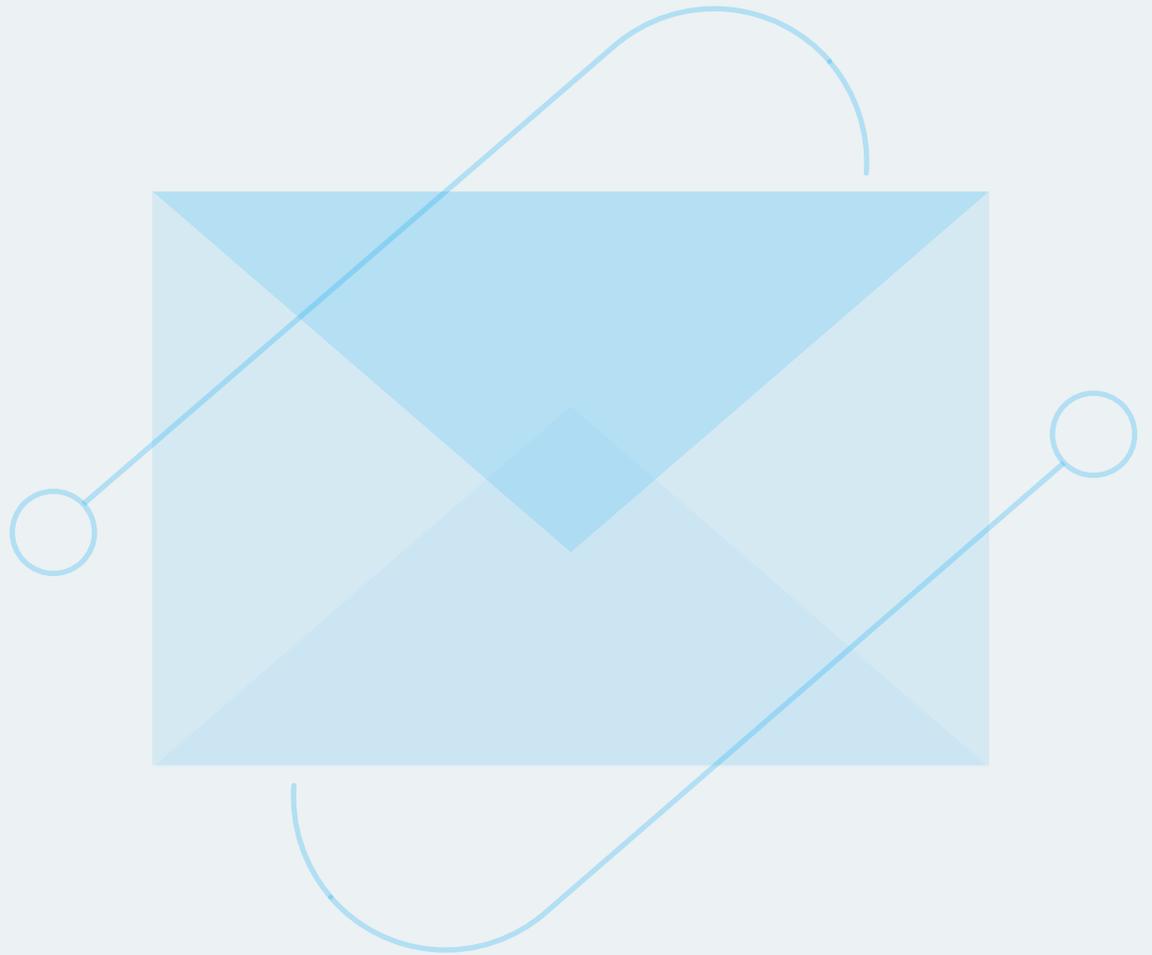




DOJOMOJO

A Guide for Sweepstakes Partners

Getting Started on DojoMojo



www.dojomojo.com

Welcome!

We're excited to see you've joined an upcoming sweepstakes campaign - the first step to growing your email list.

In this guide, we'll lay out a few things you should do as a new DojoMojo user to make sure you're set up to be a successful Partner.

