

# 7 Tips To Running Your Own Viral Contest To Flood Your Website With Free Traffic

(and BONUS TIPS)

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If You Have Any Questions About These Materials, stop by our  
Forums at: <http://www.businessinnercircle.com>

And Post Your Questions There.

This is the written manual that accompanies video training on this topic. It's important you watch the full video training along with using this manual to ensure you completely understand the concepts. Also, there are several marketing tips provided within the video not contained in the written materials.

## **LEGAL STUFF:**

The lawyers made me do it :)

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# 1. How to set up and run a viral contest

How this works is you create a contest. It's going to become a viral contest because you award points or random drawing tickets to your customers or website users in exchange for them sending tweets on twitter, posting on facebook, putting links out there anywhere and for commenting on your blog. Your own customers spread the word-of-mouth promotion and tell everyone they know about your website in exchange for entries into this contest.

Below is a screenshot of my homepage for [www.Contestburner.com](http://www.Contestburner.com) so you can see an example of how I ran a contest using my own Contestburner plugin.

**CONTEST BURNER** Contest Standings Download Upgrade To Premium!

### Viral Contests For Your Website

Traffic and promotion are the lifeblood of your website. One of the greatest ways to drive traffic is with viral marketing.... and viral contests the greatest of all! With ContestBurner it's a piece of cake to run your very own viral contests. Contests run with the ContestBurner plugin are also social! They tie in with sites like Twitter & Facebook to explode your traffic!

[Download ContestBurner & See It In Action...](#)

### Try Our Plugin For Free

Witness how powerful our viral contest plugin is: download it for yourself!

Your Name:

Your Primary Email:

Your Twitter Username:

**Get Started >>**

We respect your [privacy](#) and would never spam you.

### "Drive A Viral Flood Of Ever Increasing Traffic To Your Website Or Blog Using The Power Of FaceBook, Twitter & This Amazing Plugin!"

It's extremely fast and easy to set up your first contest. Just upload the plugin & spend 15 minutes setting it up. Then your contest is off and running! You can reward your contestants for:

- Linking to your site
- Posting your links to FaceBook
- Signing up to your newsletter
- Sending Tweets on Twitter
- Commenting on your blog
- Sending new visitors to your site

### Run An Affiliate Program Right Within Your Contest!

**BONUS!** ContestBurner will even integrate with our upcoming affiliate marketing plugin so you can run an affiliate program and pay commissions on sales or leads sent to your website!

The easiest way to get started is to join our current live contest and see the plugin in action! Then you'll also be presented with an opportunity to download and use the plugin.

## **2. How To Select Contest Prizes**

What kinds of prizes should you give out for your contests? Just about ANYTHING can be used as a prize for a viral contest. You can give out anything your customers or users would consider valuable. Free services, free products, gift cards, cash, or all the above, depending on your own budget. The most important factor in deciding which prize is that your users and customers consider the prizes valuable. If you aren't sure what they'd consider valuable, ask them and find out. Noone knows better what your customers think is valuable than your customers. You can create a little short survey with all your prize ideas and have them pick the one they would prefer as a prize and then tabulate the results, picking the one that was chosen the most. Or you can ask them what they would like as a prize if you had a contest, without giving any suggestions to them. And again, tabulate the results, choosing the prize most wanted. It might be best to give a few options just to keep it within the limits of what you can realistically offer. It keeps you from getting answers like "a trip to Japan" or "a new spouse" or some other answer which is equally unhelpful.

## **3. Even Local Retail Businesses Can Greatly Benefit**

If you have an online store and also a physical business in a local area, a hairdresser, a petstore, whatever, contests can be extremely valuable. Just create a newsletter signup form on your website, start a contest, then hand out cards at your physical business' address promoting your contest. Put your website address on the cards. Set it up so that the customers HAVE to go online to be part of the contest and win the prizes. Get them to go online and fill out your opt-in form. You've now got a newsletter email list of all your local customers. This has limitless value! You can really expand your business with this list. Even when the contest is over, you will have this email list forever. You'll be able to email all your local customers when you have special events, important news, product updates, discounts, etc. You can really be creative in handing out your promotional cards, as well.

