

## 06 - How To Hold An Instagram Contest To Gain More Exposure



**S1:** Welcome back to this video course! In this video, I am going to talk about how to hold an Instagram contest to gain more exposure.



**S2:** By the end of this video course, things that you will learn are:

- To choose a proper contest type
- Using tools to manage your contest

## Choosing The Contest Type

- ▶ Comment on the post contest
- ▶ Asks audiences to post own photo contest



**S3:** Instagram contests are a great way to get people talking about your business and increase your followers. If you have ever thought of running Instagram contests, here are some great tools and tips to run a successful contest.

If you're planning to run a promotion or contest on Instagram, you'll have to decide what type of contest to run, how it will operate and how users can participate. Here are two different types of Instagram contests to consider.

The first one would be comment on the post contest. This is a popular type of Instagram contest where you ask users to comment on your post. For example, you might ask the audiences to share their experiences or story down the comment box, and you will choose the most unique one to win.

Another type of Instagram contest is to ask audiences to post their own photo. For this type of contest, you ask fans to post their own Instagram images along with the contest hashtag. Make it clear to fans which hashtag they should use to participate.

And of course your hashtag should be unique and extremely distinguishable. An exclusive contest hashtag makes it easy for you to find them and lets you know who's entering the contest.

For example, Sephora is running an Instagram contest on Christmas, and they are giving out Kat Von D's lipstick. Fans are required to hashtag "Kat Von D Sephora Giveaway". This is how you make good use of a unique hashtag.



**S4:** Because Instagram has made it clear that they won't be associated with or help support any contests on the platform, all of the tools available for managing contests are from third-party companies. Here are two to consider:

First up, let's take a look at Gleam. Gleam's contest platform makes it easy to host a contest on Instagram, and comes with a lot of helpful features. The company boasts an average of four actions per user in their competitions.

The interface is easy to use and straightforward, featuring a dashboard with current and scheduled competitions. It allows you to specify start and end dates for your contest, set terms and conditions and add age restrictions.

Additionally, you can offer other ways to participate, choose what actions users need to take and specify the number of winners. Gleam allows you to place a widget on your blog to encourage users to enter the contest. You can also capture lead information from users, such as name and email address.

Next up, Woobox offers hashtag photo sharing contests where you designate a specific hashtag fans must use. Woobox features cross-platform integration and it's mobile-compatible. You have the option to set an age restriction, manually approve entries, limit the contest to one entry per customer and collect valuable lead information.

You can try Woobox for free. However, with upgraded plans starting at \$30 per month, you will get more features, including a higher participant threshold, more brand pages per account and more apps and contests.



**S5:** Growing a business is never easy, you've got to have what it takes to make it happen. A determined mind, the amount of time spent and the level of effort you've given will all being paid off by the end of the day.

Most importantly you've got to have the passion and have faith in everything you do. Not just for your business, but every single thing in your life does matter. Believe in what you can do, brace yourself and you are ready to shine!

Alright, that's the end of this series of video training course. Thank you for your attention and I hope to see you again in my next video!