

MARKETING YOUR PRODUCT

CROWDFUNDING & SOCIAL MEDIA



D2M

YOUR PRODUCT. OUR PASSION.

I've been involved with turning ideas into reality for 12 years and worked on over a thousand products. This e-book seeks to bring together the knowledge I have gained and that of other experts in the field, to help you turn your idea into a successful product. If you want some professional help, or even an initial free consultation or opinion on your idea's viability, don't hesitate to get in touch with D2M Innovation. In the meantime, enjoy the book and I wish you every success on the exciting journey of commercialising a product – there's nothing else like it!

- Phil Staunton: MD - D2M Innovation

Contents

1. Crowdfunding Overview.....	2 - 3
2. Choosing The Right Platform For You.....	3 - 6
3. Developing A Campaign.....	7
4. Pledge Add-Ons.....	8
5. Marketing The Campaign.....	9
6. Social Media.....	10 - 14
7. Launch Event.....	14 - 15
8. Targeting and Approaching Key Bloggers.....	15
9. Approaching Organisations.....	16
10. YouTube Promoters and Reviewers.....	16
11. PR.....	16 - 17
12. Client Tips.....	17 - 20
13. Shipping Your Rewards.....	20
14. CASE STUDY: EQUERRY	
15. Description of the Crowdfunding Product.....	22
16. The Crowdfunding Campaign.....	23
17. Equerry Rewards.....	24
18. Equerry Funding Goals.....	24
19. Equerry Press Release.....	25
20. Equerry Tweets.....	26
21. Equerry: The Campaign.....	27
22. APPENDIX	
23. Promotional Email For Crowdfunding.....	29 - 33
24. Backer Management During The Campaign.....	34
25. Useful Twitter Users.....	34

Crowdfunding Overview

Crowd funding is a method of raising investment from many different backers (or a 'crowd') by which each backer takes a small stake in a business idea or project by contributing towards an online funding target. Most crowd funding platforms won't charge you for publishing a pitch and it is likely that you won't be charged at all if your funding target is not reached. If you do reach your target, the platform you've used may take a 5% commission. Crowd funding has the potential to create a strong network of support for your product because each of your backers would want to see your idea realised. To that end, they may promote your product to others, sourcing more funding. A successful investment bid can also be used to promote your product by creating an interesting story that can be sold to the national or local press. Such publicity would also display the enthusiasm of your backers for your product.

Another benefit of crowd funding is that it provides a quick, simple way for people to invest in your product, for which there can be tax relief advantages. Under the government's Seed Enterprise Investment Scheme, anyone investing £500-£100,000 in a qualifying start-up will become eligible for income tax relief worth 50% of the amount invested.

Most crowd funding platforms share certain features, such as an all-or-nothing system of fundraising in which money is only received if a funding target is hit. However, platforms do differ as to whether they are reward-based or equity-based. A reward-based platform will require you to offer backers a reward as an incentive to invest in your product. Rewards often vary according to level of investment and are usually related to the product in some way (a discount on its purchase, for example). An equity-based platform will require you to offer investors shares in your business.

Reward-based platforms are most common, in part because they involve fewer legal restrictions than equity-based platforms. They are particularly useful to creative projects and start-ups because they provide a means of selling a product before it is launched and using the money earned for its manufacture. It is important to remember that most reward-based platforms use some form of payment processing service, which will typically charge 2-3.5% for every transaction. This is a cost you will need to consider when setting your funding target. If you use a reward-based platform, your commitment to your backers will end when you deliver their rewards.



Equity-based platforms are useful to businesses that require larger amounts of investment. If you opt for this type of platform, you will need to determine beforehand how much equity you are willing to surrender. You will also need to demonstrate to potential investors that your idea is commercially viable and that the value of their shares is likely to increase.

Unlike those that are reward-based, equity-based platforms generally make use of bank transfers, which means that you will not incur extra charges for using a payment processing service to receive your funding. Your commitment to your investors will be on going and may entail keeping them informed with updates on the growth of your business.

Crowd funding is most effective when you build an inspiring narrative around your idea in order to excite potential investors. Most platforms allow you to upload videos as part of your pitch, to help you to achieve this. Carefully constructing your business plan or reward scheme before you make your pitch will also help to ensure that you are successful at utilising this method of funding.

For more information on crowdfunding and to find other crowdfunding services visit the following Wikipedia page:

http://en.wikipedia.org/wiki/Comparison_of_crowd_funding_services

Choosing The Right Platform For You

There are various Crowd Funding platforms that D2M clients have used...

Kickstarter (reward-based platform) - www.kickstarter.com

Recently launched in the UK, US company Kickstarter is a reward-based platform for creative projects. To pitch your project on Kickstarter, you must be able to complete it and to produce something by it; you cannot pitch an idea for an on-going service. Kickstarter is primarily a platform for creative projects like making books, albums and films: as such, it features a list of prohibited items that it does not allow to be pitched. Notable amongst these items are mother and baby products.

To encourage investment in your project on Kickstarter, you must offer rewards. These are usually items produced by your project that may vary according to how much is invested. You must list an 'Estimated Delivery Date' and can price rewards at £1-5,000. You will also be encouraged to present a plan for the completion of your project and to provide background information about yourself and any previous, relevant projects on which you have worked.

If you hit or exceed your funding target, Kickstarter will charge a 5% commission on what you receive and a payment processing fee of 3-5% on every transaction. VAT will also be added to these charges, which is likely to be approximately 1-2% of the funds you receive.

Indiegogo (equity-based platform) - www.indiegogo.com:

With Indiegogo you can raise funds and find your first customers with a crowdfunding campaign. Indiegogo allows you to:

- Raise Initial Funds:** Generate the starter capital you need to validate your idea and develop your product.
- Extend Your Reach:** Their network is your network. Find your first customers and build your community from millions of early adopters on Indiegogo.
- Build Your Business:** Access expert support from campaign strategists, as well as Indiegogo's exclusive manufacturing, fulfillment and retail partners.

They charge a 5% platform fee on the funds you raise. There is a 3% + \$0.30 fee charged by 3rd party payment providers on the funds you raise.

Magnetips™

D2M helped Noam develop Magnetips. During the design process he went on to raise over £400,000 which was 3714% more than he initially budgeted. This was achieved using both Kickstarter and Indiegogo.

YOUR PRODUCT. OUR PASSION.

MAGNETIPS

Client:
NOAM BAR YOHAI

MAGNETIPS
INCREDIBLE MAGNETIC PENS!

Refillable fineliners combined with super strong Neodymium magnets that makes for a superb, fun construction set that you can also colour with!

£435,745 RAISED

on **KICKSTARTER**
INDIEGOGO

3714% FUNDED ON
10TH MARCH 2016

CrowdCube (equity-based platform) - www.crowdcube.com

Crowdcube is an equity-based platform for new businesses and start-ups. In order to pitch a business idea on Crowdcube, you will need to state your funding target and the amount of equity you are prepared to offer in return for investment. You will also need to submit a clear business plan and financial forecasts. These are required to demonstrate your financial position, which will inform investors when evaluating your business model and growth potential. Three years worth of profit and loss, cash flow and balance sheet forecasts are necessary.

Crowdcube sets a minimum funding target of £10,000 and a limit of 60 days for the duration of pitches. If this time limit is reached but your funding target is not, you will not receive any funds and will not incur charges. If you reach your funding target, Crowdcube will charge a 5% commission on what you receive and £1,750 in legal fees when investment in your business has been completed. At this time, funds will be transferred to your bank account and investors will receive certificates detailing the equity they own in your business.

