

# Promoting and Marketing Your Crowdfunding Campaign!



# Thundafund

## The Crowdfunding Platform for African Creatives

For African entrepreneurs and creatives, Thundafund is the place where ideas meet life, and are reshaped ready for the market. Whether you're raising funds to start a business, test out your idea, reach out for a community project, launching your album or even grow your business and finding investors, our platform gives you the flexibility and creativity of presenting your business in an attractive way to get it moving.

**Start your campaign today,  
or access more education at  
[blog.thundafund.com](https://blog.thundafund.com)**

# Inside this guide

With over 8 years in the crowdfunding scene in Africa, Thundafund has gathered information from various experts, researches and crowdfunding champions, to bring this simple guide to a successful crowdfunding.

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# Why Promote Your Campaign?

*Without Promotion, something terrible happens...nothing!!*      *-P.T. Barnum*

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# The Benefits To Promoting My Campaign

- **Gain Traction For Funds**

**Yes!** Promoting and marketing your campaign is a great way to **gain traction** for your campaign. Traction means that people are checking out your campaign, and if they are, there's potential of funding it.

- **People Get to Know About It**

Without promoting your campaign, nobody will know about it. So, go ahead and **tell** your loved ones and colleagues about your campaign.

- **It Sets You Apart from Other Campaigns**

If you Google your campaign, you might realize there are a dozen campaigns in your category. Promoting yours sets it apart from the rest, depending on the channels that you use.



# Build A Contact List

*"When you speak to everyone, you speak to no one."*

*-Meredith Hill*

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# Contact List for Targeted Marketing

Every campaign is different and thus has a different audience. Find out who you are going to reach out to and how.

## To figure out your Target Audience, ask yourself:

- What is my campaign about?
- What makes my campaign unique?
- Who would I want to fund my campaign?

Come up with a list of people you are going to reach out to. Categorize them into groups e.g. family, friends, customers, etc.



# Come Up With Great Rewards!

*"The deepest principle in human nature is the craving to be appreciated."*

*-William James*

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# Characteristics of Great Rewards

Once you have found out your target audience, it's time to design something good for them to appreciate them. Rewards are a great way to do this.

Rewards can be items or discounts, social media shoutout, vouchers, tickets, certificates, etc.

## To come up with great rewards, ask yourself...

- What will **appeal to my funders**?
- Would they be willing to pay a **price** for it?
- If so, how much would they be willing to pay?
- What prices would they be most comfortable with?

Let your target market guide you!



# Using Social Media to Market Your Campaign

*"We don't have a choice on whether we do social media, the question is how well we do it."*

*- Eric Qualman*

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## How do I use Social Media in Marketing?

Each social media platform serves a **different purpose** in making your campaign successful. Each audience has its place in social media.

There are more brands vying for attention in social media platforms. This means that **users are overwhelmed by the sheer volume of content out there.**

**The most important thing is to learn where your audience is, and reach out to them where they are.**

Remember, to also do follows ups.



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## Using WhatsApp To Your Favor!

**90%** of the people you know will be in WhatsApp! This might be the most convenient way to reach to them.

Offer to **create a group** for your crowdfunding campaign and **create challenges** that will drive them to check out your campaign. e.g.

*Be the first to fund my project with just R 100!*

*Are you a starter? Starters give R 100 on the first day!!*

WhatsApp is a great tool for **building relationships**, it has a **higher conversion rate** than most social media platforms and email marketing. Moreover, it has little **cost of marketing**.

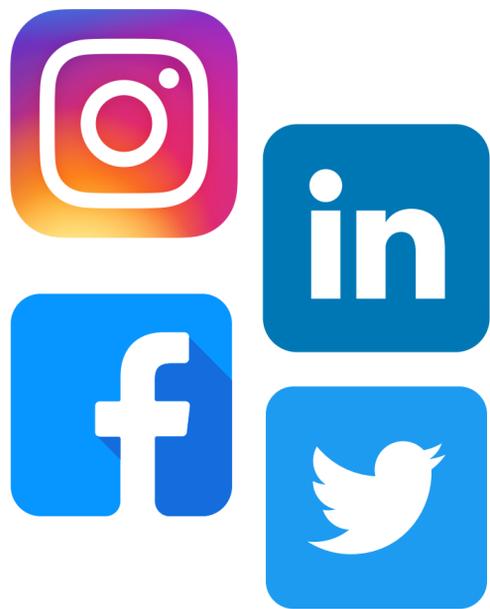


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## Facebook, Instagram, LinkedIn & Twitter

Before your campaign goes live, ensure you have a good **following** on these platforms. This ensures that you already have a community **to react** to your posts, and **engage** once your campaign is live.

Consider also creating **engaging stories** and/or short videos to drive people to your campaign. Use easy hashtags to trace your reach.



Remember to **sell your rewards** as they are a great way to get people to check out your campaign.

