

Janine: Many of you listening in to the getitdonemum podcast are looking for time efficient ways to grow your email list and also to create a thriving community of fan who are going to go on and buy your products and services down the track.

So, as the founder of the online giveaway tool, Dango, today's guest, Allen Shegay, would argue that giveaways are a great way to do both of these things. Welcome, Allen. It's great to have you on the show with us today. And could you just give us a little bit more about who you are and what you're doing over at Dango?

Allen: Thanks, Janine. Yes, I run a giveaway app called Dango. Basically Dango is a web app that lets you grow your business, and it does so by running giveaways. So, what you do is you basically create a giveaway for other people to enter and you give away a product that you might sell or just about anything really. Through this giveaway, you might grow your online following, your newsletters, your customer base, and so on.

Janine: Great. And so can you tell us a little bit more about the birth of Dango, how you came to be doing what you're doing there?

Allen: Yeah. Okay. Dango has kind of an interesting story to do with how it started. Not many people know this but it actually came out of a different project that I was doing before. What I was doing is basically another way I've said that helps you grow businesses but that didn't really go really well. But from doing this, I found out that people are interested in doing giveaways to grow their business. And I kind of started this thing as a side project. I didn't really intend on it becoming a big business.

So, being a developer, I wrote this sort of in maybe four or five months, and I kind of put it out there, and it just happened to grow, and before I knew it, I sort of, you know, checked, how is it doing. It was like all free at that time. And before I knew it, I would get like 60,000 hits in a month. And I was like, "Okay. So, this, you know, has some potential." I started working a bit more on it and it started taking a bit more of my time. Maybe a year went by and then I was fully into it thinking, "Okay. This could actually go somewhere." And here I am, running this thing. You know, this is taking up a lot of my spare time. But, you know, that's how it sort of started out.

Janine: Well, that must have been really exciting watch that unfold. What we love about you as well as that you're a New Zealand-based developer and that you've had this idea and you've run with it and we love supporting New Zealand businesses. That's really fantastic that New Zealand businesses have a New Zealand-based developer and

giveaway tool that they can support as they're looking at using giveaways for their business.

Are you happy to give us a bit more information about how you're generating ah revenue from Dango now? How do you set that up so that you can actually make some money from it?

Allen: Yes, sure. So, like I said, at the start, ah it was all ah completely free and all I wanted to see was basically whether or not people are going to use it, and-and, you know, how many people will be using it. Later on, what I did was I've started adding more features that helps businesses ah grow, and they can grow in a number of different ways. And what I've done is I've basically made like a free membership where people can just use Dango for free to see whether it works for them or not. Ah and then, if they run a giveaway as a free member, ah and they see, "Okay, I've gotten a very large number of entrants this is really good, they can then upgrade their membership uh and then get all the different details about everyone who entered."

So, for instance, you wanted to grow a newsletter, your newsletter subscriber base because you want to send out newsletters ah to sell your product, ah and you've ran this giveaway and all of a sudden, usually can see you've got a very large number of newsletter subscribers and it's actually worth ah getting a membership to, you know, to-to-to export those subscribers and actually start to send stuff to them.

So, at that stage, you would get a premium membership on Dango, and it's on a monthly basis. There are three different memberships and they cost different amounts. Ah and ah and-and-and that's how-that's how Dango makes its uh its income basically from people who run these giveaways and they see that it really works for them and they decide that it's worth upgrading to a premium membership. There's a monthly subscription.

Janine: Awesome. And so, if-if there are people out there looking at running giveaways, and, ah there's quite a few other products on the market around contests and giveaways and things, so, what would you say that's about Dango that makes it different from the other people that are prov-of, you know, providing a similar service out there at the moment?