Crowd funding is most effective when you build an inspiring narrative around your idea in order to excite potential investors. Most platforms allow you to upload videos as part of your pitch to help you to achieve this. Carefully constructing your business plan or reward scheme before you make your pitch will also help to ensure that you are successful at utilizing this method of funding.



The graphic features a background image of several Omnio strollers in various colors (red, grey, black). The Omnio logo is prominently displayed in the top left. A circular inset photo shows Markus and Samantha Warwick, the founders. The text is arranged in a clean, modern layout with a dark bar at the bottom for the funding amount.

Client:
MARKUS & SAMANTHA WARWICK

OMNIO
THE PORTABLE STROLLER

Omnio has been designed to offer convenient portability to parents of active children aged 6 months to 5 years, whilst providing a comfortable place to sit. At less than 8kg, Omnio is one of the lightest and most compact portable strollers on the market.

£439,060 RAISED

on  crowdcube

110% FUNDED ON
15TH AUGUST 2015

Omnio™

Markus and Samantha have been through two rounds of crowdfunding. Their first round raised over £400,000 and their second nearly £200,000 enabling them to set up their new company and develop their products.

Seedr (equity-based platform) - www.seedrs.com

Seedrs is another crowdfunding platform for required investments of under £150,000. They take 7.5% of successful investments. The maximum investment period for someone on Seedrs is 90 days. Their aim is to help early-stage start-ups and especially pre-revenue businesses which means that potential investors who are looking to build up their investment portfolios can get involved at the start to help you grow and get the best rate of investment. Friends and family can also support pitches with minimum investments of only £10. To maintain the protection of IP only a brief description is included on the website.

FIG (find, invest, grow) - www.findinvestgrow.com

FIG is a slightly different type of platform: a few projects or 'seeds' from a number of applications are selected. They also have an elite group of investors who can look through the projects on offer and decide to invest as well as sometimes helping by managing or providing expertise. FIG is particularly focused on recent graduates and younger entrepreneurs.



Developing A Campaign

Setting Reward Tiers:

Reward tiers are the tangible items people buy in order to support your campaign. If these are wrong then people won't back the campaign as potential backers won't be inspired by what you are asking them to pay for.

Picking the right value and spread of rewards is essential to success. A discount should be offered on RRP.

In general you should have:

Low value reward to build number of backers - £2. This is likely to be an honourable mention - name on website for example. The backer then gets regular updates and might be persuaded by your campaign updates to back the campaign to a higher amount later on when they see how successful the campaign is. A low value reward is offered to help increase the number of backers without requiring people to put too much money in. This leads to a higher number of backers which makes the campaign more attractive to other potential backers as people review the number of backers and not just not the percentage of total raised before deciding to support the campaign.

Mid value rewards: The product itself. You can then build out an Early bird product reward that get a further discount encouraging people not to wait too long before backing the campaign.

Consider offering 2 products as a more expensive mid-value reward.

High value reward: Dinner with the founder and a product hand delivered by the founder.

(Please not these rewards are examples only).

In order to decide final product reward values it is important to finalise profit margin and descriptions.

Shipping costs need to be considered. See later section on this.

Add-ons are not part of the core Kickstarter functionality, but they were created as a way for campaigners to provide more 'rewards' or 'perks' for backers to choose from.

For example, if an inventor is Kickstarting a new phone and wanted to allow backers to also pre-order an accessory for that phone, he or she could offer the accessory as a £15 add-on to an existing reward tier that has already been chosen by backers.

A backer, who has already pledged £30 for the phone at the appropriate reward tier, would then need to add £15 to their pledge to claim the additional accessory reward.

Pledge Add-Ons

PLEDGE ADD-ONS

You can add additional items to your pledge level by simply choosing the item(s) you would like and then following the instructions below to add to your pledge! *All add-ons require base pledge to be at the £25 tier and above. Instructions for adding add-ons can be found below:*



There are a few steps before announcing a special add-on to your backers.

1. The pledge tiers need to be decided that can have an add-on. In the example, only individuals who had chosen at least the £25 reward tier could access the add-on.
2. Add-ons should be priced appropriately. The quantity for each add-on needs to be specified.
3. It's extremely important that there is a long-form set of instructions as to how your backers can go about claiming an add-on and what add-ons are available.
4. Finally, we need to determine how and when we announce the add-on to the backers. Social media is one option, in a specific update, but it is likely to also be on the blog, and on the mailing list. We will include a special note at the end of your rewards section with a graphic (both the tiers and the section in the campaign text), explaining that there are add-ons available.
5. When your project is completed, you will need to figure out which backers chose add-ons and which additional perks they wanted. We suggest that all clients sign-up to backerkit to manage this.

Marketing The Campaign

Fail to prepare, prepare to fail.

The time before launching a new campaign is the most vital. You will need to identify your e-mail marketing list and confirm a strategy that will help you get off to a flying start on your campaign.

During the build up you should:

1. Draft your press release
2. Write and schedule the first 25 tweets for week one
3. Draft Facebook, google pages and linked in posts and schedule where possible
4. Draft emails to your personal contacts to help support
5. Consider submitting to crowdfunding support websites such as backerclub.co
6. Build press contact list and complete initial follow-up
7. Talk to local press to see what support can be called upon.

This is one of the most important parts of the crowd funding campaign. The larger the audience is, the better chance you have of developing relationships with them that will lead to pledges. All campaigns have to start with your personal network. Getting thirty percentage funded is crucial to looking like the campaign is popular and likely to succeed and this draws in other backers and also gives you a change of being a kickstarter staff pick which really helps boost the campaign. Some people suggest that you ought to have a list of around 300 guaranteed backers before launching the campaign.

This would be great but is very hard to achieve. However, it is certainly the case that you should use your personal network to get as many early backers to support the campaign as possible.

Separate your contacts into lists of friends and family and business and acquaintances. Identify the most influential people on your list. Who has a large network? Who has a high-profile position? Who is a business owner? Reach out to these people with a private personalised message.

Social Media

NB: Ensure you keep a record of all your social media account logins and passwords.

Create Social Media Presence

A social media profile is meant to develop rapport with potential followers. You want people to make a quick judgement that you are competent, engaged, likable, and trustworthy. For your profile to be optimised, make sure you've followed the right steps.

Including:

- Set-up and design of pages with Channel Art using your branding and information.
- Expanding your network on Facebook, Twitter, YouTube, LinkedIn all included (if applicable)
- Complete and optimise all required fields for your online profile.

