.

- Reply without any delay to posts and comments concerning your project. Communicating with your community is very important!

- Send direct messages to influential people/communities in your domain—or mention them in your posts using # or @.

For Twitter:

Twitter can be really useful to get traffic on your campaign.

- Follow influential people in your field, bloggers, and journalists who might be interested in your project.

- Tweet three to four times a day about your project, but make sure to slightly change the message every time you do.

- Send direct messages to your Twitter friends asking them to support your campaign.

- Add images to your tweets to make them more attractive.

- You can also use other platforms like Instagram, Youtube, and LinkedIn.

For Instagram all you have to do is take a photo of your project and upload it. You can tell your followers in the caption to follow your Twitter or Facebook for more information, as Instagram doesn't provide direct websites linking.

Direct communication

E-mails:

E-mailing is an effective communication method that will allow you to directly deliver your message to your network.

You have already built your e-mailing list. The next step is to draft an email and send it to everyone on this list. Make sure you personalize your message according to each recipient, maintaining a friendly yet professional tone.

You can approach your university as well and ask them if they could email students about your project.

Texting:

You can broadcast WhatsApp and text messages to your close friends and inform them about your project. Include the link so they can easily support and share your campaign.

Calling:

Give your close friends a call, tell them about your campaign and ask them to fund it or spread the word about it.

Offline

Flyers, posters and postcards:

Forget traditional flyers and posters; be creative and come up with unique ones. The design should be intriguing enough to get people's attention, and most importantly, they must be placed in crowded places where passers-by are more likely to see them.

Be simple: Mention your project title, a short summary about it, a link and a call for action.

Events:

What's better than throwing an event? Invite your friends somewhere or to your house and pitch your idea.

Media Outreach:

Going on TV or coming up in a magazine's feature will give you immense credibility. Therefore make sure to contact TV stations along with media outlets. Talk about your project with press releases, target Youth TV shows and try to do plenty of interviews. Send media outlets a brief about your project or give them a call and they might be interested!