Allen: Okay, so, like you said, there are a very large number of other ah giveaway apps that let you run giveaways online. They, for the most – if you were to look at all of them, for the most part, the giveaway apps themselves are very similar to one another. You know, Dango has some features that are unique to Dango, some other giveaway

apps have features that are unique to them maybe. But the reason-the reason I think Dango is so different uh to all the other giveaway apps is probably there's two reasons. (Pause)

Ah number one is that from the very start when I've made-when I was creating Dango, I focused on making it really, really simple to use. Because knowing ah, you know, if-if-if you're a small business ah, you-you-you don't want to sort of (pause), you know, spend (pause) enormous time and effort on figuring out how to use this new thing. The idea was that if somebody goes on Dango for the very first time, they should just instinctively know what to do. And I've got a lot of feedback out from other people saying how-how easy it is to use to-in comparison to other apps. (Pause) That's number one, so, being easy to use.

And, number two is probably being the only person that runs Dango myself ah is I would say, is a very big point of difference. The reason for that is Dango's been going for about a year-and-a-half now and ah in the next one to two months, I expect Dango to get its 500,000 entrant (pause) ah on the giveaway. (Pause) So, when you have this much data from other giveaways that people have started, and-and-and, you know, (pause) and some of-some of which were really successful and all this knowledge is in one head, I share um the knowledge with other people ah to tell them what made previous giveaways successful. And there's-there's plenty of data to back this up. Um, and, you know, you-you-you'd be hard pressed to find another-another giveaway app where the developer of that app will actually work this closely with the people that try to start their giveaways.

I'll give you examples like, ah, you know, I-I (pause) the-the amount of close interaction, you know, I-I call people up, we talk over the phone, I help them out with their giveaways. I even have – some of the people that run giveaways, they're even like on my Facebook friend's list, as how-how close we interact together. And they can sort of they can email me anytime and usually I reply with them like one to two hours. And I find something like that really helps to get people going a lot quicker than to kind of, you know, use a giveaway that started off somewhere else over-overseas, and if you don't understand something, if you need help, you kind of have to wait for like one to two days to get your reply, something like that.

Janine: Yes. And I definitely agree from my experience of using Dango and also quite a few of our clients are using Dango that that has been a huge advantage. So if you're listening in and you are thinking of giveaways, we would recommend jumping in on Dango sooner rather than later, you know, while-while it's still is at the size where you're going to get such great access to Allen (pause) ah because, you know, as he said,

I don't think there's going to be there's any other opportunities for you to actually be able to work quite so closely with the developer for and to access all that great knowledge that he's got on his head.

And we're going to get Allen to share a little bit more of that knowledge and some of his top tips that he's learnt from all these successful giveaways that people had been running through Dango in a moment. But, first, I just wanted to cover and get a bit of buy in listeners-from our listeners really about why they should consider giveaways as a tool for marketing their business because, as you know, Allen, our-our target audience are mums and they're really busy. A lot of them are working part time. So sometimes, you have to be, as a mum, quite ruthless about which marketing techniques you decide to take on because you can't do everything.

And so, I've got a couple of ideas around what I think giveaways are a really great tool was and just to hear from you first. Why do you recommend giveaways as a marketing tool for your business?

Allen: (Pause) Okay. So, (pause), yeah, needless to say, I think giveaways is the marketing tool for running your business. When you compare that to other marketing tools that I think if you'd run a giveaway correctly, you're bound to get much higher return for the amount that you spent. (Pause). Let's say, for instance, a lot of people do things like Facebook ads as an example. You know, as myself as somebody that browses, you know, Facebook, whenever I see like those sponsored stories and things like that, I-I-I skip it because I just automatically in my head, I think, "Okay, this is like not relevant." Ah, even if it's for like a product that I might be interested in. (Pause).

