

How to host a successful competition on your website or blog

One of my fellow South East Bloggers Group from Facebook suggested I hold or host a competition on my website www.bugleboypublishing.com. Often, these competitions are classified as giveaways. I wanted to give away my children's book Bud & Roo's Spectacular Adventures- The Beach www.budandroo.com.

I do not have Wordpress.org so I don't use any plug ins. Why? Only because I wanted to create a cost effective platform for myself. Although, your rankings do increase if you selfhost (wordpress.org) because you can get plug ins (those cool things that you don't always see on your website) to increase traffic as well as expand on your SEO.

I have a regular Wordpress.com website/blog. And, I am going to tell you how to run or host a successful competition or giveaway on your website or blog. In just 4 short days I have gained 22 subscribers or followers on Twitter, Facebook and Wordpress. It is very exciting!

Step One-

Create your giveaway. Write a post about what you are giving away and why you are giving it away. The more information the better. Check one of my competitions out: <http://bugleboypublishing.com/2013/08/12/giveaway-signed-copy-of-the-childrens-book-bud-roos-spectacular-adventures-the-beach/>

hint: make people 'LIKE' you on facebook, follow you on Twitter and subscribe to your blog (that's part of the requirements to join in the giveaway fun)!!!

Step Two-

Spread the love. Go to sites such as Loquax, Prizefinder and Competition Hunter. These are some examples of forums where people chat and go to in order to sign up for competitions. A) Loquax- register, sign up, confirm email, say hello in a post, post your competition or giveaway (this site was the most complex of the three to figure out). B) Prizefinder- this site was much easier- sign up, go to the bottom and click on free listing. C) Competition Hunter- register an account and get past that darn old captcha!

Step Three-

Promote it. Make sure you post your giveaway or competition on Twitter and Facebook.

Step Four-

Watch the people respond! I always reply back when people make comments on why they feel they should be chosen winner of the competition.

Step Five-

Choose a winner! After you choose a winner, respond directly to them in addition to the whole group who have entered. Make sure you thank them for entering the giveaway. I also left them with a message that I will be having another competition in two weeks giving away another book from another author that has recently been published.