What do Partners do?

Partner brands participate in and promote the campaign and in return, they receive all emails generated by the other partners. As a partner, you have two primary roles: Promote the giveaway in a dedicated email send on the date you've agreed to with the host (additional promotions can be done via social), and contribute appropriate prizing. We keep it simple- DojoMojo's reminders and a built-in checklist of tasks will help make sure you're on track.

Your Host brand, or campaign sponsor, is in charge of creating the landing page, coordinating Partners and prizing, drafting official rules, coordinating promotion and managing the sweepstakes.

Welcome!

Before You Begin

- Complete your Brand Profile & add your logo to put your best foot forward.** Adding this info helps all brands on the campaign get to know you better. Make sure you've uploaded your logo, as this will be the logo that appears on the landing page of the sweepstakes.
- Have a quick setup call with your Onboarding Specialist.** We can answer any fundamental questions you might have and will make sure that you're taking advantage of the features that are best for your goals. Reach out to support@dojomojo.com to set up a chat if you haven't already.
- Integrate with your ESP to send entries straight to your list.** This triggers your welcome email series to these entrants while you're still fresh in their mind, keeping quality high.

Have Questions?

We're here to help! You can reach us anytime at support@dojomojo.com and we'll make sure you're set up for success. Your Host brand can help you with specifics around things like prizing, or when and how to promote the campaign to your audience.

Welcome!

Your **Campaign Dashboard** is the heart of your sweepstakes and where you'll manage all your activity as a Partner. To open your Campaign Dashboard, head to [My Partnerships](#) and click on the sweepstakes you're partnering on.

Here's what you can do in each section.

Quick View

- View basics like sweepstakes dates, prizing and other Partners
- See announcements from your Host
- View Analytics and progress within your Task List

Calendar

- View the dates you've committed to promoting the sweepstakes to your audience
- Sync the Calendar to your work calendar
- See and complete Tasks assigned by your Host

Announcements

- Grab Tracking Links and Creative Assets to fulfill your promotions
- Read a digest of messages from the Host to all Partners

Welcome!

Links & Files

- Grab Tracking Links and Creative Assets to make your promotions
- View your Partnership Agreement

Email Delivery

- Manage ESP Integration and Email Filtering

Boost Reach

- Set up Social Growth (Essential and Premium Users)
- Set up Custom CTA (Premium Users)



Partner Campaign Checklist

As you work, check these as complete in your Task List in your Campaign Dashboard, your go-to checklist for everything you need for a successful partnership.

1 Make it Official and Review the Landing Page

- Review and Sign Partnership Agreement
- Review the Landing Page
- Review the Official Rules

2 Boost your Reach

- Review Social Actions
- Drive Conversions with a Custom CTA

3 Prepare to Promote the Sweepstakes

- Grab Tracking Links and Creative Assets
- Create and Test a Dedicated Email
- Prepare Social or Native promotions
- Tee up Email Welcome Drip

4 Share the Sweepstakes with your Audience

- Promote the Campaign
- Market to your new leads

5 Winners, Prizing and Wrap Up

- Distribute prizing
- Review analytics



Partner Campaign Checklist

1 Make it Official and Review the Landing Page

Where to go: Your email inbox and Campaign Dashboard › Preview

Review and Sign the Partnership Agreement

- To help ensure everyone has a positive experience, we ask everyone to sign a **Partnership Agreement** before officially joining a campaign. Committing up front to when and how you'll share the sweepstakes, and what prize you'll contribute makes for a more transparent experience for everyone.
- The Host will create this document based on what you've discussed, and they'll send it to you for review. Once you're ready, sign it - and you're off to the races!
- Note: If you've been invited to join the sweepstakes, your Host will ask what you can contribute when you indicate your interest in participating.** This will be the starting point for discussion of what will go into the Partnership Agreement.

Review the Landing Page

- Head to your **Campaign Dashboard** and click **Preview** to make sure the landing page and your logo are looking good (but note these are often a work in progress for the Host brand making the page, so don't worry if it doesn't look perfect yet).
- Mark this task as complete in your Campaign Dashboard.

