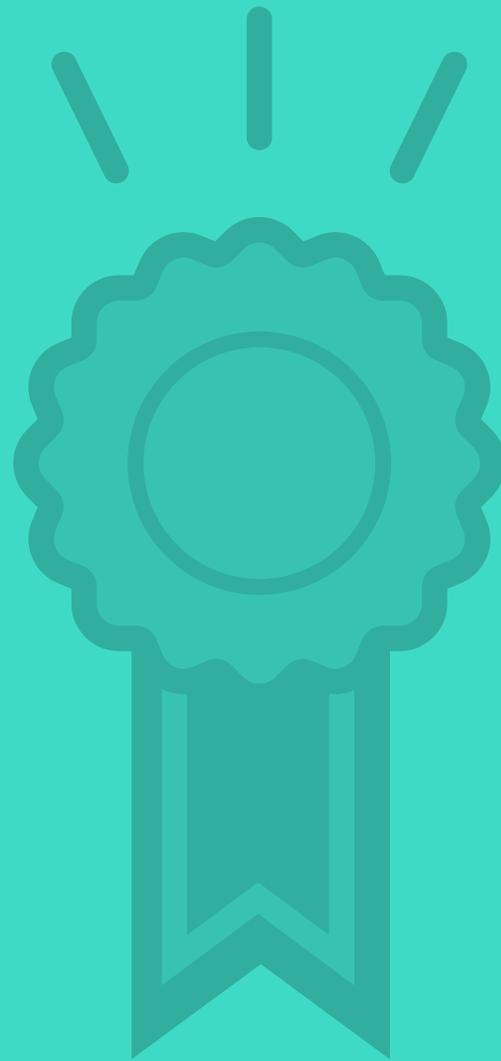




DOJOMOJO

How-To-Guide

The Value of Hosting



www.dojomojo.com

The Value of Hosting

Host Your Next Campaign

Partnering on a giveaway is a great way to grow your email list, however hosting can be even more lucrative. There are several exciting benefits to hosting that allow you to retain control over all aspects of the giveaway, including but not limited to: branding of the campaign, partners that join, and highly valuable post-entry ad space.

Retain Control Over Branding

It can be tough to find a campaign that aligns well with your branding, and whose partners complement, rather than compete with, your brand. Hosts have the power to create a themed landing page that will resonate with their audience, often driving higher conversion rates.

The campaign's host has the ultimate say over the partners that join. The only surefire way to prevent partners with whose product and strategy compete with your interests is to choose them yourself. Hosts also determine promotional requirements and can set minimum entry thresholds for each partner of the giveaway.



Sit in the Driver's Seat

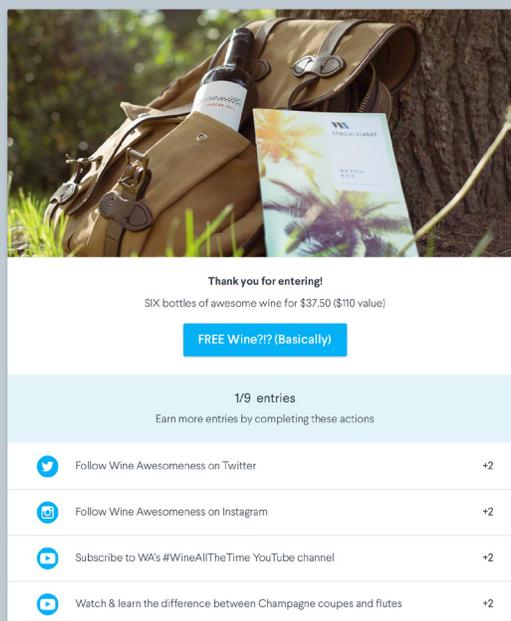
Be The First to Connect With New Subscribers

Hosts receive entrant emails first, followed by partners at randomized intervals. This ensures entrants are not bombarded with each brand's welcome emails, which works to decrease unsubscribe rates. As the host, you have the unique opportunity of making first contact with new subscribers.

The ability to reach the customer first, combined with a strong welcome drip, is the perfect formula for high conversion rates. Learn how to optimize your drip sequence [here](#). Ensure your [email service provider \(ESP\) is integrated](#) to automate your brand's drip sequence to entrants.

