

MARKETING YOUR CAMPAIGN GUIDE



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Marketing your campaign.

To create a successful Crowdfunding campaign, a company will need to consider its marketing activities before and after the launch of its pitch. Without sufficient marketing, it is likely a pitch will not succeed.

Below we have listed a number of essential and recommended activities that will help you to spread your message, **but you can always do more**. Remember it is key to arrange some initial investors for the day you launch, this will help you to build momentum and validate your company idea.

Essential marketing activities:

1. **Contact the press:** draft a press release, which you can share with your local, regional, national and trade media, including bloggers.

Ensure you mention your goals, the amount you are looking to raise, why you are looking to raise this amount and a direct link to your pitch. It is a smart idea to come up with a series of press releases focusing on different angles that can be shared with different publications and audiences.

2. **Prepare emails:** send out emails to your contacts, colleagues, friends and family explaining your company, the need for a fundraiser and with a link to your pitch asking for their support.

You can also consider speaking to customers, suppliers and any key stakeholders in your company. If they cannot invest, ask them to share the pitch with their networks too.

3. **Send a tweet:** share your pitch link regularly on Facebook, LinkedIn, Twitter etc. This will get the wider crowd and your audience involved with your campaign.

Example of tweet: We are fundraising on @crowdforangels, Check out our pitch and give us your support here: [Link to pitch]

4. **Use your website:** on your home page create a pop-up advertising your fundraiser with a direct link to your pitch. This pop-up should include essential information about your pitch such as the amount you are trying to raise and any rewards you offer to ensure the visitors can decide if they are interested in investing.

Suggested marketing activities.

1. **Contact Angels:** Speak to angel investors and angel networks to try to secure investment. Use direct language when asking them to invest and prepare a 30 second elevator pitch. You might consider adding your pitch to investment directories such as <https://www.angelinvestmentnetwork.co.uk>, who charge a small upfront fee.
2. **Neighbourhood Promotion:** Put flyers in your local shops and market the pitch on your products. This will give you a chance to meet your client base and give them an opportunity to invest.
3. **Events:** Make sure to attend regular investor and business events where you can meet potential investors, showcase your products and express your vision. Two useful sites to use are <https://www.eventbrite.co.uk/> and <http://www.meetup.com/>.
4. **Interact with the Crowd:** Set up webinar and take investors through your company, demonstrate your qualities and answer any questions investors may have. We can market this to our investors, so consider the location, timing and audience.
5. **Paid for Advertising:** For larger raises, you might consider using paid for advertising such as banner ads on Google, print ads in the Investors Chronicle or even a Solus email with ADVFN. These providers offer a proven track record when it comes to attracting investors and can be a source of funding. Talk to one of our team about what you want to achieve and your budget, so we can give you guidance on what will work best for you.