CREATOR HUB
by crowd**fundr**

Campaign Promotion Workbook

Use this workbook in conjunction with the Campaign Promotion Toolkit on the HUB:

https://crowdfundr.com/creatorhub/campaign-promotion-toolkit/

Defining Your Crowd

WHO is my crowd?

WHAT can I discuss with my crowd?

WHERE is my crowd?

HOW can I engage my crowd?

WHEN can I bring my project to my crowd?

Promotional Timeline

Promotion	Release Date	Where will it be posted?

Update Schedule

Update Content	Posting Date

Top Tier Crowd

Name	Email	Name	Email

Newsletter Planning

	Core Message	CTA	Subject Line	Media	Links
Week 1					
Week 2					
Week 3					
Week 4					
Week 5					
Week 6					
Week 7					
Week 8					

Landing Page

Above the Fold	
Core Message	
Gift to subscriber (discount, free download, etc.)	
Call to action	
Picture/Graphics ideas	
Below the Fold	
Section 1 (E.g. Who am I?)	
Section 2 (E.g. Why are we here?)	
Section 3 (E.g. Who will love this?	
Section 4 (E.G. What happens next?	
Second call to action	

Ad Planning

	Headline/Core Message	Target Keywords	Gift/Discount	CTA
Ad #1				
Ad #2				
Ad #3				
Ad #4				

Borrowing a Crowd Brainstorm

Media (Industry news, radio, TV, podcast, blogs, etc.)	Industry Influencers Sector leaders, associations, conventions, etc.	Online Influencers People with large followings who may consider endorsing you