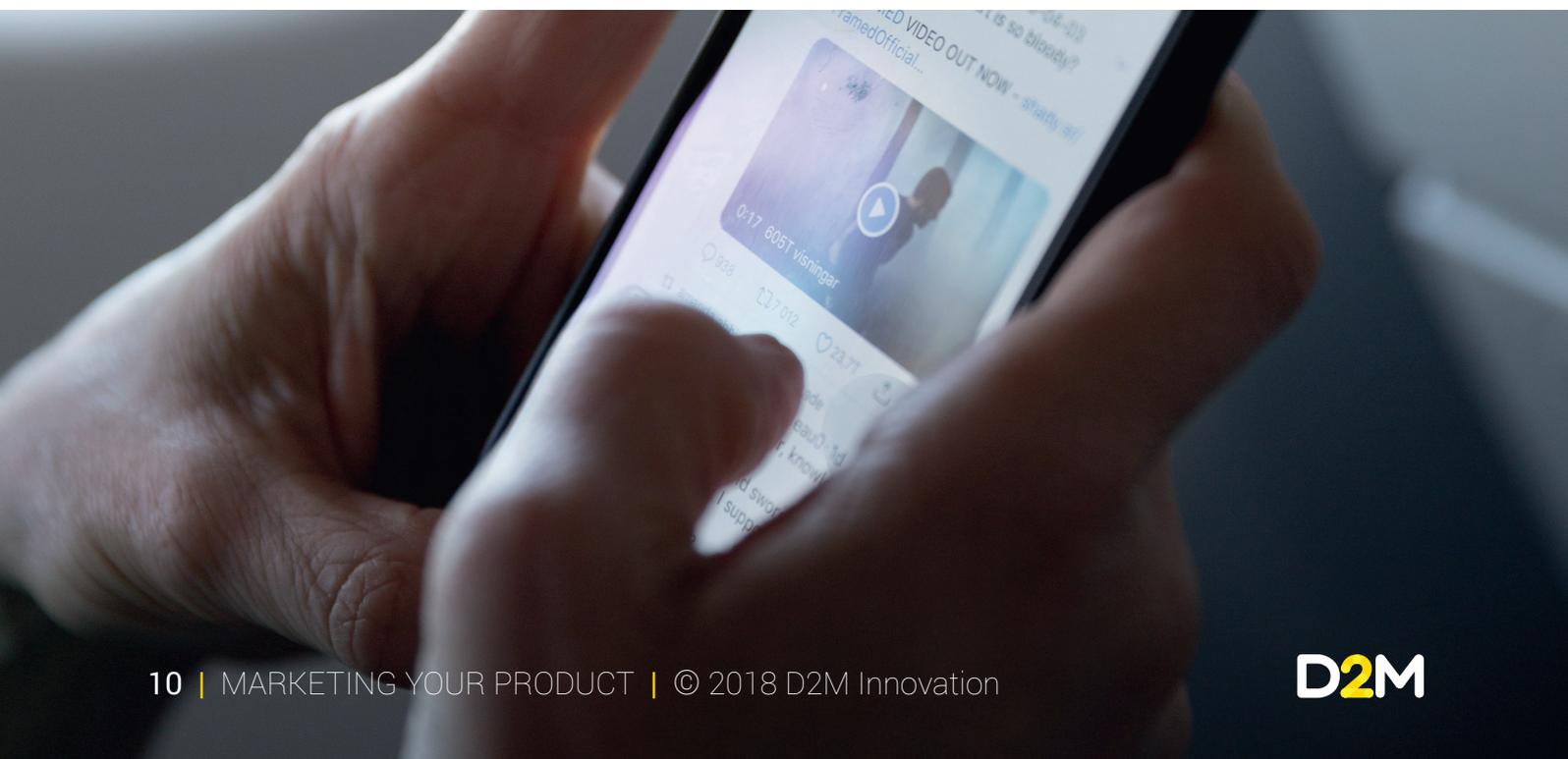
Manage Social Media

Add a photo to posts as much as possible to ensure they get more clicks. Use tools that allow posting on multiple platforms. The same posts can be used on Instagram with photos.

You will seek to make tweets 120 characters long or less to be able to add url and / or images. This also makes it easier for people to re-tweet your content.

Ongoing to this is the need to ensure that your social media is regularly posting interesting and good content and includes:

- Frequent sharing and posting of content on all social streams.
- Creation of pre-determined, agreed & unique content tailored to raise profile engagement



Manage Social Media: Specifics

Facebook

Facebook page to be set up using Channel Art
Updated twice weekly during pre-launch.

Target key ambassadors to 'like' posts related to the campaign by emailing them once the page is updated.

Consider a small amount of paid advertising once the campaign is launched.

Place emphasis on the faces behind the project. Be Personal. Your bio is key to this so that you have a starting point for creating specific and personal content.

Paid Ads: Other than specific ads on targeted sites, Facebook comes back more consistently than any other when ads are targeted there. It is best to start slow, £40 per week with a couple of different ads. Review, refine and see which does better and increase it if they show good results.

Twitter

Aim for 3 tweets per day during the working week in the pre-launch period.
Mention key twitter users with over 1000 followers asking to re-tweet and promote the campaign.

Target inventors, entrepreneurs, business angels, crowd funding and business start up twitter users.

Thank all followers who re-tweet or mention. Retweet and respond to related tweets, Like and share related posts. Interact on social media platforms once or twice each day by responding to messages and making comments.

You should target key Crowd-funding twitter accounts with a history of supporting crowd funding campaigns.

Build up to following 2000 people on Twitter with the aim of getting most of them to follow you so building your followers before the campaign goes live. Use the search bio feature on followerwonk to find people with the following descriptions in their bios:

'crowdfunding'
'crowdfunder'
'crowdfund'

These terms can be matched with the term 'uk' initially as this is likely to return more followers.

These people are likely to follow back and build your followers as a result.

You can then use 'justunfollow' or 'unfollowers.com' to unfollow people who are not following after 1 week. Then find more people to follow and therefor avoid hitting the Twitter limits stopping you from following more people before gaining followers.

For your campaign target twitter users with an interest specifically in your product sector.

Google+

As per facebook.

LinkedIn

3 posts per week. Each post to include a photo or video. Status updates must include links to campaign website. Try to give a more professional feel to this. It is an exciting new business venture.

YouTube

Add relevant Channel Art

Video descriptions to be keyword heavy with links to social media, website and your campaign. Request that key Ambassadors comment on your Youtube video in the first 24 hours after launch. Full social media exposure once video is launched.

Videos: Teaser | Crowd-funding video | Advert video | Shopping channel video

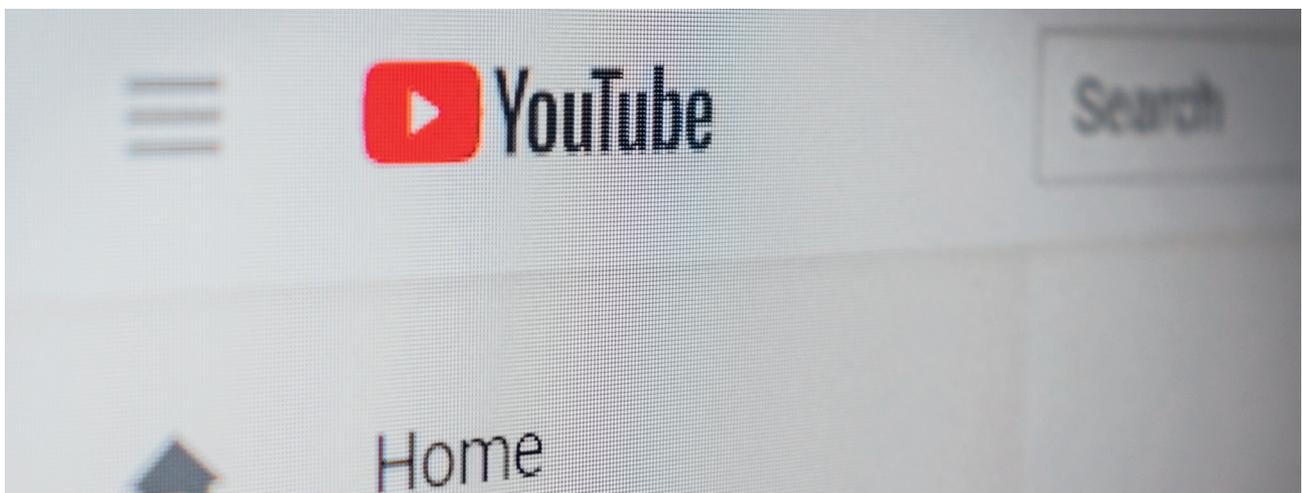
Instagram

Aim for a photo per day during the working week in the pre-launch period.