Whereas if I see something that's ah, you know, that that's being given away, there were times when um, you know, ah, I think a store was giving away like a product, and I'm just like, "Okay, this looks really cool." Even though-even-even if I don't enter the giveaway, I-I still-I still go and check it out. Ah, and, you know, if there was like a company that was giving away like a vintage-looking lamp and I thought, "This is really cool," and, like personally myself, ah, there is-I-I'd-I try not to enter my own giveaways ah because it's, you know, because me being the person that runs it, um, but I-but, you know, it-it pops up in your-in your feed and it looks interesting enough for you to actually click on it, um, it's just you inter-you get to interact more closely with your customers than through doing ads. Um, you know, and-and then if you look at the amount that it would cost, you know, we've had people ah start giveaways for the price of like \$20 or something like that, that's like a \$20-product um, but the amount you give, you know, like the amount of views you might get from it or the amount of entrants or subscribers you get from it, it's just-it's just far higher like as an example

(pause) one of the more successful giveaways last year, oh ah there-there was a lady and she did a collaborative giveaway with a bunch of other businesses, her product was like between the \$20 and \$30 range and that giveaway got a total of ah 10,000 entrants, like a huge number. You would-you wouldn't get-you wouldn't get something like that out of doing Facebook ads or Google ads or any other form of marketing.

You know, b-e-e-and, you know, that was a very successful giveaways but if you look at like an average giveaway you might get something like, you know, out of a 5-500 different subscribers, even-even something like that for \$20 or \$30 item is-is-is a very large number. (Pause).

And the other thing is the exposure that you get, you know. When-when-when you've run your own giveaway, and you-you might have collaborators and you've got all this exposure to great audiences, Dango itself has now about between 32,000 and 34,000 newsletter subscribers and if you are on the ultimate membership, um, which is one of the premium memberships, your giveaway basically in-gets included automatically in the newsletters that gets sent out to those 30-odd-thousand subscribers. And there's just-that's just great exposure that, you know, you get in addition to already great exposure. What-what do you-what do you think are some of the advantages of giveaways?

Janine: Yeah, I-I agree with what you've been saying there. I think I like that point you made about it being a more personal interaction with ah with the people that you're targeting ra-as opposed to Facebooks ah ads or something like that. I can definitely say that it feels more like you're getting to know the business and there's an interaction with the business rather than just an edge, you know, because the person has to go away and enter they across to your – they can earn extra points for their giveaway, you know, by sharing the giveaway online and all that kind of [0:12:47]. So it's a lot more interactive which I like.

Um, the other thing is we're really big on partnership marketing. So, ah working with other businesses who already have an audience of a similar target market to yours to-to work together combine your marketing efforts because it's really great; it's time efficient, but it's also a great return on investment like you were saying. So, we believe giveaways a great tool for that especially for people who are just starting out um with partnership marketing and who may be need to get a bit of confidence in their work and it's a-'cause it's a great thing to better reach out to another business with and say, "Hey, I'm thinking about doing this od-this giveaway, here's my plan. Would you like to be a part of it?" You know, they contribute a prize or whatever and you run this ah giveaway together and you have success. And that kicks off a really great relationship

between the two of you and then both businesses can sort of set a potential for how they might be able to work together in other ways as well.

So, I think that's-well, that's one really great thing I like about partnership – about giveaways is that the potential to align with partnership marketing.

Allen: Yeah, absolutely.

Janine: Yup....

Allen: Can you get sort of cross-pollinate the different audiences that you've got? You've got your own audience, your partner business has their own audience and that (pause) you might share some more target market that's just like, you know, additional exposure that you cannot get by yourself ah or with-with advertising. (Pause)

Janine: Absolutely. And the-the other thing I like is um I think there's a really great return on the financial investment as you have said, Allen, ah, because you can invest a relatively small amount and get really great results in terms of email subscribers who then-you can then go on and-and email market to any-do your email marketing was.

But it's also a great return on your time investment. We found giveaway tools, you know, really time-efficient to see that especially once you've run your first one and you've got a bit of a system in place and then you can just replicate over and over again. So, really time-efficient as well. And we're also getting success stories from our clients who are running giveaways. We had one client Megan from Nourished Nutrition. She used Dango to run her competitions last year and she seemed to ah message she gained over 6,000 newsletter subscribers and 3,000 Facebook followers. She was involved in several giveaways and some of them were quite big with quite a number of collaborations. Well, now one mum lead businesses which really helped her to establish her brand in that niche and to get her name out in front of that-that mum audience, that mumpreneur audience or mum, sorry, mums with a target audience.

