

2key Campaign Hero Playbook

BEST PRACTICES

Your campaign

Based on the campaign's success rate to date, here are some practices that work better when sharing your campaign.

- Set an **achievable goal** & set a low minimum participation
- Be **clear & go straight to the point** in the campaign description
- **Be the driving force** behind your project, show your face & add your social accounts

The description

- **Be clear & go straight to the point** in the campaign's introduction
- **Storytelling**, narrate your story so they would like to be part of it
- **Go through details** and explain the **why** and **how** of the campaign
- **Profit from marketing**, add videos and pictures of your projects
- **Your team is the core of your organisation**, introduce them to your audience

Contractor

*Strong **initial sharing** & **clear explanations** are the 2 keys to your campaign success.*

To **source your existing community**, any medium is good, but you need to **be very clear on 2key's campaign mechanism**. The idea is to **engage your community**, your best ambassadors must convey your message beyond your boundaries. It is important to provide a clear explanation of the reward system to motivate your supporters. Depending on how you usually communicate with your community, you will use different means of communication. However, a **newsletter** is an efficient way **to share and explain the SmartLink campaign**. You can find some of our templates here ([link](#)).

To go further (or if no already existing community) you can recruit the **best players** in your environment (very large, it can be your clients) & the most **influential nodes**. Use the 2key reward system as an incentive for them and their community to spread your campaign. Depending on your sector of activity, different sources and mediums are relevant to find those seed sharers. However, **social media** remains today one of the best media, think about how to identify the most efficient tools (#hashtags, groups, following, liking, subscriber, ...)