Mention key Instagram users with over 1000 followers asking to 'shout-out' and promote the campaign.

Target inventors, entrepreneurs, business angels, crowd funding and business start up Instagram users.

Thank all followers who 'shout-out' or mention. Like and comment on related posts. Interact on social media platforms once or twice each day by responding to messages and making comments.



Media content

A social media profile is meant to develop rapport with potential followers. You want people to make a quick judgement that you are competent, engaged, likable, and trustworthy.

- Profiles should be set-up using your branding and information to ensure an authentic impression as competent, professional and trustworthy.
- Complete and optimise all required fields for your profile.
- Create cross links between your campaign and website
- Create pre-determined, agreed & unique content tailored to raise profile engagement

Your content should focus on issues that surround why you invented your product in advance of the campaign. Following this teaser images showing a gradual unveiling of the concept and then a teaser video launched about 1 week before the full advert video goes live. Link to other relevant content related to your product.

Testimonials

We are living in a world where “social influence” is the most powerful purchasing motive. As you approach your personal network, ask them if they’d like you to give them one of your products. All you ask in return, is a testimonial that they put on social media. Ask for the testimonials to focus on ease of use, the packaging, the quality and how glad they are that this product exists!

This will create some buzz around the product.

Idea to consider - Setting up shop outside of a high-profile event, venue or office complex. Get video testimonials and about your product and give them a business card with your crowd funding website (and your contact information). Let them know that you’re raising money to manufacture it.

Consider a tool to manage all of your social media in one place such as Zoho social; sprout social or hootsuite.



Social Media Paid Promotion

Opportunities like TheGadgetFlow which require payment to be considered later into the campaign. These include Facebook ads as mentioned previously in the document.

Individuals Promoting on social media

You want engagement in your social media campaign and as such Ambassadors will be asked to retweet, post on linkedin etc during the campaign. You should seek to re-tweet and/or comment on people mentioning your product particularly if they use the handle you have been employing #...

The template emails in the appendix for you to send out will include asking people to engage with the social media campaign.

Online Communities and Forums

Participating in forums and communities can build engagement with a specific group of people who are likely to be interested in your product. It is important not to post spam or to be seen as using the community unfairly. As such the approach should be to comment on other posts, adding your information subtly once trust is built and something has been given.

We recommend that you spend some time researching communities and forums that holds some relevance to your product. You should then aim to keep connected with these online communities 2-3 times a week or more.

Launch Event

In order to launch your Crowdfunding campaign a kick-off event creates a buzz about your product. A friendly function room in a pub or bar creates a great venue in the early evening for such an event. We suggest if you know any MC's, actors, extroverts or teachers who may be prepared to interview you/manage the event from the front that this gives it a professional edge.

During the course of the event the following ideas can be employed:

- Explain how your Crowdfunding campaign works (Kickstarter, Indiegogo, etc.)
- Have tablets/screens showing your crowdfunding video of your product.
- Have a call to action - ask people to get out their smart phones and back the campaign right then and there.
- Offer people the opportunity to interact with your product and encourage them to tweet/Facebook a post about how great the product is.
- Have a target board printed above the bar.
- Is there a competition that can be run during the course of the event?
- Have champagne ready to celebrate if you reach a certain target by the end of the event

Checklist for Launch Day:

(To be filled out with responsibilities, timings and further details as your plan grows)

1. Email first day backers
2. Email ambassadors
3. Email update to first day backers at 6pm
4. Tweet free promoters list
5. Email free promoters list
6. Email bloggers
7. Social Media - 3 posts
8. Twitter – 10 tweets
9. Re-direct website-traffic to campaign.

Targeting and Approaching Key Bloggers

You should create a blog section on your website and then guest posts on other websites. This will continue to create a digital footprint throughout the web. Having created this content you should seek to develop a relationship with the top influencers/promoters in your industry sector so that they will hopefully promote the product themselves.

As with online communities and forums you should spend some time researching suitable bloggers that will help with your digital footprint.

We suggest the following strategy:

You should be PERSONAL

Personal, non formal emails should be sent as a the first step in communication. You should seek to connect on Twitter before emailing the blogger and take the time to build some form of relationship.

You should be HELPFUL

You should offer a guest post to the blog given that bloggers are often looking for content. If accepted, you should make the post unique and relevant not a sales pitch. You should seek to link your site in the author description that goes with the post, but the post will be pure content that is helpful to that blogger's audience.

You should be RELEVANT

Before approaching the blogger you should ensure that the product is very relevant to the audience of the blog. In our experience, an irrelevant product pitch is going to be deleted by the blogger without a reply.

You should be UNIQUE

You should make sure your email subject line invites curiosity.

Approaching Organisations

Your product may fit well with some local organisations and possibly some at the national level. It is worth considering who they may be in order to send press releases to them when you are ready.

YouTube Promoters and Reviewers

They will post often/do reviews and offer advertisement spots. Large numbers of subscribers means that your message would automatically go out to the emails of each subscriber to be viewed. As previously, we recommend that you spend time finding YouTube promoters/YouTube channels that could help your online presence.

PR

SEND OUT PRESS RELEASES

You should write a strong press release that focuses on the problem you faced and the solution that became your ultimate invention.

Be sure to mention any testimonials that we can get regarding the product. You should include the crowdfunding website and the contact information. Most traditional publications take email press releases.

You can use free online press release distribution sites. They are distributed to millions of media outlets. The preferred option currently is www.pr.com and post your release on www.technorati.com – they target bloggers/online media.

Local & Nearby News Media

Most news and stories that go viral begin local. Contact them for PR, interview, story. Publications will likely have emails and phone numbers listed under their “Contact Us” page. Local news outlets love and appreciate spreading stories relating to local citizens and businesses. Be sure to note in your Press Release, email that you are from the area, local.

Find similar articles and send an email message to that reporter if possible or use any contact link to news media. Subscribing to their publication is a plus. You can unsubscribe later if you like.

- 1) <http://www.standard.co.uk>
- 2) <http://www.telegraph.co.uk>
- 3) <http://www.mirror.co.uk>
- 4) <http://www.express.co.uk>
- 5) <http://www.independent.co.uk>

PR general promotional contacts

We suggest most PR is sent on the day of or right after launch. It is best if some funding is secured first.

Free:

- 1) PrLog <https://www.prlog.org/>
- 2) PR.com: <http://www.pr.com/>
- 3) Online PR Media: <https://www.onlineprnews.com/>
- 4) Free Press Release: <http://www.free-press-release.com/>
- 5) Express Press Release: <http://express-press-release.net/>

You may wish to consider paid PR support:

- 6) prweb: <http://www.prweb.com/>
- 7) PR Newswire: <http://www.prnewswire.com/>
- 8) 24-7 Press Release: <http://www.24-7pressrelease.com/>
- 9) E Releases: <http://www.ereleases.com/>
- 10) PR Web: <http://www.prweb.com/>



Client Tips:

Things to think about and check if it's appropriate for your campaign. We have not listed them in any particular order so please go through the list.

Build Your Crowd - I cannot stress this enough, start at least 3-6 months before you begin your campaign. Have you joined the various social networks (Facebook, Twitter, Instagram, LinkedIn, Quora, Pinterest...)? Have you built up a following, a natural following? Don't purchase followers as they are bots and fake accounts - Having a high follower account of bots will not turn into supporters. Build your crowd organically by conversing with them well before you start tweeting twenty times a day to give you money. That is a turn-off.

