

Woobox Promotion Checklist

This checklist will take you through every step needed to create a Woobox offer. Whether it's a Sweepstakes, Coupon, or Photo Contest, most of the same principles will apply.

You should at least be aware of all of the options available to you on this page (though a lot of contests will not need every single option).

Create your offer

In the first page you see, you'll need to input a Title and Description, but those are the only requirements at this point. You'll also want to make sure the Start and End Dates are set up to match your promotion's timeframe (and remember those time settings are using the Pacific time zone).

Add additional form fields

By default most of our apps will collect an email address. To remove that field or add additional fields to your form, go to the [Form Fields](#) page.

Customize with Images or HTML

Go to the [Customize](#) page to upload any images or HTML you have. Under the **Buttons** section you can also hide specific buttons and/or change their colors to better match your offer graphics or your brand.

Customize Share Text

By default, share text comes from the Title and Description on the [Edit](#) page, and the share image comes from the uploaded Entry/Offer Page image. If you want users to share something different, set that up in the **Sharing** section of your dashboard.

Cross-Promote with Other Channels

Under the **Bonus Entries** page you can award bonus entries to participants for almost any action you'd like, including following on Instagram, providing additional information through a form, submitting a specified password/code, and more.

Enable Hashtag Entry (for Photo and Video Contests)

By default, people can enter your contest via the Entry Page form (either a file upload for photos, or with a video URL). Go to [External Entry Methods](#) to allow users to post to Instagram, Twitter, or your Facebook Page's Timeline with a hashtag to submit a photo or video.

☐ **Customize some wording**

If you want to change wording in the app, such as "Enter this contest" or "Get a coupon", go to the [Language](#) section of your dashboard.

☐ **Preview it to make sure everything looks right**

[This help article](#) describes how to preview in detail so you can test it before it goes live.

☐ **Activate the offer**

When created, and with a free account, an offer is only visible to admins. To publish it, go to the **Overview** page and click "ACTIVATE" (this will require a [paid plan subscription](#)).

☐ **Install on Facebook and/or Embed in your Web Site**

The [Facebook Page Tab](#) section of your dashboard allows you to install a tab to the top of your Facebook page. The **Embed** section of your dashboard gives you some code you can copy and paste into your website to show the promotion there. You can even do both of these at the same time.

☐ **Post the [woobox.com](#) offer link**

You can post the link to Facebook using our **Promote** feature, or you can copy and paste the link as a status update on your Facebook Page. You can also share on Twitter, via email, or on your web site with the same URL. We also recommend that you check out our blog post about [driving more traffic to your promotions](#).

☐ **Create a Facebook Ad**

If you want to drive additional traffic to the offer, go to the **Ads** section inside Woobox and [create an ad](#). We make it easy to set up a custom audience and promote to it at any budget.

☐ **Pick a winner**

Once your contest is over, head to the **Winners** section of your dashboard to [choose 1 or more winners](#). You can do this as often as you need to, even during the contest, with no problem.

☐ **Export your data**

Woobox provides a CSV file with [all of the information](#) that users have provided to you. Just go to the **Entries** or **Vouchers** section of your dashboard and click the "Export" link in the upper right corner of the page, then click "Create Export" to start the process. This can be opened in Excel or any spreadsheet management software for easy viewing.