



Get Started with DojoMojo

Congratulations on joining a giveaway campaign! Follow the steps below and you'll be up and running.

1 Finalize Partner Details

- Preview the sweepstakes page and make sure you've reviewed the Terms and Conditions.
- Let the host know what prize you'll contribute (usually product or a gift card).

2 Prepare to Share with your Audience

- Integrate DojoMojo and your Email Service Provider - newly acquired emails will be automatically added to your email list.
- Decide where you'll promote the sweepstakes, and when, and add these dates to the Media Plan. In addition to your "**dedicated**" send to your email list, most folks promote on social media as well.
- Create your email and social posts using the promotional email designs and the **Tracking Links** we'll provide.

What's a Tracking Link?

Tracking Links are special web addresses that let people visit your landing page and enter your giveaway.

3 Promote the Giveaway

- Send a test email to yourself to make sure everything works as it should.
- Send a dedicated email, promoting the giveaway campaign, to your full email list. You might have to promote the campaign several times across different channels, so be sure to refer to your Media Plan.
- Schedule your promotion in your email service provider or social channel, send a test email (if needed) to yourself to ensure everything is working correctly.

4 Watch your Email List Grow

- See how many emails and new followers you've acquired with DojoMojo's powerful analytics.
- Welcome new readers to your email list with a warm welcome and curated content.