If you build a social friendship, those that have chatted with you are more likely to back and share your campaign. Once you start your campaign, also continue to talk about other things as well. Stay socially connected.

Client Tips:

Posts with images get more clicks than those that are just a link. Your message can be printed on the image but use an engaging image.

Post your crowdfunding link everywhere: email links, forums, blog postings, article submissions, etc.

Your Friends & Family Count - Friends and family should be your first backers. Be sure you get them on board before the campaign starts, keep them abreast of how the project is progressing and make sure they are set up to CONTRIBUTE ON DAY ONE.

Campaigns that get a high number of contributions and traffic within a short period of time get pushed in the sites rankings. This allows hundreds of thousands of more potential backers to see your project. When potential backers see others giving, they are more willing to give.

Aim to have at least 50 backers ready the first day even if many are £1 pound backers, quantity matters.

Story - Make sure it is effective, well written and optimised so that those searching can find you. If your campaign is bad, you won't get backers. All the Essential steps work together for the most part. Your story should start with a catchy pitch; quickly introduce a problem or issue.

Solve the problem - which is your idea or product - introduce what your idea or product is; tell the potential backers how and why they should support you and your product.

You should be able to pull the Who, What, When and How from your campaign story.

Goal - Set as low as possible. Be sure to calculate the minimum needed to create the project, about 9% for Kickstarter fees (13% for Indiegogo), 7% for anything unexpected, reward fulfillment including shipping cost (especially to other countries).

It's better to get a lower guaranteed funding goal than to set one too high where backers may feel it is unattainable and won't give.

Have stretch goals in place for when the goal is about 90% reached. Then start pumping that up.

Rewards - Not too many, I suggest 6-8 related to your product. Be sure to have a £25-£30 pound reward which is the most popular reward level (if possible). Some campaigns may not have this as something they can create other than a t-shirt.

Client Tips:

Video - Limit it to 3 minutes at the maximum. It's better to have you, the creator, in the video as people feel that is a genuine connection. Be upbeat and energetic as you are presenting a problem or issue and you have the solution.

Get the main idea of the campaign and product out first, in the first minute. Give a brief introduction about yourself and how you connect to this product. Perhaps your knowledge, experience or education that relates.

Next, tell the listeners how they can help support the project. The video does not have to be anything fancy but clean and clear with the message.

Media – Find and build relationships with bloggers and journalists who will share your story either by writing an article or posting your press release, or even interviewing you. Use Twitter and Google tools to find out about who is writing and tweeting about your niche. Follow them and begin commenting and retweeting some of their posts.

Do not ask them for anything at this point, build a relationship where they will notice your name.

A trick to finding those who wrote stories is to search for similar campaigns as yours, perhaps five. Save a couple of the images from their Kickstarter and go to Google image search. Upload their image into the image search and the result will be all the sites that have used that image. Note those that are from bloggers and media outlets. Those are excellent ones to build relationships with.

Don't be so quick to purchase Facebook, Twitter and other sites advertising ads. For the most part, your ad is not aimed at your targeted customer who is looking to fund a project. Those people are looking to purchase generally right at that time. I suggest going to those that are similar to your product and/or dealing with crowdfunding and place a small banner there. Many will be browsing and doing research so they may have time to give your product a chance.

Trade Cross Promotion - Contact other projects on a different timeline to yours, and arrange to mention their project to your followers midway through their campaign in exchange for them doing the same for you. This can be especially effective if the mention goes out at the beginning or end of their timeline when their project has the most activity.

Client Tips:

Third Party Services - You will be bombarded with messages for all types of offers for service and paid services. Think long and hard before you spend money on these services. I suggest using as many free services as possible because what could it hurt? It actually gets your name out more in the cyber world, which is a plus. Use those with trial periods as well but don't forget to cancel. Keep a record or spreadsheet of everything you do with the times and dates and be sure to follow up when necessary.

Some third party services are free but have paid upgrades:

Thunderclap.it - A place to post your campaign before and during its launch time. You share the link and get others to share it, which creates more buzz for your campaign. At the end of a set date, it's shared like a viral message if you reach the social goal.

HeadTalker.com - Similar to Thunderclap.

Backerclub - A site of private backers where you can submit your project and they will help you promote it. There is a cost to join but they state if you don't receive the joining cost in new pledges, they will refund your money. Find more at their website: <http://backerclub.co/homepage.php>

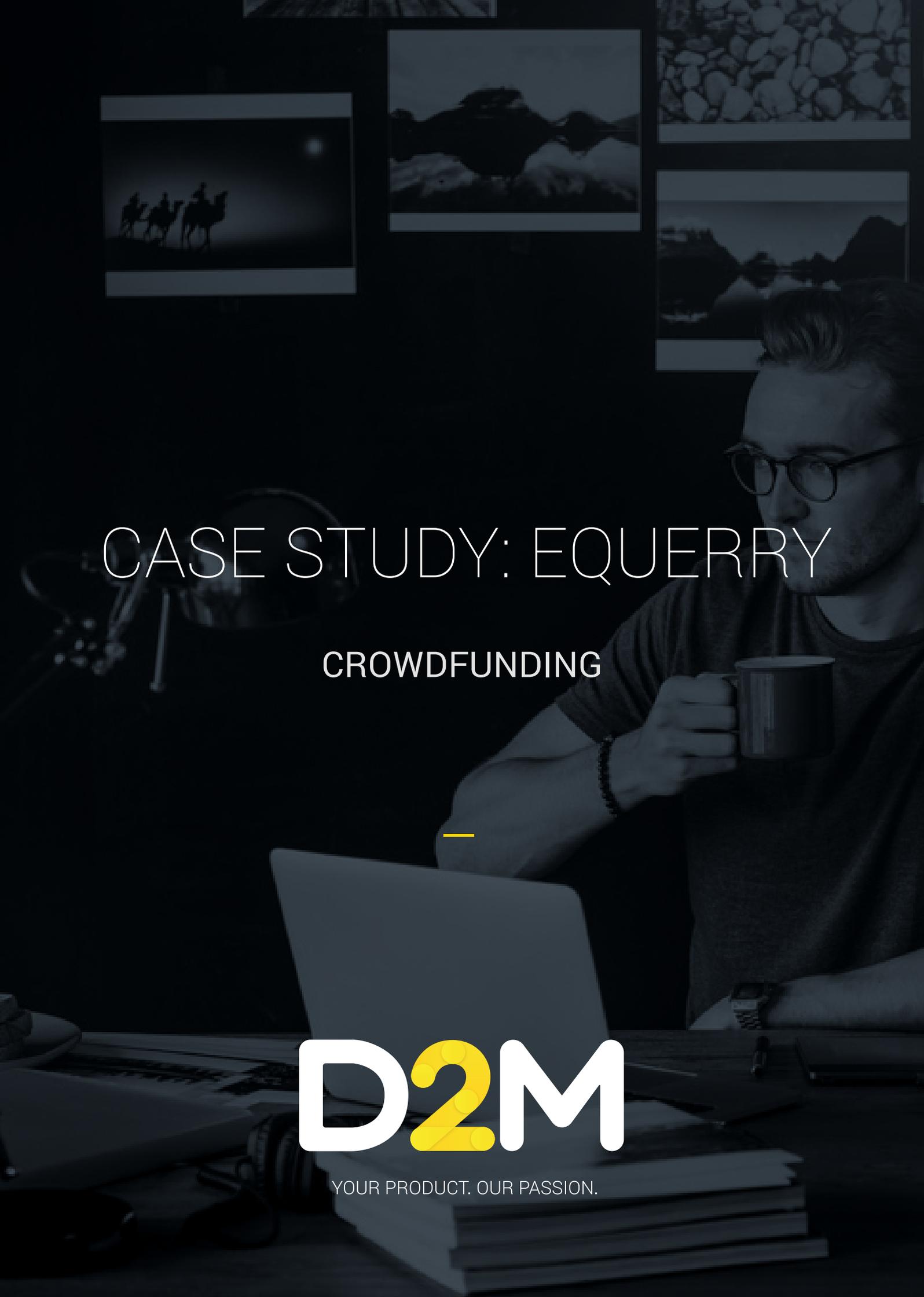
Shipping Your Rewards

You should always check ahead of production if a licence is needed to import your product. A freight forwarder can help with obtaining any required licence, if this is necessary.

