

# Planning and building buzz

## BUILD BUZZ

Let friends and family know about your campaign before it goes live. Plan a “Soft Launch” event. Encourage your close friends and family who you know you can rely on for funding to contribute as soon as you go live to gain instant momentum.

Hold events and remind your attendees when you are launching.

Use social media to build mystery and intrigue.

## LEVERAGE SOCIAL MEDIA

- Create a Twitter Account.
- Sign up for HootSuite<sup>20</sup> to broadcast and schedule updates across all your social platforms.
- Create a campaign-specific Facebook page, Twitter handle, and any other relevant social profile — if you don't already have a significant pre-existing following.
- Create a blog and follow other bloggers.

## USE YOUR SPONSORS/PARTNERS

If you have sponsors or partners, make sure they tap into their networks to build anticipation and announce your campaign's launch.

## PLAN YOUR MARKETING

How will you get the word out? Who will help you? What actions will you take offline to find contributors?

- Draft a press release and create a media plan.
- Compile a list of blogs and tastemakers with audiences that might be interested in your story.
- Email these contacts your press release after you've received some contributions from your friends and family to get you started.

## FORM A LAUNCH COMMITTEE

**Just before you launch:**

- Invite 5-10 friends over to review the draft mode of your campaign.
- Have them give feedback on what they like and what they would change. This engagement will encourage your friends and family to take more ownership in your project and share your campaign with their networks.

**Protest The Hero** a metal band from Ontario, Canada, left their record label and raised \$341,146 for their fourth album.

