

Oh My! Handmade Giveaway Guidelines



Did you contact the site about a giveaway or did they contact you?

YOU CONTACTED THEM &:

- you researched their site & past giveaways
 - they shared stats. & readership info
 - you know & respect the site & editor(s)
 - their readers are potential customers
 - the site has a mix of content
 - it's good exposure
- If it feels right & you can afford it GO for it!

MORE ?'s:

- how long has the website been around?
- how often do they post?
- what is the quality of the feedback on posts?
- does the site have giveaway policies?
- would it make more sense to buy an ad instead?

THEY CONTACTED ME:

If they did not address their email to you personally, asked for an item to review, have a site with little or no traffic, cannot direct you to previous successful giveaways or have a site that is giveaways only then consider saying NO. You will likely not receive positive exposure.

REMEMBER:

Giveaways are advertising & should be budgeted for in your marketing plan!
Never feel pressured to say yes, it's okay to say no!