So, we've got another couple of quite great success stories from our client group as well. Another woman who's just grown her email subscriber base basically from null, she's just starting out with her email marketing to 600 subscribers and is now starting to stay in touch with them and she's already seen an increase in sales from that just from sending out regular, you know, staying in touch regularly.

So that-that's really exciting and it's great return on investment.

Allen: Absolutely. And, you know, those are when you were-when you're saying, you know, the-the-the different people that run these giveaways and they're getting thousands of subscribers, those are the sort of giveaways that jump out at me and I sort of examine them and I find – and I look at them and I say, “Okay, well, why did they get so many subscribers? This is a really good result.” And then you figure out different-different things that they've done ah maybe differently to other giveaways or things they've done that hasn't really worked well, and it just all those different action points go on the list of the-of the things that work. Ah, and when I talk about, you know, talking with different businesses on the phone or sort of helping them set up their giveaway, all these items get discussed so that when you set up your giveaway, you kind of do it correctly from the-from the get-go.

And, uh, so, it's uh, like you said, while-while I've got the capacity to talk to people so, uh, on such an individual level, uh, it's definitely great to share all that knowledge with others and help their giveaways get the same results.

Janine: Great. So that's a great lead in to ah my next question really which was we'd love to pick your brains about what you've learned because you've-you've really turned it into quite a serious study. You've gone back and you've looked really deeply and closely into everything that-that those those entrants have been doing in terms of how they've created their giveaways. So could you share some tips with us now. What are-what are, say, three or four or five of the key learnings that you've had from the-the giveaways that have run really successfully? What do our mums need to think about if they want to run a highly successful giveaway?

Allen: Sure. Yeah. So, yeah, like I said, over the last-over the time that Dango's been running, there's been thousands of giveaways that were started and, you know, close to 500,000 entries now, so, there's plenty of data to learn from.

There is a very large number of things you could do to make your giveaway more successful. There are some things that are generic that will apply to everyone. There are some things that are more individual, so, you know, if-if depending on whether you're a product business or whether you're a service business, what kind of a product-what kind of the market you're in, there are different pieces of advice that will go to different people which is why it's so useful to work individually.

Some generic things uh that will apply to just about every giveaway. I would say the image that you use for your prize is very important. Some people they – or some giveaways I see they maybe neglect the image a little bit because the image, when you-when you post your giveaway, when you ah when you advertise your giveaway to your

audience, the image is the first thing that they see. So the image needs to be – it needs to look as beautiful as can be. You-you-you see those pattern all the time. When the image looks really proficient or really appealing, more people are going to click the giveaway. And if the image is blurry or, if, you know, if it's hard to tell what the prize is, sorry, the prize is or if the image uh, you know, if-if there are some people put too many logos on their image, for example. You know, and-and this – all-all these logos and it's unclear what the prize is, while, (pause) while, it's great to have your logo on the image, it's better just maybe have it somewhere down the bottom but the prize needs to stand out. So I would argue that image is one of the-one of the more important things.

The other thing is and this-as this applies especially if you're a free member. If you're a free member using Dango, it is vital that you also post about your giveaway on your own Facebook page. If you're a premium member, Dango's going to do a lot of advertising for you so Dango's got a page with ah I think it's getting close something like 5,700 likes now on the page. And the premium giveaways get posted on the page so that gets some exposure. They get added into the newsletter that goes out weekly with 34,000 subscribers.

But if you're a free member, ah it's very important that you post about the giveaway on your Facebook page as well because that's going to get some exposure people start to share the giveaway and they earn points and things like that.