## **Some Specific tips about the Cards:**

\*Have your cards made by an inexpensive company like [www.vistaprint.com](http://www.vistaprint.com). Vistaprint is what I always use for business cards and mailings. They have great prices, and they save all your templates. So when it's time to reorder, you can just go to the website and click on the template and reorder. You get discounts for bulk and for being a long-standing customer. You also don't have to pay an arm and a leg if you need them shipped out faster than normal. That's just a little personal tip.

\*You can do a LOT more with your contest cards than just stack them up at the front of your store! That's really the irreducible minimum of promotion. Keep a stack of cards in your car and on you at ALL TIMES. Give them out to people you talk to when you go to your usual places. Give them to the staff at the gas station or convenience store. Give them to your friends and neighbors. Leave a couple on your table at a restaurant when you leave. There is really an infinity of ways to get your contest cards out into public hands. Get creative and have fun with it.

## **4. Kick Your Contest Off With A Bang**

You have to kick your contest off with a BANG! This point is so important. Use your personal contacts. Use video promotion on Youtube. Use free press releases. Use your newsletter list. Use any other customer lists you have, and promote your contest everywhere! Promote it on your site and inside your business' physical location if you have one. Tell people about it and give them a card. Leave cards when you pay your bill at a restaurant or your favorite coffee shop. You've got to kick the contest off fast and hard using your existing contacts that you have to make it go viral. You can't just throw it out there by putting the information about it on your website's homepage and leave it, hoping people just somehow stumble onto it. You have to PROMOTE it HARD. And you've got to promote it hard a few times throughout the contest cycle. So if your contest is 2 weeks long (which it should be minimally), do the initial promotion on the first day. Then after a few days or a week promote it again. Promote it 2 or 3 times for a two-week contest. If you're running a month-long contest, promote it every week (4-5 times). That will guarantee that your contest goes viral, because

as your customers promote your business, more people will keep coming in and participating.

## **5. Joint Venture For Your Prizes**

Find a complementary venture to yours and do a joint contest. Think about your closest business contacts and associates. You most likely already have several people you are connected to who would be interested in this once you explain it to them. You can run the first contest and let THEM provide the prizes. Then for the second contest they can run the promotion and YOU can donate the prizes. By working with another company, you get double the exposure and double the prizes. You can leverage your list and someone else's list to cross-promote your businesses, and get a LOT of new customers in the process. Or you could let them just give you the prizes as exchange for some promotion, but you run all the contests.

## **6. Get Prizes From Suppliers and Distributors**

Use your suppliers and distributors to help you with your contest prizes. If you have a company that sells ANYTHING, you most likely have suppliers or distributors of those products. Contact these people, tell them about your contest, and get them to donate prizes to you. Explain to them that helping you with your contest helps increase the sales of THEIR products and thereby expand BOTH of your companies. So everyone wins. At the very least, get them to give you a discount or some other kind of assistance with your promotion. You'd be surprised what you can get when you ask.

## **7. Use the ContestBurner Wordpress Plugin: [www.ContestBurner.com](http://www.ContestBurner.com)**

As you may or may not already know, I always recommend everyone set up their websites with Wordpress. And I built this plugin to be compatible with Wordpress sites. I built it initially to run my OWN contest, and now I'm sharing it. I've got a free version you can download right now at [www.ContestBurner.com](http://www.ContestBurner.com). I also offer training in how to drive traffic to your Wordpress-based site. In addition, I do a weekly live show to teach

you how to drive traffic to your website(s). Go right now to [www.ContestBurner.com](http://www.ContestBurner.com). Download the plugin. It makes getting traffic to your site a snap, seriously. Just upload the plugin to your Wordpress site. Set up your contest and BOOM! You've got your own viral contest in no time. Once you've download the plugin, I'll show you exactly how it works, how to upload it, how to set up your contest and how to get it going. And just because I'm feeling generous, here are a few more BONUS tips that will really help you generate tons more traffic...