Review the Official Rules

- While checking out the Landing Page, make sure you review the Official Rules too. Look good? Mark this task as complete in your Campaign Dashboard.



Partner Campaign Checklist

2 Boost your Reach

Where to go: Campaign Dashboard › Links + Files

- Review Social Actions** (Essential and Premium Users only)
 - Social Actions help you grow your social media following.** After entering the sweepstakes, the subscriber is shown a page with "bonus entries" where they can earn extra chances to win.
 - If the Host has agreed to have you add Social Actions, you can add those in your Campaign Dashboard under Boost Reach.
 - Mark the task as complete in your Dashboard.
- Add Custom CTA** (Premium Users only)
 - Custom CTA is an ad that will be shown to entrants after they enter your giveaway and complete any Social Actions, and can prompt them to try a product or service, view a landing page or read a specific piece of content. These powerful conversion drivers help turn entrants into readers and customers.
 - Before creating one, you should confirm with the Host brand if they agree to show your Custom CTA.
 - Mark the task as complete in your Dashboard.



Partner Campaign Checklist

3 Prepare to Promote the Sweepstakes

We've reached the meat and potatoes of your top job as a partner - promoting the campaign! Follow the below steps to prepare your send and make sure you're ready to market to your entrants - both are key to a quality campaign.

Where to go: **Campaign Dashboard** under **Links & Files**. Once you've located these...

Grab Tracking Links and Creative Assets

- Tracking Links are the customized URLs that allow entrants to access the sweepstakes landing page.** These unique links help DojoMojo track every entry coming from your audience, ensuring accurate analytics and that new entries make it to your list.
- Every channel you've agreed to promote with (Twitter, Facebook) in your Partnership Agreement gets its own Tracking Link. We create one for every channel automatically for you, but you're only obligated to use the ones you've agreed to promote in your Partnership Agreement.
- Creative Assets are the images that the Host creates to help you promote the campaign.** These images are usually the featured content of an email or a post on your social accounts.
- Once you've located these under Files & Links on your Campaign Dashboard...

Create and Test a Dedicated Email

- A Dedicated Email is an email that promotes your campaign to all of your subscribers with no other content than the sweepstakes asset itself. Ensure that you understand your promotional commitments within your Partnership Agreement.
- Be sure to test this email send and ensure you've linked to your landing page correctly. When you're ready, schedule it in your ESP for the promotional date you see in your Calendar.



Partner Campaign Checklist

Prepare Social Media or Native promotions

- Copy the appropriate Tracking Link from your Links & Files dashboard and link it to the Creative Asset or post. For example, if you agreed to share the sweepstakes on Facebook, you'd use a Facebook Tracking Link and your Facebook Asset.
- Schedule and test your promotion.

Tee up your Email Welcome Drip

- Key to a quality list is ensuring that you are ready to welcome entrants to your email list while you are fresh in their mind and ensures your welcome series of emails is targeted towards sweepstakes entrants.
- Check out our [Guide to Marketing to Sweepstakes Entrants](#) for our tips on optimizing your welcome series for maximum impact with this audience.

4 Share the Sweepstakes with your Audience

Promote the Campaign

- [Send your Dedicated Email to your email list](#) on the date you've agreed to send it.
- Use any additional Tracking Links and assets to promote the sweepstakes through any other channels you've agreed to in your Partnership Agreement, like social media or in your newsletter.
- When you're done, mark each promotion as complete in your Task List.

Market to your new leads

- As entries hit your list, make sure your welcome email is triggered while you're fresh in their mind.
- If you're uploading your entries to your list and then reaching out to your new audience, [download entries and add them to your list regularly in small batches.](#)



Partner Campaign Checklist

5 Winners, Prizing and Wrap Up

- Distribute prizing**
 - As part of your Partnership Agreement, you agreed to contribute part of the prize. Now that the sweepstakes is closed, it's time to distribute the prizing.
 - Your Host brand will be responsible for choosing a winner and notifying them that they have won. They will also coordinate how the winner receives the prize, and let you know where to send your contribution.
 - Once you've distributed your contribution to the winner, mark this task as complete.