Once production has finished, along with QC (Quality Control), you should check with the manufacturer how the goods are packed before they leave the factory premises. Request that the manufacturer sends images of the product wrapped and stacked ahead of dispatch. This is important to check the quality of the stacking/wrapping which will help to prevent damage in transit.

Shipping charges vary greatly due to weight and volume, other cost considerations are duty and vat charges at the arrival port along with shipping costs and haulage to destination. A freight forwarder can help with more precise costing once samples have been produced determining product weight and volume for quotations.

Shipping a container from the Far East to the UK takes approximately six weeks. Shipping by airfreight takes about three days but is generally much more expensive and only suitable if your product is small and lightweight. If shipping from outside Europe, you will need to pay duty upon import to the EU. The duty payable is determined by the TARIC code associated with your product; for most products, duty is approximately 7%.



CASE STUDY: EQUERRY

CROWDFUNDING

D2M

YOUR PRODUCT. OUR PASSION.

Description of The Crowdfunding Product

Charles and Anthony O’Ferrall, brothers, are the founders and inventors of Equerry the premier shoe shiner. They are both convinced that it is a product that will take the world by storm.



This is a hassle free way to clean and polish your shoes. The device has a polish reservoir inside containing a researched and developed fantastic liquid wax polish that gives a great shine and also nourishes and protects your shoes.

One end of Equerry has the polish applying sponge and once you have used it to add polish to your shoes, the other end can be used to buff the shoes with the carefully sourced horse hair brush.

The device fits neatly into a bag if you are travelling and you require beautifully polished shoes. It takes less than 2 minutes to polish a pair of shoes and is a joy to use.

The Crowdfunding Campaign

Why Equerry required funding:

They needed to raise enough money for tooling and the first batch of units having invested considerably themselves.

They had a fantastic team including a production manager on the ground in Hong Kong, an expert product design team, packaging designer and legal team to ensure that this product would be everything they hoped it would be.

Why is Equerry better than the current products?

It is an electric, battery powered and handheld shoe polisher with internal polish reservoir and both sponge applicator and buffing horsehair brush.

All other handheld automatic shoe cleaning devices are underpowered and therefore frustrating to use. There are no others that have in built polish reservoirs or are double ended meaning that you can both apply the polish and buff the shoes without having to fiddle around with changing the head.

Goal amount: - £30,000

Campaign Length: - 30 days

Campaign Assets:

Working alongside D2M the team from Equerry built up the following assets to be used during the KickStarter campaign.

- 1 advert video
- 1 KickStarter video
- 1 20 second teaser video
- 2 videos of core functionality
- Product renders
- In context photography
- Various campaign graphics

There were four key points as focus for the campaign:

1. Battery powered, handheld shoe polisher with internal polish reservoir and both a sponge applicator and buffing horsehair brush.
2. Rapid, mess free effective way to polish shoes
3. Great team behind the project with proven manufacturing partners.
4. Superb gift for husband, father, uncle, granddad. Comes in a beautiful gift box.

Equerry Rewards

Equerry put together a tiered reward system for their backers.

<p>£1 \$1.25 - €1.25 or more</p> <p>HONORABLE MENTION</p> <p>We appreciate your support and know you want us to succeed so every pound counts towards our goal.</p> <p>Your pledge will receive an Honorable Mention on our Thank You page and regular updates.</p> <p>THANK YOU!</p> <p>ESTIMATED DELIVERY Nov 2017</p>	
<p>£39 \$50.00 - €45.00 or more</p> <p>SHOE SHINER EARLY BIRD</p> <p>The World's Premier Shoe Shiner (x1) for Early Bird contributors. (at 50% off RRP £80)</p> <p>ESTIMATED DELIVERY Nov 2017</p>	<p>£90 \$140 - €120 or more</p> <p>2 SHOE SHINERS & GIFT BOX</p> <p>The World's Premier Shoe Shiner (x1) for Early Bird contributors. (at 50% off RRP £80)</p> <p>ESTIMATED DELIVERY Nov 2017</p>
<p>£44 \$60.00 - €50.00 or more</p> <p>GIFT BOX EARLY BIRD</p> <p>The World's Premier Shoe Shiner (x1) for Early Bird contributors. (at 50% off RRP £80)</p> <p>ESTIMATED DELIVERY Nov 2017</p>	<p>£390 \$520 - €480 or more</p> <p>CORPORATE GIFT PACKAGE</p> <p>Step up the employee gift giving from the traditional gift to one appreciated to the elegantly packaged EQUERRY Shoe Shiner. Corporate Gift Package includes Ten (10) individually wrapped in time for Christmas. (at 50% off RRP £80)</p> <p>ESTIMATED DELIVERY Nov 2017</p>
<p>£49 \$65.00 - €55.00 or more</p> <p>STANDARD SHOE SHINER</p> <p>The World's Premier Shoe Shiner (x1) for Early Bird contributors. (at 50% off RRP £80)</p> <p>ESTIMATED DELIVERY Nov 2017</p>	<p>£875 \$1200 - €1000 or more</p> <p>ENTREPRENEUR RESELLER PACK</p> <p>Twenty-Five (25) EQUERRY Shoe Shiner kits, individually packaged. (at 50% off RRP £80)</p> <p>ESTIMATED DELIVERY Nov 2017</p>
<p>£54 \$70.00 - €60.00 or more</p> <p>SHOE SHINER & GIFT BOX</p> <p>The World's Premier Shoe Shiner (x1) for Early Bird contributors. (at 50% off RRP £80)</p> <p>ESTIMATED DELIVERY Nov 2017</p>	<p>£5K \$7K - €6K or more</p> <p>EXECUTIVE TRIP TO CHINA</p> <p>The World's Premier Shoe Shiner (x1) for Early Bird contributors. (at 50% off RRP £80)</p> <p>ESTIMATED DELIVERY Nov 2017</p>

Equerry Funding Goals

Having decided the bare minimum of funding required to pay for tooling Equerry developed a scale of stretch goals should the funding exceed expectations.

<p>INITIAL GOAL: £30,000</p> <p>Equerry Enters Initial Production Run</p>	🔒
<p>STRETCH GOAL #1: £40,000</p> <p>2 Further Shoe Polish Colours Released</p>	🔒
<p>STRETCH GOAL #2: £50,000</p> <p>Each Equerry Supplied With Special Polishing Cloth</p>	🔒
<p>STRETCH GOAL #3: £60,000</p> <p>Equerry Available In 2 Finishes</p>	🔒
<p>STRETCH GOAL #4: £70,000</p> <p>3 Further Shoe Polish Colours Released</p>	🔒

Equerry Press Release

The following press release was used ahead of the Equerry crowdfunding campaign

EQUERRY - THE WORLD'S PREMIER SHOE SHINER IS COMING TO KICKSTARTER

London, England, UK - March xx, 2017: Equerry has announced that they will be launching a Kickstarter campaign in April 2017. The Equerry Premier Shoe Shiner is a remarkable British invention that aims to make people's shoe shining easier and give their shoes the ultimate shine. Polishing a shoe has always been quite a job for the gentlemen and achieving the mirror like shine has never been accomplished before unless there is a lot of time spent on it. However, Equerry being a game changer will bring a shine that will speak for itself.