The other thing that I found works very well is when you do a prize, some people what they do is instead of giving away and they say you win this, they say, "If you can either win this or that," so you still give away one prize but you give the winner a choice of what they want to win. Ah what this means is that when you post about your giveaway, you can say, Ah, "If you were a winner, would you pick prize A or prize B?" You know. Answer in the comments below. And then people start commenting and naturally, so we're talking Facebook now, naturally when all the people start commenting in your status that status gets shown to more people and then there's like kind of a snowball effect. More people comment on your status, more people start to see it, and you giveaway just ramps up, uh, and, you know, in terms of the number of entrants you get.

So, at the end of the day, you still giveaway one prize but it's just more effective. It's little things like that that-that really works.

Janine: (At the same time) It's a great.

Allen: Yeah.

Janine: Yeah. So increasing that interaction and it helps you get your visibility on Facebook up.

Allen: Exactly. Ah, what else? Let's see. Um...

Janine: What about the length of the giveaway, Allen? Have you found much difference in, you know, success of-of giveaways, that's often a question we're getting. How long should I run my giveaway for?

Allen: It's interesting. Some giveaways, they are started-they-they-they run for a short period of time. Some giveaways run for a very long period of time. We've had a lady that ran it for like two months. which I think is quite long. The thing is you kind of lose – as a giveaway organizer, you kind of lose track if you – of-of the giveaway if you run it for that long. Ah and people subscribe to your newsletter but then when the first newsletter you get from that person is two months later, they might not remember how they got on the list anyway.

So, that's, you know, there's definitely some merit to how long the giveaway should be. You don't want to make it too long because it's-it's-it's false to assume that the longer your giveaway goes, the more entrants you get. At some point it kind of peaks and then you don't get any more entrants after that.

I would-I would say that the optimal length of the giveaway is maybe between like 12 and 20 days. People run giveaways (pause) between two and three weeks, I would say, ah, is an optimal amount. (Pause)

Ah and then the other thing I was going to say about the tips for-for-for starting giveaways is to when-when – if you're-if you're after subscribers, right? So you're getting newsletter subscribers for your giveaway, you definitely want to post ah send out the first newsletter announcing the winner of the giveaway to the subscribers. So you'll say, you know, "The winner for this recent giveaway is..." and then that type of newsletters get opened ah very ah, you know, there-that's a very high open rate for those newsletters because all the people that entered your giveaway want to know if they're the winner.

so, you know, those newsletters will get opened like crazy and then those are the newsletters once you announce the winner, you also want to maybe put some kind of sale that you've got, or, you know, if you missed out on winning those giveaway, here

are similar products on our website. And this is how you get a lot of traffic and new customers on your website as well. so that's worked really well in the past.

In fact, the lady just (pause) sorry, ah I was just going to say a la-a la-a lady emailed me the other day. I sent her a newsletter template ah with-with exactly what I've just mentioned before and she said that she got like the highest ah (pause) day in sales in the history of her business after running that giveaway which was like phenomenal.

Janine: (Cross-talk) Wow.

Allen: Was some great news.

Janine: That's great. Yeah. Cool. So you can get results. And I guess something else I was-I was going to add was this. was there is another thing to be really clear about if you-to create a successful giveaway is why you're running that giveaway in the first place. So, what-why is it that you want to run a giveaway? What is the result that you're trying to achieve in your business? And in being really clear to-to set the giveaway up so that you're supporting that goal? And so, often, with our clients or with our mums, we're-we're talking to them about growing their email database and you've mentioned that quite a few times, Allen, because once you have someone's email address, then, you can start creating a relationship with them.

Allen: (Cross-talk) Correct.

Janine: And that is when you're going to start making the sales down the track is building that relationship showing really great content within finding out what their struggles are, what their pains are, and then, presenting them with solutions to those. And that's when they'll start making the sales. So, I do see some people running and it's-it's merely for Facebook likes. If it's part of their strategy if they've got a-a way that they're converting those Facebook likes into paying customers, then, that could work for them. But I do wonder if that's a bit of a keen mistake that some people are making as-as not collecting those emails and don't not-not having a clear strategy. If they're just getting Facebook likes, and they need to be able to convert their Facebook page followers to paying customers and have a plan for that. If you don't have that in place and you think about using giveaways and make sure you are collecting those email addresses.

