



salt marketing

How To Plan A Giveaway

INTERACTIVE WORKSHEET

Done right, this giveaway play becomes a powerful attraction and revenue generation strategy.

WHY AND WHEN YOU SHOULD RUN A GIVEAWAY

We all know that one of the hardest parts of growing your practice is cutting through the noise and getting your audience's attention. If your email list or social media following feels quiet or disengaged, it doesn't necessarily mean they're not interested—it often means they need a strong reason to take notice again.

That's where a giveaway comes in.

For a highly disengaged audience, nothing motivates like “free.” People love the chance to win something valuable without risk. A well-designed giveaway not only reignites excitement but also gets your brand back on their radar.

It's like flipping a switch—suddenly, people who've been scrolling past your posts or ignoring your emails are opening, clicking, and talking about you again.

But this isn't just about giving something away. Done right, a giveaway becomes a powerful attraction strategy.

It helps you:

- Re-engage your audience – bring back past clients, old leads, or followers who've gone quiet.
- Expand your reach – when participants share with friends, you tap into new networks without ad spend.
- Generate buzz and momentum – people start talking, tagging, and spreading the word.
- Open the door for conversions – once attention is back on you, you can nurture that interest into booked consultations and paying clients.

This strategy works best when:

- Your current audience has gone quiet and needs a reason to re-engage.
- You want to grow your local visibility quickly.
- You're launching a new treatment, technology, or seasonal offer and want people excited about it.
- You're looking for a low-cost, high-impact way to generate leads.

When planned and timed correctly, a giveaway like this can spark weeks of energy, attention, and new conversations—laying the foundation for long-term clients. Think of it as priming the pump: you're not just giving away something free, you're creating momentum that helps your business grow.

LET'S GET STARTED!

GIVEAWAY PLANNING WORKSHEET

This worksheet will help you plan your 2-week giveaway. Once completed, you'll have everything needed to run the campaign smoothly!

DEFINE YOUR AUDIENCE

Who am I trying to reach (check all that apply)?

- Past patients
- Dormant email list
- Social Media followers
- Local new audience
- Other: _____

CHOOSE YOUR GRAND PRIZE

Grand Prize Name:

Treatment/Package Included:

Retail Value (\$):

Why will this excite my audience?

CHOOSE YOUR SECONDARY PRIZE ("PARTICIPATION TROPHY")

Everyone who doesn't win gets:

Format (discount / voucher / bonus session / gift card):

Expiration Deadline (within 7 days):

PROMOTIONAL OFFER STRUCTURE

What will make my offer irresistible?

Final Price or Discount:

How will I describe it? (scholarship, voucher, etc.):

Value comparison (example: "\$1,200 value for just \$799"):

ENTRY REQUIREMENTS

Contact Info to Collect on lead form:

- Name
- Phone
- Email

Other: _____

Eligibility Question(s):

Qualifying Actions (check all that apply):

- Follow us on social
- Share the giveaway post
- Tag a friend
- Join our email list / VIP text club

Other: _____

DATES & TIMELINE

Start Date: _____

End Date (Grand Prize Drawing): _____

Promotional Offer Redemption Deadline: _____

CONTENT PLAN

How will I keep hype alive each day?

- Social media countdown posts
- Email updates
- Text reminders
- Testimonials / before & after photos
- Live demo or video story

Other: _____

WINNER ANNOUNCEMENT

How will I announce?

- Facebook Live
- Instagram Post/Story
- Email blast
- Text message
- Other _____

Date & Time of Announcement: _____

Follow-up plan for all entrants: _____

SCARCITY & URGENCY

How will I limit this offer?

- By Time (deadline to enter is __/__/__)
- By Quantity (only ___ discounted packages available)

REFERRALS (OPTIONAL)

Will I include a referral incentive?

- Yes No

If yes, what's the incentive? (ex. if referred contact wins, referrer also wins, etc.) _____

How will I track referrals (Keap, etc.)?

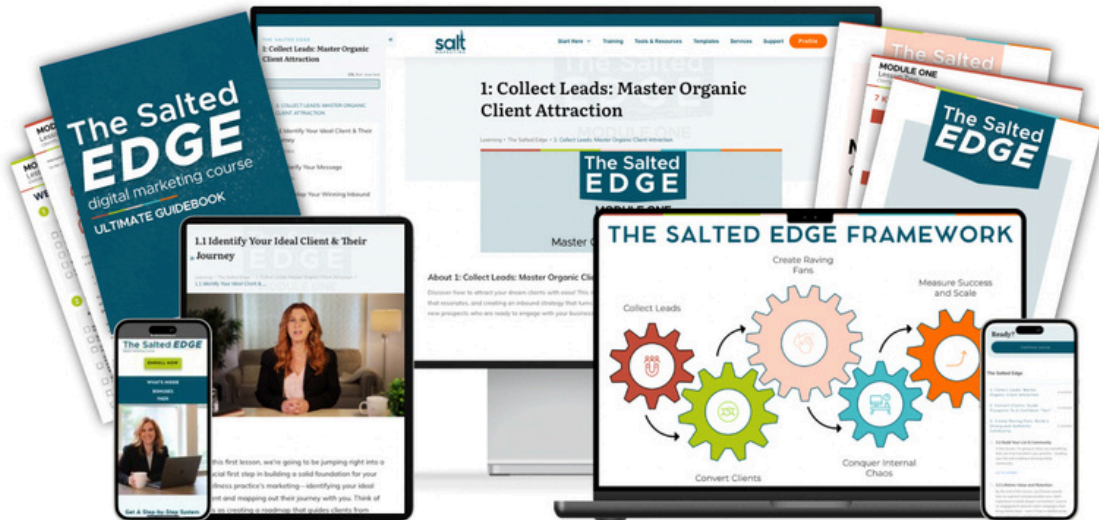
LEGAL CONSIDERATIONS

Have I clearly stated in rules:

- How winner will be chosen
- That someone will win the Grand Prize
- Eligibility requirements
- That more than one prize can be awarded

Consult legal counsel? Yes No

THE SALTED EDGE MEMBERSHIP



READY TO GET STARTED?

You've now got a proven giveaway playbook—if you want this kind of momentum every month (without reinventing the wheel), The Salted Edge is your next step. It gives you the complete wellness marketing system—done-with-you playbooks, plug-and-play email/SMS templates, prebuilt automations, content calendars, and live coaching—so you can launch faster, fill your schedule, and grow with confidence. Instead of scattered tactics, you'll run repeatable campaigns that attract ideal clients, convert interest into bookings, and turn happy patients into raving fans. Don't let this plan sit idle—plug it into The Salted Edge and turn one giveaway into a predictable growth engine.

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