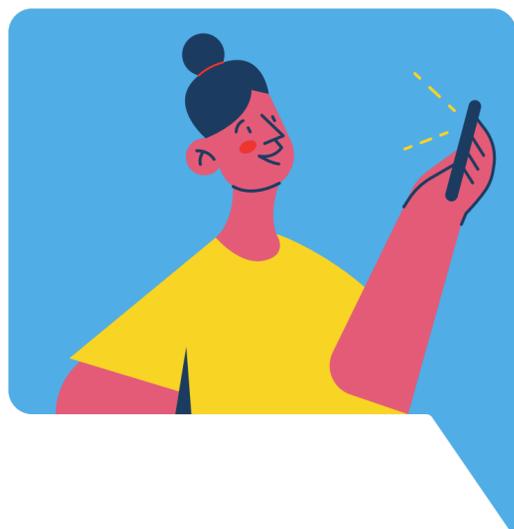
**Building a relationship** with your audience, reaching out to them where they are helps you drive meaningful traffic to your campaign.

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## Calls / Text Messages

For people that you may know at a personal level, it's best to reach out to them via text or phone calls.

This gives you a **better opportunity** to interact with them personally and explain your campaign. You will also get **real-time advice** from your networks.



**Remember, your closest networks are more familiar with you and are thus more likely to support your campaign.**

Always make sure that you thank them via phone calls or messages, as this is a more personalized form of communication.

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# Marketing Hybrid: Email Marketing + Calls / Text Messages

Email marketing is a great tool to build relationships for your campaign.

Since, the average person receives about 100 emails per day, you have to position yourself in a way that will increase chances of success.

Design a strategy on the number of people you will reach out to daily, personalizing each email to them. Then do follow ups to those who've made pledges. You can even do follows ups via phone calls or text messages.

**Remember, email is more 40 times effective than Facebook and Twitter combined. So, combining it with other forms of marketing will increase the rate at which people check out your campaign.**



# Do's and Don'ts of Social Media Marketing

*"In life, you must know what to do, and more importantly, what not to do." - Unknown*

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## Do's of Marketing Your Campaign

1. **Define** your audience. Everyone is as good as no one. Your audience will determine how you'll design your campaign, its rewards, and other marketing strategies.
2. Reach out to both the **offline and online audience**. Don't leave anyone behind.
3. **Word of mouth** is rich in getting funders. Speak about your campaign to your networks. Remember, passion recognizes passion.
4. Reach out to your audience where they are, in the platform they **use**.
5. Promote your campaign at **local events**.
6. **Join forums** within your industry. This will help you create awareness for your campaign, engage with prospective funders, learn tips and move.



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## More Do's of Marketing Your Campaign

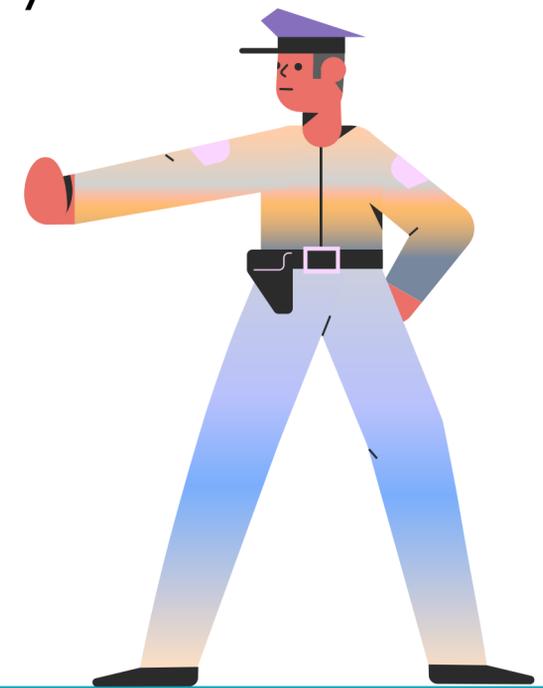
7. **Sell** your rewards to your audience.
8. Create **message and email templates** to share with your audience. This keeps it exciting and may prompt engagement.
9. Decide your campaign **launch date** and communicate this with your audience.
10. Create a **visually compelling campaign**, cool short videos to share on your social media platforms.
11. Always **have a plan** on marketing your campaign before it even goes live. The more aware people are of your project, the more likely they are to fund it.



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## Don'ts of Marketing Your Campaign

- 1. Don't use a social media platform that has no following.** Crowdfunding is an online fundraising and as such is dependent on online presence. If you don't have an online presence, then reach out to your offline or local audience.
- 2. Don't focus on digital marketing alone.** 90% of Ads will lead to people checking out your campaign but may not materialize to funding it. Digital marketing must be combined with other marketing styles like building relationships with your audience.
- 3. Don't assume what worked for another campaign will work for you.** Campaigns might be similar but the audience might be different. Give special attention to your audience, always caring about their needs.
- 4. Don't assume that you have to be present on all platforms.** Your audience is specific, reach out to them where they are.



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## Don'ts of Marketing Your Campaign

- 5. Don't assume that your marketing is working because you're getting more clicks or more followers.** Remember, the goal is to get funding. Always motivate your followers to do more.
- 6. Don't assume that you know all.** Always seek help from experts where applicable.
- 7. Don't assume that having your campaign page live is everything.** You need to spend time marketing it and use tips in this guide to gain more funding.

*If you would like to learn more about creating a cool campaign or have any questions, feel free to reach out to us at [support@thundafund.africa](mailto:support@thundafund.africa)*



# You're All Set!

*"Don't push people to where you want them to be;  
meet them where they are."*

*– Meghan Keaney Anderson,  
VP Marketing, HubSpot*



**Go Ahead & Market Your  
Campaign!**

**Visit Thundafund for more  
information**