## **8. Use Press Releases To Promote Your Contest**

Press releases are also an important factor in getting your company promoted and sending traffic to your site. Some important tips about press releases that you need to know:

- \* When you write a press release it HAS TO BE newsworthy. It has to be news or it's not going to be accepted by the media sites. This means don't write your press release as an advertisement. Press releases are a specific type of written media. They are news about a company, like a new product launch, opening day of something, new buildings and renovations, etc. With that in mind, find something newsworthy about your company and get your press release out to the world!
- \* Make sure the top line of your press release says "FOR IMMEDIATE RELEASE" in all caps. So many companies send press releases to media sites per day, that if the small, basic rules are violated they might just reject it for a small error like not putting it in all caps. That's debatable, but not worth the risk.
- \* Always write your press release in 3rd person, from the viewpoint of an actual journalist writing ABOUT your company. Never write a press release in 1st person as the source of the release.

These are just a few key points that are definitely important, but there are about 8 vital rules you should follow strictly when writing press releases. It's not hard, but the media is the media and they want their press releases in a certain format. Business Inner Circle has all the rest of that info on press releases, or you can do internet searches to find out more. Alternately you can hire a professional to write press releases for you.

In any case, once your press release is written, get them distributed at all the media sites you can find. Many of the press release distribution sites are free, so submit to those. Here are a few sites you can use to submit your press releases to:

<http://www.i-newswire.com/Register>  
<http://www.free-press-release.com/submit/>  
<http://www.prlog.org/pub/account.html>  
<http://www.pr.com/press-releases>.

NOTE: The above are just a few examples. My Business Inner Circle Elite coaching members get the entire in-house list of free PR sites, which includes approximately 100 more places to distribute their press releases for free.

## **9. Use YouTube Videos To Promote Your Contest**

\*Using the Keyword Tool

To brainstorm keywords and titles use [https://ads.youtube.com/keyword\\_tool](https://ads.youtube.com/keyword_tool).

Below is a screenshot of the YouTube keyword tool, so that you can see how it works. You just click the left button first that says “Descriptive words or phrases”, then enter keyword or multiple keywords into the center field. If you only want to see the data about the keywords you’ve typed in and not any of YouTube’s suggested keywords, check the “Don’t show...” box below the keyword field. Click “Get Keyword Ideas”. In blue on the right side are instructions for saving your keyword lists if you are using them for adwords campaigns.

## Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in a YouTube video's id (or watch page url).

**Important note:** We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

Results are tailored to **English, United States**

<b>How would you like to generate keyword ideas?</b>	Enter one keyword or phrase per line:	<b>Selected Keywords:</b>
<input checked="" type="radio"/> Descriptive words or phrases (e.g. green tea)	<input type="text"/>	To advertise with these keywords on Google, export them in TEXT or CSV format. Sign in to your AdWords account, then paste the keywords into a campaign.
<input type="radio"/> YouTube video id or url (e.g. youtube.com/watch?v=JgT4aS5_Zrw)	<input type="checkbox"/> Don't show ideas for new keywords. I only want to see data about the keywords I entered.	No keywords added yet <a href="#">+ Add your own keywords</a>
	<input type="button" value="Get keyword ideas"/>	

Another important part of the YouTube research is browsing the videos themselves. When you browse YouTube and find related popular videos to your subject/business/company using the search field (see image below), you will see what others are doing marketing-wise in your industry.

You can then search and sort the videos by viewcount (the number of views that video has gotten). You can see an example of “viewcount” in the YouTube screenshot below. “Viewcount” is located below the length of the video below the thumbnail. When you are doing this research, you should only look at videos uploaded "This month" so you are using subject matter, keywords, tags etc. that are CURRENTLY popular. What is popular or trendy changes frequently on YouTube, so it's important to stay up to date and be aware of current trends.

