

THE INSTAGRAM GIVEAWAYS GUIDE



Join our Facebook Group:
Instagram Growth and Engagement

ABOUT US

We (Tash and Viv), have grown our own and client accounts to more than 250k+ followers combined.

We are specialists in fast Instagram results with \$0 ad spend.

Our passion is teaching others the ways to unleash the powerful networking benefits of having an Instagram following, the opportunities for business growth, sales, traffic and the close relationships you can build with your community/target market.

We have outlined the most common giveaway structures below so you can easily implement them!

YOURS TRULY,

Tash and Viv

CO-FOUNDERS, ACE THE GRAM LTD

FB GROUP - INSTAGRAM GROWTH AND
ENGAGEMENT



1. LOOP GIVEAWAYS



...LOOP GIVEAWAYS

Loop giveaways are structured so that users click through and follow a 'loop' of hosts.

Pro's

- Boosts the follower count of each host
- Good if you're with accounts in your niche.

Con's

- Hosts will usually see a drop off in followers straight after the giveaway (all the people who aren't actually interested in the host account)

This giveaway requires organisation amongst the accounts. Pays to have a leader. More often than not this would be the instigator of the collab

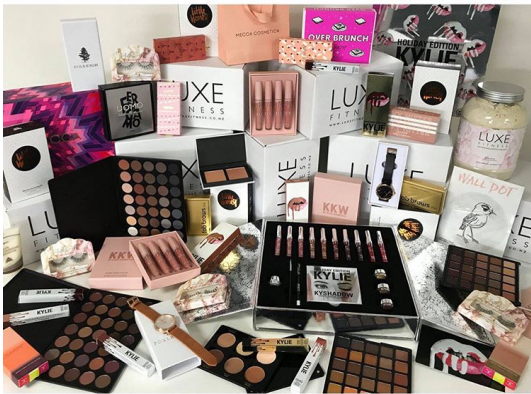
Note: Because this causes an overlap in followers, this may affect yours and other hosts' suggested users lists. This is why it's important that you collab with accounts in the same niche.

STEPS:

1. Each account posts the same image, with the same caption, at the same time. The only difference is who is tagged in each account's post.
2. Each account tags the next account, creating the 'loop'. Users are required to click through the 'loop' and follow each host. It works well to run the post a few times to give the best chance of gaining followers/reach.
3. Every account may choose to send product to the group leader for a picture, or any snap can be used. Whatever the image, it needs to be the same on every host's account.

2. LIKE/COMMENT GIVEAWAYS

 luxefitness



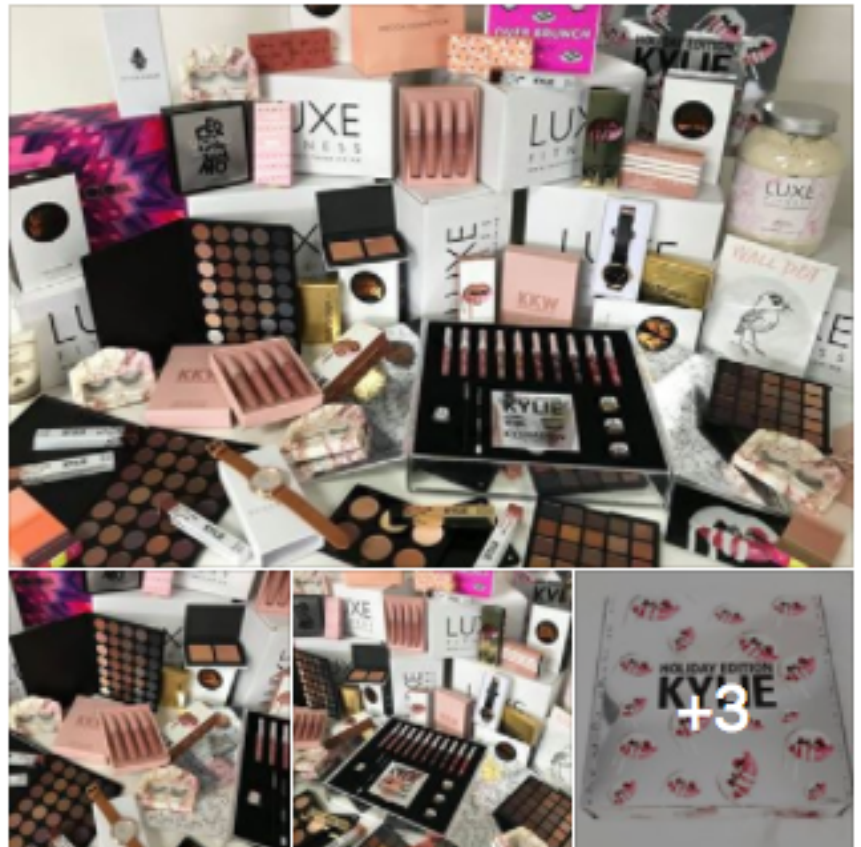
 Luxe Fitness added 6 new photos.
26 June at 17:49 · 🌐

GIVEAWAY TIME! \$10,000 worth of prizes.