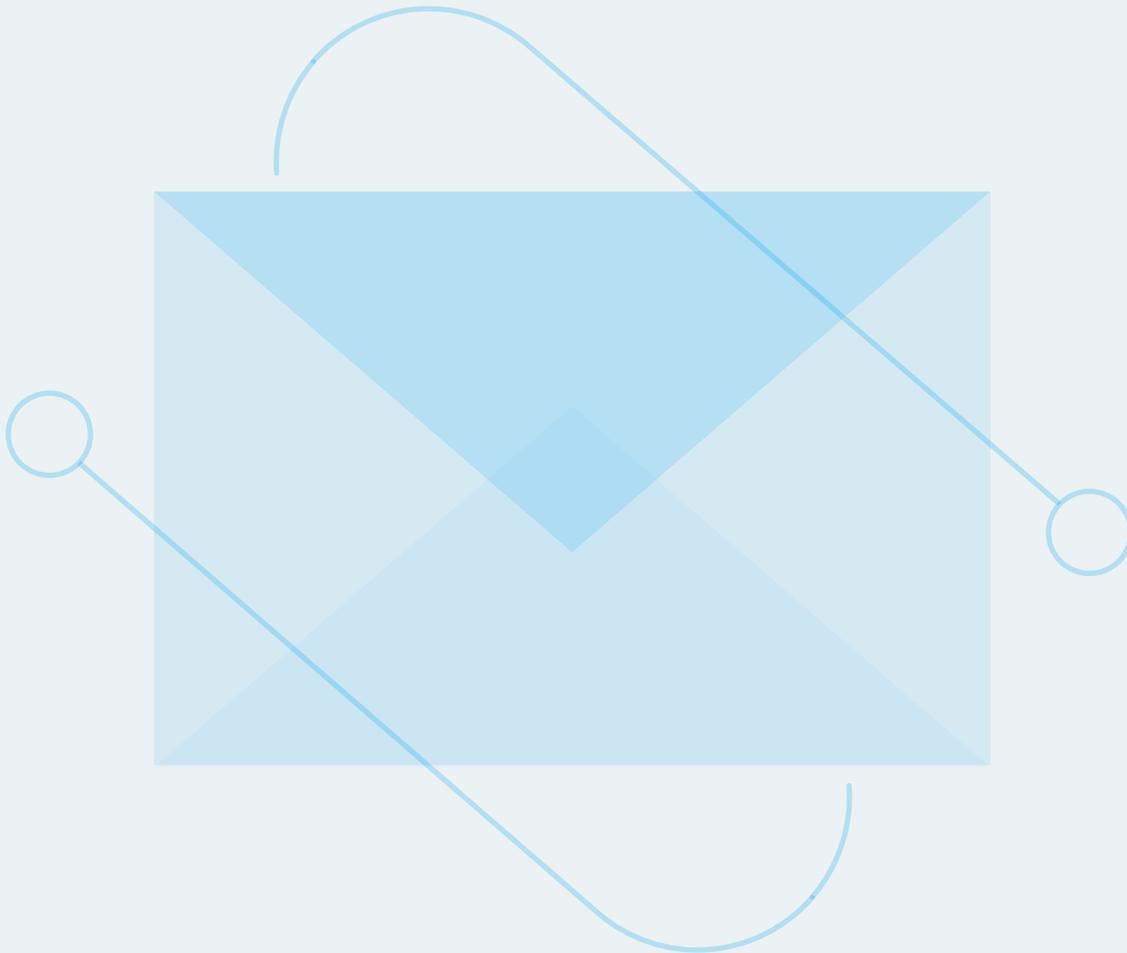
That's it! Be sure to keep an eye your Analytics to see how you're performing - and [start looking for new campaigns to join!](#)



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Questions?

support@dojomojo.com



www.dojomojo.com