"Equerry has two objectives and that is to give your shoes a mirror like shine fast, that is second to none and to provide the most superb gift for a husband, father, uncle or grandad" said Phil Staunton Managing Director of D2M Innovation. EQUERRY is the world's first battery powered shoe shining device with inbuilt polish reservoir. The handheld, electric rechargeable shoe polisher kit has been accomplished with perfection and is a specially patented design that will last a lifetime to ensure that perfect result every time. This could only be made possible with the ultimate British engineering as it is known all over the world for making no compromise on quality and excellence.

Equerry is a complete shoe care and polishing system the size of a small hairbrush and can be used by anyone at any time to revive their shoes with the ultimate shine. It is the quickest and cleanest way to polish the shoes and the horse hair brush of Equerry polishes the leather surface miraculously. Moreover, the shoe polish is also contained within the brush that has its own sufficient polish reservoir built inside. Furthermore, it comes with micro USB cables to recharge itself as the horse hair brush rotates on the shoe surface at 100 RPM while buffing.

With several amazing applications particularly while travelling for business or pleasure, Equerry is destined to become a part of a gentleman's permanent travelling kit. As in many cultures, a man is known by the shoes he wears, Equerry will make a statement for the man by making his shoes shine like a mirror at all times. In addition, the sponges and brush heads of Equerry are easily replaceable and the polish capsule contains enough polish for at least twenty uses. Brown, black and clear polish will be made available. Launching in April on Kickstarter, Equerry is the perfect well thought out gift choice for all special occasions like birthdays and of course it is comes just in time for Christmas. For further details, please visit the website

www.equerryshine.co.uk.

Equerry Tweets

Prior to the campaign the social media footprint was initiated with many tweets to create interest in the upcoming launch of the product. Please find below some examples of tweets made pre-launch and post-launch:

Pre-Launch:

The method of shoe shining has remained the same for over 150 years. We have worked in order to revolutionise the industry. Coming soon. Stay connected.

With the help of the experts, we have brought shoe care into the 21st Century. Stay connected with us. We are coming soon.

With the help of the experts and top notch designers, Equerry manufacture world-class shoe shining devices. Stay connected with us.

Did you know about the modern aged way of polishing the shoes? We are here to introduce you to the latest Product of 21st century. Coming soon

To give a mirror-like finish to your shoes, we have developed the latest and tech based device for your shoe polishing needs. Forget the past methods. Coming soon

Have you ever heard of the chargeable device for your shoe polishing needs? We have the one. We are coming soon. Visit our website:

Interchangeable brush and sponge heads mean you can use different colour polishes for different colour shoes. We are coming soon.

Did you know that the sponge with its automatic polish feed allows you to nourish and feed the leather of your shoes? We are coming soon

Gone are the days of keeping all your shoe polishing equipment in a box under the sink. We are providing the best electronic product for needs.

Give the best gift to your father this time. You can gift him the latest and fashionable shoe polishing machine. Visit our website.

We are accepting pre-orders for Equerry, and we would love your support! We are going to start shipping in summer 2017. Coming soon

Post-Launch:

Don't let shoe shining be a hassle, try Equerry Shoe Shiner, it's fast and effective #ShoeShine

Give your shoes that "mirror like shine" with Equerry #ShoeShine

Don't spend hours polishing your shoes, Equerry takes 5 minutes #ShoeShine

Take Equerry Shoe Shiner everywhere you go; it's small, portable and ready to sparkle #ShoeShine

Equerry comes with interchangeable brushes, sponge heads and more! #ShoeShine

Shine your shoes in-between flights with Equerry #ShoeShine

Look your best from heel to toe with Equerry #ShoeShine

Make old shoes look new again with Equerry #ShoeShine

Quick tip on how to shine your shoes with Equerry #ShoeShine

The days are numbered, Equerry – The World's Premier Shoe Polisher now on #Kickstarter

Pledge your support for Equerry – The Word's Premier Shoe Polisher now on #Kickstarter

Equerry: The Campaign

A social media profile was built to develop rapport with potential followers. Equerry wanted people to make a quick judgement that they were competent, engaged, likable, and trustworthy.

The campaign ran successfully following a launch party and social media interaction. Their £30,000 was exceeded and tooling was able to commence.



YOUR PRODUCT. OUR PASSION.

EQUERRY

Client:
ANTHONY O'FERRALL



EQUERRY

THE WORLD PREMIER SHOE SHINER

A simple and fast way to polish your leather shoes to a brilliant shine with excellent results in no time at all!

£30,305 RAISED

on **KICKSTARTER**

101% FUNDED ON
23RD MAY 2017



APPENDIX

CROWDFUNDING

D2M

YOUR PRODUCT. OUR PASSION.

Promotional Email For Crowdfunding

There are several types of potential backers you will need to send emails to. Hopefully you have built up your contacts and collected email address from your landing page that talks about your upcoming project. They know of when it's going to be launched and many you have spoken to personally about it. Now you inform everyone about the Launch Day of the live crowdfunding project and ask for their support.

It's advisable to use a mail service. We suggest mailchimp as they offer a large number of free email distributions. Sort your email list according to whether they are close friends, associates or people for whom you have collected their emails. Do not group everyone together in your emails, the more personal you can get, the likelihood of a better response.

Please note that the General Data Protection Regulation (GDPR) is a legal framework that sets guidelines for the collection and processing of personal information of individuals within the European Union (EU). GDPR will come into effect across the EU on May 25, 2018. You must consider the implications of this when planning your email campaign.

Example email for sending to associates:

Dear xxx,

I hope this finds you well.

I/We would like to take a few moments of your time to share with you about a project I/we have been working on over the past year in the hope that you might be willing to consider supporting our venture.

If you have heard of Crowd-funding, you might know that it is a useful web-based platform from which anyone can share a new idea, with the hope of raising awareness and investment to take that idea forward into production. *I am/We are using a crowd-funding site called *Insert name of platform* to do this with *Insert name of product*, an innovative *Insert short description of product* I/we have developed this alongside a professional design team.*

*My/Our campaign target is to raise £xxx in xxx days. Please take a look at the video of *Insert name of product* in our campaign here: *Insert link to promotional video**

*I/We believe in *Insert name of product* as a product and have invested a lot to get it to this point. I am/We are excited about the rest of the journey but I/we now need your help to share it. I/We would be most grateful if you would take a minute to find out a bit more by following the link to our website at *Insert web address**

If you have any questions I/We would love to hear from you. Thank you in advance for your kind support.

Best regards,

xxx

Example email for sending to Ambassadors to describe the crowdfunding process:

Dear xxx,

*I/We are very excited about a new project I/we have been working on for about a year that I am/we are finally able to tell you about. I've/We've designed an innovative *Insert name of product* *Insert short description of product*. I am/We are a month away from launching my/our crowdfunding campaign and would very much like you to be a part of our journey.*

*I/We were new to all this and thought you might be too, so this is a brief introduction to what crowdfunding is. I/We are using *Insert name of platform* to fund our product.*

1. What is Crowdfunding?

Crowdfunding is the practice of publicly funding a venture by raising money from a large number of people who each contribute a relatively small amount, typically via the Internet.

