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Hosting a Giveaway



Segilola Salami

The Segilola Salami Show

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Hello!

As an upcoming guest of The Segilola Salami Show, I am pleased that you are interested in hosting a giveaway on the show.

Giveaways have been shown to increase engagement with a brand, especially online. In this document, I share with you what you can expect from hosting a giveaway on my podcast and the benefits of doing so.

If you have any questions not answered in this document after reading it, please send me an email at: Segilola@SegilolaSalami.co.uk.

I look forward to chatting with you on my podcast.

Best wishes,

Segilola Salami

About The Segilola Salami Show

The Segilola Salami Show is a podcast show set in a virtual café and is about books and publishing. Guest come on the show to talk about the books they've written, publishing related services they offer and/or books they love reading or books that have influenced their lives positively.

Listeners find the show educative, motivational and/or inspirational but in an entertaining way.

The show is not in your standard interview format but rather a very chilled out discussion amongst 'virtual friends'

Guests come on the show because the show has been proven to drive brand awareness and increase sales.

Please [click here to read what other guests on the show have said about the appearance](#).

If per chance this document was shared with you by someone else and you would like to [book your slot to appear as a guest on the show, please click here to do so](#).

[If you have not listened to a previous episode of the show yet, please click here to do so](#).

What is a giveaway?

Giveaways, also known as Sweepstakes, is a prize draw from qualifying entries. Entrants do not need to differentiate themselves qualitatively and are thus drawn randomly for winner selection.

Benefits of a giveaway

1) Increase in engagement online

By hosting a giveaway, you incentivise people to engage with you online. You are likely to see an increase in the number of people following, liking, commenting and/or tweeting about you.

2) Expand brand awareness

Participants of your giveaway become your brand ambassadors and will tell everyone in their network about you and/or your brand, products or services. This way, more people outside of your social network will find out about your brand, products or services.

3) Increase your subscribers and collect data

Hosting a giveaway incentivises people to subscribe to your mailing list. This way, you get to collect their email addresses to promote/upsell your products and/or services later.

4) Increase sales by upselling

You can use a giveaway to let people know about the other products and services you offer and may be a good opportunity to upsell your other products. This is a great opportunity because you know that they are already interested in what you have to offer. For instance, you may giveaway book 3 of your trilogy and giveaway participants may be intrigued enough to want to buy the other books in the series.

Giveaway on The Segilola Salami Show

Offering a prize to giveaway on The Segilola Salami Show is completely at the discretion of every guest of the show.

If a guest opts to offer a giveaway prize, it is recommended that the prize is worth at least £30 as such giveaways have been shown to drive the most engagement.

Ideal prizes can be: Amazon giftcards or physical products that can be posted to the winner(s).

Giveaways are run using the Gleam widget and winner(s) are chosen automatically and randomly by Gleam.

The minimum giveaway number of prizes is one (1), however, the guest may offer as many prizes as he or she chooses.

The giveaway starts from the day the podcast episode goes live and runs for one month.

If the prize sponsor is on Twitter, they are likely to see an increase in the number of mentions their twitter handle gets as a minimum.

At the end of the giveaway period, the winner(s) are sent an email notifying them of this. Should the winner(s) opt to accept their prize, they will contact the prize sponsor directly to arrange delivery.

Prize sponsors will only get the email address(es) of winners who accept to collect their prize(s).

Podcast stats

As at November 2018, here are the stats each episode gets within the **first 2 weeks** of an episode being released:

- 1) An episode without a giveaway gets 400 downloads on average
- 2) An episode with a giveaway with a prize less than £30 gets 600 downloads on average
- 3) An episode with a giveaway with a prize worth at least £30 gets 900 downloads on average

In addition to 1 – 3 above, when a guest takes out a separate marketing campaign to complement their appearance on the show, their episode can easily get downloaded 4000 times. Here's what one such episode got:

Melisa Ruscsak: [Learn how to design a book cover](#)

3,651



That said, the number of times an episode is downloaded doesn't equate to the number of times each unique user listens to the show. Someone may download an episode but not get around to listening to it whilst another person may download an episode and listen to it 10 times.

My October stats are yet to be fully finalised but so far, the show was listened to over 10,000 times overall in October for at least 30 seconds.

October, 2018	PENDING	PENDING	PENDING
Type	Context	Delivery Unit	Delivered
Audio Ads	Multi Channel	Impressions	10219

To put these figures into context, it has been said that the average podcast episode gets downloaded 141 times within the first 30 days of being released

Google

average number of downloads per podcast episode

All News Images Videos Shopping More Settings Tools

About 14,100,000 results (0.67 seconds)

How many downloads does the average podcast get?

A podcast episode that has been live approximately **30** days averages **141 downloads**. If you have over **3400 downloads** you are in the top 10%.

[Average Downloads for New Podcasts: 13 real-world examples and ...](https://incomeschool.com/average-podcast-downloads-new-show/)

Search for: [How many downloads does the average podcast get?](#)

About this result Feedback

This shows that The Segilola Salami Show is currently ranking between the top 50% - 10% of podcast shows. This is quite impressive (if I do say so myself) for a once weekly podcast show hosted by someone who is not a celebrity.

Ready to offer a prize?

If you've made it this far down, then I'm guessing you are probably still interested in offering a giveaway prize.

I must clarify that offering a giveaway prize **is not compulsory**. If [after booking your slot to appear as a guest on The Segilola Salami Show](#), you do not want to offer a prize, you don't have to do anything.

Should you opt to offer a giveaway prize, here are your options:

- 1) Offer a prize worth less than £30
- 2) Offer a prize worth at least £30

Please note that your prize must either be an Amazon giftcard or a physical product.

In addition to 1 - 2 above, you are encouraged to take out a marketing campaign to extensively promote your episode using pay per click ads. The ads are run on any of the following platforms: Facebook, Twitter, Reddit, Outbrain

The marketing campaign costs £350 (includes PayPal + set up fees) and will run from the day your episode goes live.

Segilola Salami's marketing campaign

If you would like to take out the marketing campaign, please pay £350 to IyaYetunde1@gmail.com via PayPal now. You can [also click on this link to make the payment](#).

After making your payment, please send an email to Segilola Salami at: Segilola@SegilolaSalami.co.uk stating that you have paid for the marketing campaign and include all the details of the prize you want to giveaway.

Please note that you are welcome to take out a marketing campaign even if you do not have a prize to offer for a giveaway.

When the episode you appear in has been scheduled, you will receive an email telling you that your giveaway has also been scheduled as well as your pay per click marketing campaign.

At the end of your giveaway, you will receive an email with the email addresses of everyone who took part in your giveaway.

This is quite useful as you can use it to build it on your marketing activities. For instance, if the prize you offer is hardback copy of your book, you can send an email to all the entrants offering them a free ebook copy in exchange for a review. The possibilities are endless!