Allen: Correct. Ah, with-with Dango, I would say, anyone who is running a giveaway, if you're not collecting, it doesn't-it-it does not-it's n-it does not harm your giveaway in

any way to collect newsletter subscribers. So I will just say if you're running a giveaway and you're not collecting newsletter subscribers, you're essentially leaving money on the table because you've got this great tool and-and it works ah, you know, you get newsletter subscribers. But if you're not using it for whatever reason, then, you know, you're you definitely should be collecting newsletter subscribers and you should be using newsletters as a tool.

There are, you know, people run giveaways for a bunch of different reasons. Ah some people want to, you know, some people want to get more traffic on their website. Dango does that as well. Some people want to get more likes on their Facebook page, you know, no problem. Ah, those are all the different ways that you can grow and the greatest thing is you can use all those different sources of growth at the same time. So you don't have to run the giveaway just for subscribers. You don't have to run the giveaway just for likes. You can just run one giveaway and grow all of those at the same time um.

So, you-yeah, and this-this is one of the things that I discuss with ah people when they-when they start their giveaway and we sort of talk on the phone and I say, "Okay. What are you looking to-to-to do with this giveaway?" And then if they don't know that I could suggest to them, "Okay, well, this is a good area of growth. This is a, you know, this-this is how you could grow as well," and then we sort of decide how you can grow.

But, yes, there's – you, yeah, going back to the original question, you should definitely put the ah grow your newsletter subscribers.

Janine: (Pause) (No audio 26:03 – 26:11) that your coaching piece was to get great results from the [0:26:13] but to actually from the giveaway itself but to actually think about how that's going to happen-what the effect is going to have; the impact it's going to have on their business results as-as fantastic.

So, can you just remind me, Allen, what are you actually charging for the premium membership at the moment?

Allen: Sure. So, there is three different premium ah plans. Ah one is called Premium Light and it costs \$14.99 per month. that's really more for small-time businesses, maybe like little bloggers or people ah, you know, um, maybe they're running a blog or something like that, or they just sort of starting a business, and, before they launch officially, they want to have some kind of a base.

most people go for either Premium Pro, which is \$16.99 per month and it gives you access ah to the entire ah suite of all the features that are available on Dango. so that's-that's-that's \$16.99 a month, and then, there is Ultimate, which is the membership where-where-where you get ah all the premium features ah and you also get included in the monthly newsletters that I've said about before that Dango sends out ah and you get unlimited support in the way that I've mentioned before where we talk on the phone or ah, you know, we can even meet up in person to talk about your giveaway.

That costs \$22.99 per month. so it's just a little more than the-than the premium but if you can afford it you get you get that much more that much higher advantage of running your giveaways because of the interaction that we get working together and the exposure you get in Dango's newsletters.

Janine: Yeah. And that's pretty much what I-I said to our [0:27:56] telling them about Dango that it's pretty much a no-brainer, if you ask me. I mean, that is a very little investment for a lot of return and it's not going to last forever either, is it, 'cause I mentioned, as Dango grows, you're just not going to be able to sustain that. So if you're listening...

Allen: (Cross-talk) Yeah...

Janine: ...and then you're serious about giveaways, then, I would encourage you to contact Allen.

Allen: Yeah. I mean, eventually when it gets to a point that, I mean, there's only one of me ah and if there is hundreds of other people, then, ah, you know, at-at the same that-that need all that support, I'll need to figure out a better way. But, for now, while I'm actually available to have spare time to work so closely with people that definitely, yeah.

Janine: (Cross-talk) It's a great-it's a great opportunity.

Allen: (Cross-talk) You're going to send them in later...

Janine: Yes. And so I've also got we went to our community and got our quick five questions from our mums, Allen.

Allen: Yup.

Janine: some of them we may have answered um through what we've been chatting about on the call. But let's run through some of those now, and we'll probably pull out some more great tips from that.

Allen: Sure.