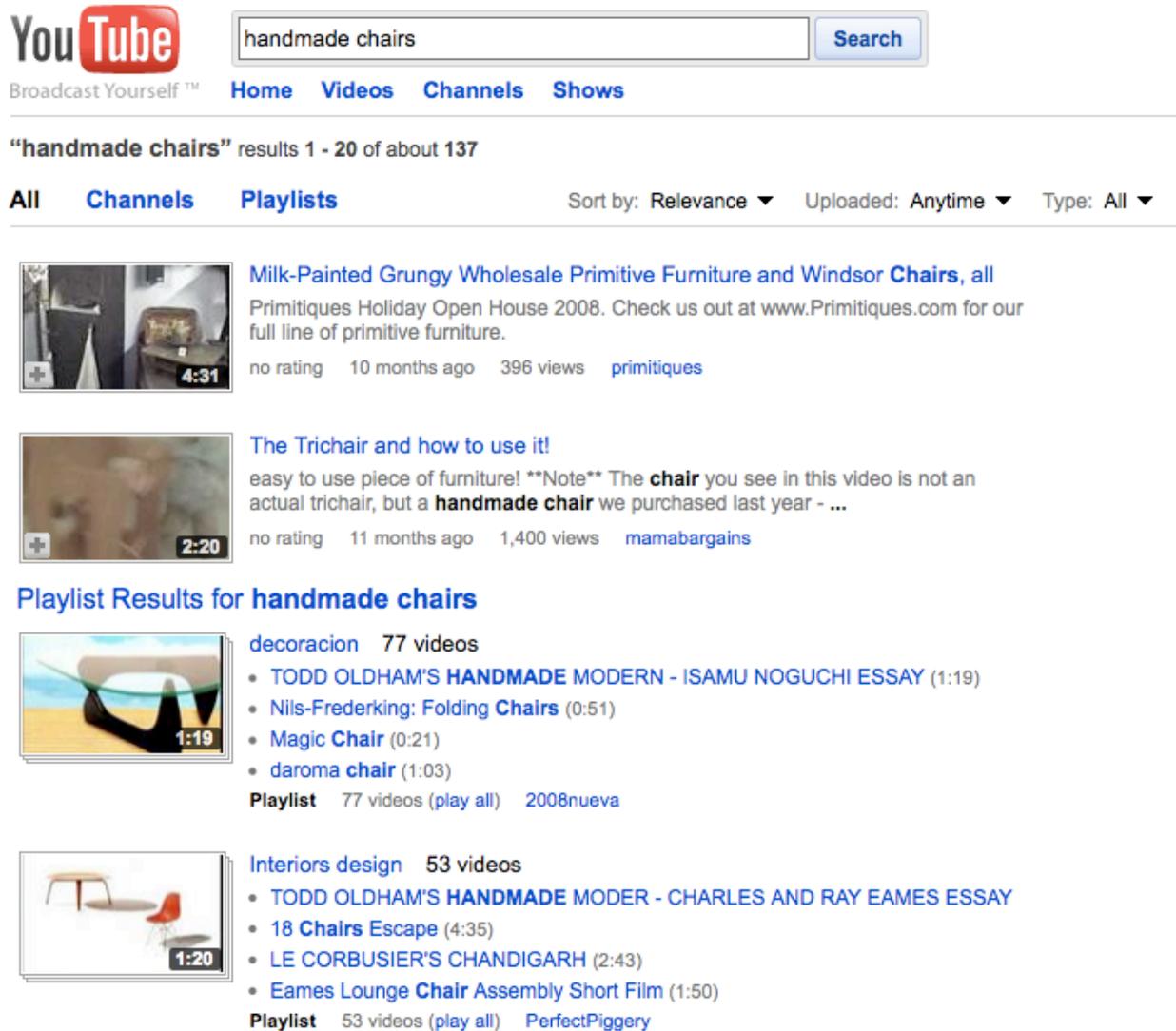
Then take a look at what words others with popular videos in your industry use in their descriptions, titles & tags for ideas for your own descriptions, titles and tags. You can also use this method to help in choosing a category for your video.

The image shows a screenshot of the YouTube homepage. At the top left is the YouTube logo with the tagline "Broadcast Yourself™". To the right is a search bar with a "Search" button. Below the search bar are navigation links for "Home", "Videos", "Channels", and "Shows".

