

How to Build Your List With a Free Giveaway

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Free giveaways, also known as JV giveaways, are still amongst the best ways for people to get their list building efforts started. In the golden days, a single giveaway event would bring in tens of thousands of subscribers. The numbers are much lower now, but a good giveaway event today with dedicated partners could reasonably bring in a few thousand members.

Free giveaways are similar to a mass ad swap, where people basically exchange list members, but it is more complicated than that. People who sign up prior to the event's launch date are signed up as gift contributors. These people contribute one or more free products to the giveaway which members, or people who join after the event launches, can choose to opt-in to the contributor's list to receive. Merely joining a giveaway as a contributor will not build your list. There are many factors which determine the number of subscribers that you get from a giveaway event.

There are a few giveaway scripts on the market right now and they are not expensive. As a result, quite a few people have a giveaway script and have run giveaways before. There are recognized giveaway marketers who consistently run highly successful giveaways while there are other giveaways that only get a couple hundred members. One factor to the success of a giveaway is who the event organizer is and the name recognition that they enjoy within the giveaway marketing arena. Well-known giveaway marketers have the contacts necessary to put together wildly successful events which is why they are generally able to put them together without much effort. Once you have picked a giveaway to join that you know will be successful, you'll need to submit a free product as a gift. Along with having a product to submit, you'll also need a squeeze page to capture names and email address, and a download page where you should thank your new subscriber for opting in and then present them with their files for download.

Aside from the popularity of the event itself, a major factor which can determine how many subscribers you get from an event depends on the quality of your offer. If you have a good set of graphics, a good description, a good product, and a well written squeeze page, then you can be sure that you'll get a good number of leads.

The last major factor that can affect your success with giveaways is your gift's ranking within the giveaway. Gifts submitted by contributors are ranked by how many points they have which are awarded based on referrals of members and other contributors. So before you think you can just upload a gift and then watch the leads roll in, recall the point about giveaways being similar in a way to ad swaps. Like ad swaps, giveaways require action on both parties in order for it to be a success. The more you promote a giveaway, the higher your gift will rank and therefore will get more visibility. Setting up a gift and submitting shouldn't take more than fifteen minutes and if you manage to get your gift on the front page of all the gifts, then you can realistically get a few hundred or even a thousand subscribers, just for fifteen minutes of work.

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