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Chapter 2: Planning Your Campaign

Successful campaigns require great planning. We'll walk you through the elements of a campaign plan.

A well-timed plan will give your campaign its best shot at success. To help you build yours, we'll review all the elements of an effective pre-campaign plan.

Map

0%

Strategy

Planning

ROADMAP

Success with research and a clear plan

When you browse the crowdfunding pages for some of Indiegogo's most successful campaigns, you'll see products that have met and exceeded their funding goals, products that have been adopted into national television shows, and films that have taken the festival circuit by storm. Behind every campaign is a thoughtful strategy and a clear plan. A great idea is just the start—the most successful Indiegogo campaigns are typically deliberate with every aspect of their timing. We've assembled some of the most

ere to help you launch strong and finish even stronger.

FIRST 30%

With your first 30% already in place

ousands of entrepreneurs and crowdfunding campaigns, we've found that 30% is an
er to remember. Campaigns that reach 30% of their goal in the first two days are much more
their ultimate crowdfunding goal. By racing quickly to 30%, you build important early
I give prospective backers confidence that your campaign is on track for success. (Stay
er 3 we'll cover valuable tips for growing your audience and reaching 30%.)

ALS

nable goals and think in stages

al can be the hardest part of starting a campaign, and there are a variety of strategies to
ing funding your project in stages. Most campaigners that raise millions of dollars start by
aller campaign, and grow their audience from there. For example, the TrackR team ran
[unding campaigns](#) on their way to launching the [TrackR Bravo](#), a coin-sized device for
ables that attracted more than \$1.7 million in funding on Indiegogo.

Entrepreneurs have found success by setting a low goal, which can help build confidence with backers during a campaign. If you want to raise \$25,000, for example, consider instead aiming for \$20,000 and then working toward your stretch goal. Many entrepreneurs use a combination of these strategies to reach their

EMAIL STRATEGY

Start email outreach early and often

Underestimate the power of email to excite and rally your fans. Our research indicates that the average response rate from email is 34% higher than other forms of outreach, making it an ideal method for reaching your supporters. Compared with social media posts or public relations efforts, email allows you to track how many potential supporters were reached with your message and how many responded, letting you know how well your engagement efforts have succeeded. There are a number of free email tools like [Gmail](#) that you can use to start your email outreach.

1 & TIMING

Team to divide and conquer on tasks

Because crowdfunding can require a lot of ongoing work, perhaps even on par with a full-time job, so you may not have enough people-power available to make the most of the experience. Whether you're working with business partners or simply family and friends, a well-organized team can help amplify your efforts. From posting to social media, responding to inquiries or updating your campaign page. Additionally, you should assign your team to set aside ample time in the planning stages. As a general rule, reserve at least 60 days before the campaign and 30 days to manage the campaign after launch. With a campaign team on hand, you'll be able to achieve and manage more in those 90 days than you could alone.

RESOURCE

1st step: Get the Pre-Launch Prep Kit

Detailed tips and tricks for planning your campaign

Step-by-step guidance for the 2 months leading up to your launch

IT

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