The main content area features two modules:

- Spotlight: Music Tuesday** (view all) - This module has a "MusicTuesday" header and a description: "Today we premiere an infectious dance video by Ester Dean featuring Chris Brown and Nelly; it was inspired by an upcoming doc about NBA superstar LeBron James. Weve also got a hoops-influenced ballad from Mary J. plus an interview with the baller himself." It contains four video thumbnails:
  - Ester Dean featuring Chris Brown...** (3:50) - 17 hours ago, 50,621 views, 5 stars, channel: esterdean
  - Lebron James Interview about Mor...** (2:50) - 19 hours ago, 679 views, 5 stars, channel: morethanagamemusic
  - Mary J. Blige - Stronger** (4:34) - 3 weeks ago, 231,886 views, 5 stars, channel: universalmusicgroup
  - Soulja Boy Tell 'Em - In The Stu...** (2:30) - 19 hours ago, 26,842 views, 5 stars, channel: SouljaBoy
- Subscriptions** (view all) - This module contains four video thumbnails:
  - Drew Olanoff - My Cancer is Social** (31:09) - 6 hours ago, 250 views
  - Girl Geeks Love PopChix at PAX** (2:23) - 7 hours ago, 244 views
  - Things to Do in Scotland** (6:32) - 9 hours ago, 226 views
  - Cat Slap - Hair Ball** (0:38) - 1 day ago, 8,752 views

Below is an example of a search result for the industry keyword “handmade chairs”. I did this as an example so you can see what that page looks like. As you can see you have a choice of sort methods and options to get you exactly what your looking for.



The image shows a screenshot of a YouTube search results page. At the top left is the YouTube logo with the tagline "Broadcast Yourself™". To its right is a search bar containing the text "handmade chairs" and a blue "Search" button. Below the search bar are navigation links: "Home", "Videos", "Channels", and "Shows".

The search results are for the query "handmade chairs", showing "results 1 - 20 of about 137". There are three filter tabs: "All", "Channels", and "Playlists". To the right of these tabs are sorting options: "Sort by: Relevance", "Uploaded: Anytime", and "Type: All".

The first two video results are:

- Milk-Painted Grungy Wholesale Primitive Furniture and Windsor Chairs, all**  
Primitiques Holiday Open House 2008. Check us out at [www.Primitiques.com](http://www.Primitiques.com) for our full line of primitive furniture.  
no rating 10 months ago 396 views [primitiques](#)
- The Trichair and how to use it!**  
easy to use piece of furniture! \*\*Note\*\* The **chair** you see in this video is not an actual trichair, but a **handmade chair** we purchased last year - ...  
no rating 11 months ago 1,400 views [mamabargains](#)

Below the video results are two playlist sections:

- Playlist Results for handmade chairs**  
**decoracion** 77 videos
  - TODD OLDHAM'S **HANDMADE MODERN** - ISAMU NOGUCHI ESSAY (1:19)
  - Nils-Frederking: Folding **Chairs** (0:51)
  - Magic **Chair** (0:21)
  - daroma **chair** (1:03)**Playlist** 77 videos (play all) 2008nueva
- Interiors design** 53 videos
  - TODD OLDHAM'S **HANDMADE MODER** - CHARLES AND RAY EAMES ESSAY
  - 18 **Chairs** Escape (4:35)
  - LE CORBUSIER'S CHANDIGARH (2:43)
  - Eames Lounge **Chair** Assembly Short Film (1:50)**Playlist** 53 videos (play all) PerfectPiggery

Once your research is done and it's time to actually CREATE your video, create something that hypes up your contest. Also do something that makes you stand out from other people in your industry. Brag! Maybe do something unexpected, outrageous or funny or controversial. Another option is to provide some added and helpful content like a tutorial/howto video. Once that's done, the next step is uploading to YouTube, and then embedding the video into your website. Become an active participant in the Youtube community. Make friends on there and get people interested in your video.

Good luck with your contests and have fun! These tips should definitely get you off to a good start to get some good traffic to your sites. Of course there's a lot more to know, though. I can't just give out ALL my secrets at once! For more information on becoming a member of Business Inner Circle Elite, go to <http://www.businessinnercircle.com>.

Cheers,  
Bill McIntosh