2. What is *Insert name of platform*?

**Insert a short sentence describing attributes of the platform you have chosen*.*

3. What do you need to know?

The funding goal is the amount of money that a creator (in this case, *me/us!*) needs to complete their project. No-one is actually charged for a pledge unless the project reaches its funding goal. This way, creators always have the budget they scoped out before moving forward. 'Backers' are people who pledge money to bring projects to life. I'm hoping this will be you! 'Rewards' are a creator's chance to share a piece of their project with their backers, in our case, our product at an exclusive pre-order price.

4. Why are we using *Insert name of platform*?

Production is expensive. We are looking to use *Insert name of platform* to encourage lots of people to help *me/us* raise the amount needed to manufacture *my/our* product.

5. Why do people back projects?

Many backers are rallying around their friends' projects. Some are inspired by a new idea, while others are motivated to pledge by a project's reward. Backing a project is more than just pledging funds to a creator. It's supporting a creative idea that you want to see exist in the world.

6. Where do backers come from?

The majority of funding usually comes from friends, hence we are telling you about this now and hope you will support us and spread the word to your friends and networks. Social media and crowdfunding campaigns themselves are also big sources of traffic and pledges so we want to get the word out to help *me/us* make *my/our* idea a reality.

If you want to know more, I have found this video really helpful at explaining how *Insert name of platform* works: **Insert link to platform**

I'd/We'd like to send you a preview email about my/our product in the next couple of weeks - please do consider helping bring this new idea to life by supporting me/us.

Kind regards,

xxx

Example email for sending to ambassadors:

Dear xxx,

As a valued and trusted **business connection/friend/relation**, I/we would like to share with you and ask for your feedback on a project we have been dedicated to over this last year. **Insert name of product** is the name of our innovative **Insert short description of product** that is about to launch on the crowd-funding platform **Insert name of platform** and I/we would greatly appreciate your opinion and support at this crucial stage of the project.

(Do contact me for more information about how **Insert name of platform** works, if like me, you are new to it.)

The **Insert name of product** website is live **Insert web address** and could I also ask you to review the initial draft of the campaign, which is not yet in the public domain. Your feedback would be hugely valuable before it goes live.

Insert private link to platform draft

I/We hope you will like what you see and be willing to support *me/us* in sharing the project on social media and amongst your wider networks. If you are able to back the campaign on the day of launch **Insert launch date**, I/we would be exceedingly obliged. Having researched the difference between successful and failed campaigns, having a network of supporting individuals who really get behind the project is absolutely vital and I was/we were hoping that you might consider this.

I/We would be very pleased to discuss any questions or feedback you might have and look forward to hearing from you at your earliest convenience,

Best regards,

xxx

Example email for launch day:

Dear xxx,

I am/We are very excited about the project that I/we have been working on over the last year, that I am/we are finally ready to launch. I've/We've designed an innovative **Insert a sentence describing your product**. My/Our crowd-funding campaign has now gone live and I/we would very much like you to be a part of *my/our* journey.

I am/We are hopeful that **Insert name of product** will be a great success and kindly ask for your support to help make this happen. There are a few simple ways in which you can do this and for which I/we would be extremely grateful.

It's vital that I/we gain as much support for *my/our* campaign on day one: today! The result of the first day will very much set the pace for the remainder of the campaign. Even if it is a small amount, the number of people who contribute on day one is crucial. A high number of initial backers is likely to result in *my/our* campaign being featured more widely which creates awareness and draws in many more potential backers.

The target goal we have set to raise is £xxx within xx days. If I am/we are unable to raise the full amount, the pledges are not taken and as such, **Insert name of product** will not be funded to go into production. The hard work done and investment made so far has got *me/us* to this point and I/we don't want to have to stop here. I/We have some enticing rewards for early backers available for you to enjoy, so please do offer your valued support and join *me/us* to see *my/our* product come to life.

Visit the campaign website at **Insert web address**

With much appreciation,

xxx

Example email for sending to follow everyone up halfway through the campaign:

Dear xxx,

A few weeks ago *I/We* wrote to tell you about *my/our* project, **Insert name of product** that we were about to launch on the crowd-funding platform, **Insert name of platform**.

I am/We are pleased to say that after the initial launch we are now 14 days in and at *xxx%* of our goal target, an impressive *£xxx*. However, to successfully fund, there is still *£xxx* to raise, so we are not safe yet!

Or

I am/We are incredibly pleased to announce that *I/we* have already reached *my/our* goal target of *£xxx* and are overwhelmed by the generous support so many have offered, to help *me/us* get **Insert name of product** off the ground.

There is still time to show your support and *I/we* would be really grateful if you could share the campaign page with your family, friends and wider network, **Insert web address** If you have not already pledged your support, why not visit the site yourself and see what incentive rewards are still available?

Many thanks for your ongoing support,

xxx

Example email to send at least 24 hours prior to the campaign ending:

Dear xxx,

Firstly, thank you so much for your interest and support to date, it has been an incredibly exciting few weeks as *I/we* have watched the progress of our **Insert name of product* *Insert name of platform** campaign. As it stands, the total invested is *£xxx*. That is *xx%* of *my/our* target, with just 24 hours remaining.

I/We would very much like to reach/ exceed our target and appreciate your help in sharing the campaign for a final push in the next few hours. Even at this point, that could make all the difference to whether or not the project becomes a real success. Please help us to take it a little further.

Yours gratefully,

xxx

Example email to approach bloggers:

Subject: **Insert captivating rhetorical question about your product**

Dear xxx,

*I've/We've been reading your *Insert category of blog* blog with great interest. I/We really liked your story on *Insert relevant blog to your product*.*

Clearly **Insert functionality blogger requires from your product**. I/We wanted to give you (and your readers) 5 tips for using **Insert name of product**:

Tip 1:

Tip 2:

Tip 3:

Tip 4:

Tip 5:

Insert link to website

*I/We can be reached at this email or by phone at *Insert phone number*. Let me know when we can talk more.*

Thanks for your time!

xxx

Backer Management During The Campaign

Engagement

You will need to manage the daily e-mail traffic being created by the campaign, and also deal with the daily correspondence as and when required.

Backer Follow-up

Crucial to delivery of a successful campaign is the ongoing communication and updating of your backers regarding the project status. Often overlooked, a successful campaign can turn negative if backers become frustrated with poor communication and lack of transparency over when they might receive their reward, or when the product is going to market.

You will need to formulate a communications strategy that ensures your supporters are kept in the loop about the latest developments and feel assured of their investment and in your management of the project.

Campaign events – Consider running events during the campaign to help create awareness about the campaign during the funding period.

Useful Twitter Users

A list of twitter users interested in crowdfunding projects.

1	@KSGreatProjects	19	@kicktraq
2	@BestKickstarter	20	@bestkickstart
3	@crowdster	21	@crowdfundica
4	@kickstart2015	22	@kickstarterExpr
5	@5toclose	23	@kick_community
6	@KickstarterNews	24	@kickstarterweekly
7	@DRxJohnson	25	@kickstarterTips
8	@bestkickstart	26	@kickstarterKids
9	@FundJumpStarter	27	@gocrowdfundthis
10	@kickstartter		
11	@Crowdloot		
12	@crowdfundinside		
13	@crowdfund_uk		
14	@goMobbie		
15	@linkedcrowdfund		
16	@crowdfundtweets		
17	@How2Crowdfund		
18	@kicktops_com		

Please note this is an organic and ever changing list.