Janine: Megan wanted to know what was the most successful competition Dango hosted last year? Um she's also asked what-what of all the most successful comps have in common? So we've kind of covered that but it might be interesting to know a little bit more detail about your most successful competition last year, if you're happy to share that?

Allen: Yeah. So, absolutely. it-it's hard to pinpoint the most successful giveaway ah because definitely people have different criteria ah by which they define their giveaway successful. Some people might get fewer subscribers but they weren't after subscribers. They might-may have liked one or two increased their sales or they may have wanted to get more traffic on their website. Um, you know, I would say, the lady that has taken the time to email me and say, "You know, I've had the biggest day in sales in all of my-the history of my business." That was-that was quite ah mind-blowing, I mean, to-to start-to run a giveaway with a prize of, you know, less than \$30 and have such a big impact on your business is definitely a success story to me.

some collaborative giveaways were just huge. you know, when you have collaborators and they're just all aligned, it just makes it so much um, you know, the return you get from your giveaways is just so much greater than if all those collaborative-if-if all those collaborators ran the giveaway by themselves.

The lady I mentioned who got 10,000 entrants in her ah in her giveaway, that was-that was huge. Ah I think-I think that was actually the when she ran that giveaway, I think that day I got the most visits in the giveaway ever just because of so many people entering the giveaway all at once.

and there's another thing like when you're running-when you're running collaborative giveaways, you want to make sure that all the collaborators are posting about the giveaway and-and-and-and then they'd get the traffic flowing .

Janine: So that was a collaborative giveaway, was it? That one?

Allen: That was a collaborative giveaway, yeah.

Janine: Yup. Janine: So how many collaborators to get a ah a number of hits like that entrants?

Allen: I cannot remember the exact number, but I would say, that was between 5 and 10 collaborators that she had.

Janine: (Cross-talk) Right. Okay.

Allen: I cannot remember the exact number.

Janine: Uhm. So I mean, that's a-that's a doable amount though, wasn't it? Compared to...[0:31:10]

Allen: (Cross-talk) Absolutely. Absolutely. And the number of groups that her Facebook groups that exist where people just say, "Okay. I – this is not business. This is my target audience. I'm looking to their collaborative giveaway. Who wants to do it with me?" And that's how people organize collaborative giveaways ah or you just reach out to your current connections. A lot of businesses are a part of different Facebook groups and I see posts all the time that say they want to start a collaborative giveaway.

Know there are just some great ways to get people to to collaborate with you because at the end of the day, everybody wins. Ah, so there's, it's there's not a-not a whole lot of reasons for why you would've wanted to collaborative way.

Janine: Absolutely. And so another question we had from Amanda was around attracting your target client to your giveaway. I think this is a fantastic question ah because (pause) you don't take the risk, I suppose, depending what prize you-choose that you get a whole lot of people entering your giveaway who aren't actually in your target market. Ah and so there's a couple of things that could happen there, I suppose, that you-you get thousands of entrants and then a large of number of them end up unsubscribing from your email list or unfollowing you whatever it was that your-your goal was.

So, (pause) have you got any tips to share around that ideas for attracting your target client?

Allen: Sure. well, going back to collaborative giveaways. you definitely like if you were to run a collaborative way, let's say, as an example, you definitely want to run ah giveaways with collaborators, it helps if you all share the same target market because

then you have a reach to all these other people that you previously didn't have couldn't reach ah through your collaborators.

another example is the prize that you pick are – you-you want to- you want to pick a price that you know will ah will appeal to your target audience. there's a lady that ran a giveaway last year. And she gave away, no, sorry, she sold ah bridal dresses. That's a very expensive giveaway ah giveaway prize. So, rather than giving away a bridaldress, which you would naturally think, you know, a few – it's a very niche sort of thing because, you know, not everybody will want a bridal dress today.

she did it like a giveaway. She just gave away like chocolates. Ah she did like a prize full of chocolates. And that at-it-at appealed to her target market ah and it was a lot cheaper ah and so, you-you-you build- you build um you build an audience of your potential customers ah through that. So you pick a prize that would appeal to the target market that you're after.