Manage Social Actions

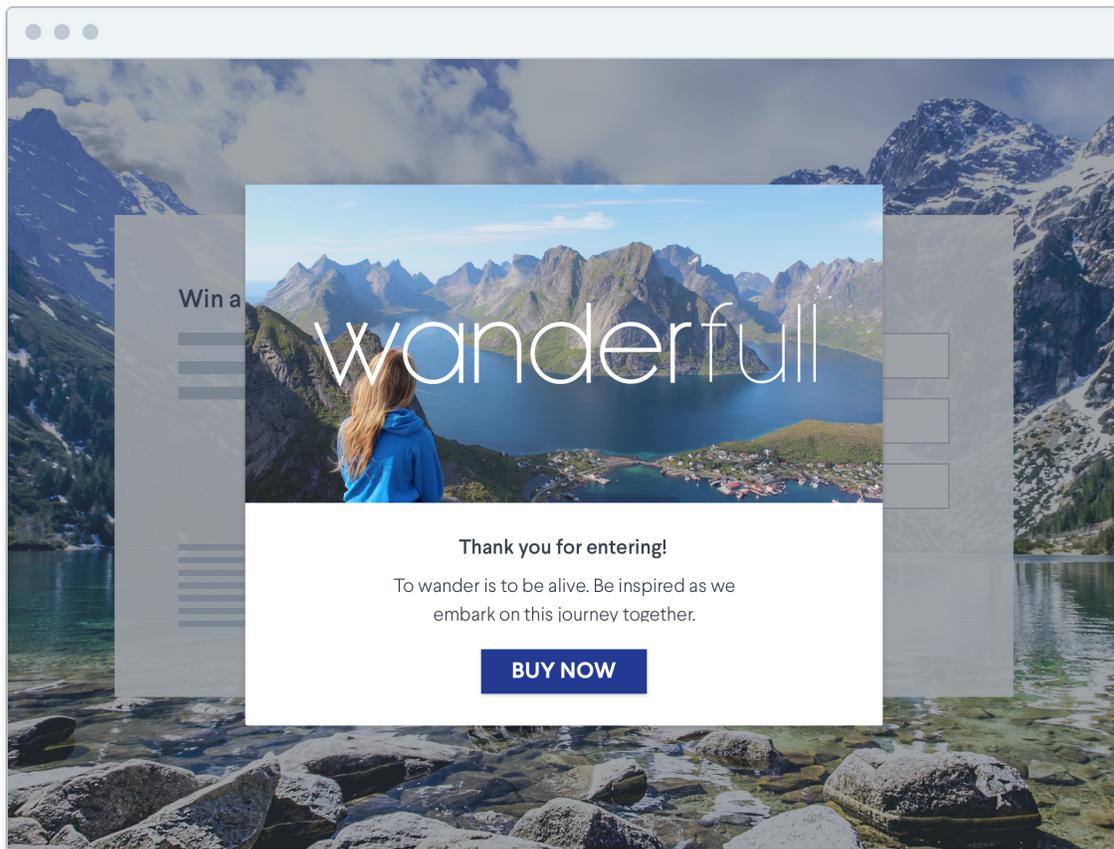
Most partnering brands on a campaign have access to Social Actions. However, the host has the particular advantage of choosing the order in which these are shown to the entrant. To learn more about how Social Actions grow your brand, visit our [knowledge base](#).



Convert Subscribers to Customers

Drive Traffic Directly to Your Site with CTA*

The Host is the only one with true access to the Custom Call to Action (CTA) feature. This is the ad space that appears on the confirmation page of the giveaway* (directly above Social Actions). Much like a paid advertisement on Facebook or Instagram, the CTA ad drives highly-targeted traffic directly to your website. With a proven track record for conversions, this is one of the most lucrative features DojoMojo offers.



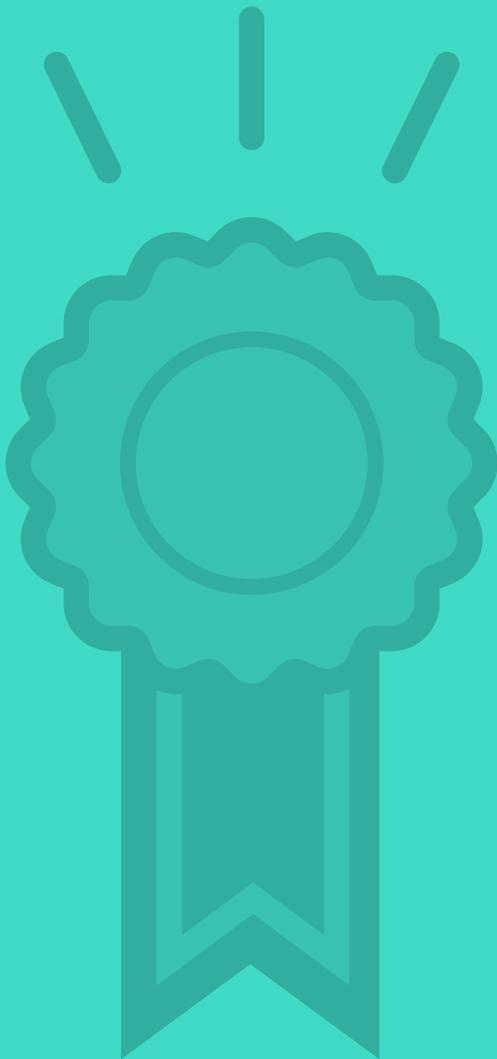
*CTA is only available on Premium and Elite plans



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Questions?

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