To go into the draw to win, simply:

- 1) Like Luxe Fitness and Iyia Liu (Founder of Waist Trainer & Luxe Fitness)
- 2) Do any activity on this post! (e.g. like, comment)...

Continue reading



Liked by nicolawoods.fitness, omayzing01 and 8,618 others

luxefitness GIVEAWAY TIME! \$10,000 worth of prizes.

To go into the draw to win, simply:

- 1) Follow @luxefitness and @iyialiu
- 2) Tag the friend(s) you want to share this giveaway with

10 WINNERS IN TOTAL

1 WINNER WILL WIN:

MAIN PRIZE CONTAINS:

- 1x Iyia's Online Course: Learn "How to Start, Run and Grow your own E-commerce business from home on a budget" RPR \$590
- 1x Kylie Cosmetics Holiday Box Limited Edition: RPR \$500NZD
- 2x 4 Packs of KKW by Kylie Cosmetics (Kim Kardashian x Kylie): RPR \$80NZD each

View full list of prizes and terms and conditions on Facebook: www.facebook.com/luxefitness
9 RUNNER UPS WILL WIN:




- 1x Iyia's Online Course: Learn "How to Start, Run and Grow your own E-commerce business from home on a budget" RPR \$590

TERMS & CONDITIONS: - Competition open worldwide

- Competition ends this Friday, July 30th at midnight NZ time. - Winner will be announced on Monday 3rd June

View all 11,091 comments

jennahawley @ariannacherrie @jadeemma

 Like  Comment  Share

 Saejung Oh, Tayla Clement and 28k others

Top comments

8,053 shares



... LIKE/COMMENT GIVEAWAYS

Like/comment giveaways that get the most participation and go 'viral' have a few things in common:

1. The conditions of entry are always super simple eg. follow 1 or 2 accounts & comment
2. The giveaways are made to look massive/are massive

This always ensures that there are minimal barriers to enter the competition, and the comp. gains traction really fast.

If you can't afford to give away lots of your own product, think of products you could include in your giveaway that would interest your target audience to make it look bigger.

You could look at collaborating with another brand for this..

The best example of this type of giveaway that we've found is @luxefitness

3. FOLLOW/REPOST GIVEAWAYS

INTERVIEW WITH BEN PARRY - CREATIVE DIRECTOR @RPMCLOTHING ON FOLLOW/REPOST GIVEAWAYS

Do you find you have to incentivise more so that people actually repost? aka. surfboard giveaway vs. win a hat? Totally, that's pretty straight forward. The bigger the prize the more someone will be willing to post right! I also think the image you are asking people to re post should be quality. People are protective of their feeds so for them to repost your image its gotta be worthy of showing on their page/in their followers feeds

What's the general aim of a giveaway for RPM to increase awareness e.g. new line or to grow following, click to website etc. Depends what we have going on, in the early stages of Instagram it was to gain followers. Recently its been to gain awareness about specific collections or a product, grow our email database or increase traffic to our web store.



Do you see an increase in post engagement after posting the comp announcement and throughout the comp? Definitely, I usually think about 1 - 2 weeks is a good running time. In that time I think about 3-4 reminders / posts will work. I even use multiple images people can share depending on the comp.

Anything else you feel like you should add? If you're gonna do a giveaway make it worthwhile. Remember you're tapping into your followers audience. Don't expect people to share a horrible looking photo with text all over it to win themselves a 20 dollar voucher...

INSTAGRAM PROMOTION GUIDELINES

NB: Be mindful while running your giveaways of Instagram's rules around this. (Policy below). We recommend including a disclaimer

Promotion Guidelines

Promotions

1. If you use Instagram to communicate or administer a promotion (ex: a contest or sweepstakes), you are responsible for the lawful operation of that promotion, including:
 - The official rules;
 - Offer terms and eligibility requirements (ex: age and residency restrictions); and
 - Compliance with applicable rules and regulations governing the promotion and all prizes offered (ex: registration and obtaining necessary regulatory approvals)
2. You must not inaccurately tag content or encourage users to inaccurately tag content (ex: don't encourage people to tag themselves in photos if they aren't in the photo).
3. Promotions on Instagram must include the following:
 - A complete release of Instagram by each entrant or participant.
 - Acknowledgement that the promotion is in no way sponsored, endorsed or administered by, or associated with, Instagram.
4. We will not assist you in the administration of your promotion and cannot advise you on whether consent is required for use of user content or on how to obtain any necessary consent.
5. You agree that if you use our service to administer your promotion, you do so at your own risk.

Disclaimer example:

NOTE: Competition open to worldwide residents. Prices are all in AUD. This is in no way sponsored, administered, or associated with Instagram, Inc. By entering, entrants confirm they are 13+ years of age, release Instagram of responsibility, and agree to Instagram's terms of use.