Janine: Okay. (pause) [No audio 0:33:54 - 0:33:57] It's interesting you picked up that example because Amanda's niche is bridal-is a-is a bridal market. but quite often where she's running giveaways, she is attracting women that are already married. and so, have you got any tips there around how she can – is there any other way, any function she can use or any other – anything that she can use to try to limit that more to bridal?

Allen: Yeah, sure. I mean, um, there are different ways that you can that you can find out more about your audiences. You can ask um you can do – you can run polls or ask questions and things like that and you can it like a mandatory mandatory step to enter the giveaway. So you could say, you know, actually, I think, I remember Amanda's giveaway and what I suggest that she do is to actually um if she asks the entrant whether they're married or whether they're about to get married ah and then-and then sort her entries based on that because when you go through your entries, you can see exactly what somebody said, um, we can do a poll and they can click a button and then they say, "Okay. I am married," or, "I'm about to get married," or, "I'm not married yet," and then you can tell exactly which-which person's which and then you can see how you would interact with the person based on that information.

Janine: Great. That's great. So, thank you. there's another great question from Nica here. Um do you have plans of integrating with email providers like MailChimp and Aweber? Ah because sometimes exporting your list after the giveaway is a bit of a hassle considering that they're antispam laws and everything are getting stricter on the double opt-in rules?

Allen: Yes, absolutely. so there are a number of features that will be coming out very soon. in fact, I'll give you a little sneak-peek. First this week, later this week, a-a very big feature is going to come out on Dango. And expect it ah I won't tell exactly what it is yet, but expect that every giveaway that runs on Dango will benefit hugely from this feature. Um I'll leave it at that. but with the Mail-with the MailChimp, the MailChimp and other mail providers absolutely that's been something that was on the list ah because at the moment, ah what you do is you go in the backend of Dango ah you export or you download a spreadsheet file that contains all the entrants' information and then you import it into MailChimp.

So, there is an item on the list that and that I'll-I'll-I'll look to get done but then maybe the next month or month-and-a-half. So that you, instead of having to download it and export it into MailChimp, you just sort of click a button, it will ask you whether you'll allow Dango to connect to your MailChimp account. If you say yes, it will just get imported there automatically. So it's a lot-it'll be a lot more hassle-free. To answer your question [0:36:39] for that.

Janine: That is great to hear. And by this interview goes live, I'd say, um both of those features will probably either be launched or very soon to be launched. So that's really exciting. So, probably the best bit listeners, if you want to keep a track of what Dango's introducing is just to keep an eye on their website signup to Allen's list maybe in um and just – if you're going to use giveaways and you'll get updates I'm sure on what's happening with Dango.

I think that might be all the questions. Oh, here's one more. Another question about collaborative giveaways. have you got any advice about setting up a collaborative giveaway when the contributors have different goals like some might be focused on getting newsletter signups; some might be wanting um page visits; some might be wanting likes?

Allen: You know, there was a giveaway that was ran (pause) maybe (pause) two or three weeks ago that needed exactly that. So, the lady that was running this where she had some ah some collaborators wanting to get ah Facebook likes and other collaborators wanted to get newsletter subscribers. So what I did for her is I just basically said, "Okay. If you send me a list of which giveaways need what, we can set up the giveaways such those-those particular collaborators will get exactly what they want." So, collaborator A wants likes so we'll make it so that they get likes. Or the entrants get rewarded ah for, you know, like visiting their Facebook page or something like that. Those that want subscribers will make it that their visitors get entrant points for subscribing to their newsletters.

Um that (pause) that is one way in which I worked with the businesses on an individual basis because for a normal – currently, for a normal business this-this-this feature isn't available and what I did is just customized her giveaway myself. Um and-and then she was able to do that.

so, seeing as that tends to be a popular option. That's just a like a ah a little ah, you know, a little bell that goes off saying, "Okay. You should make this feature available to everyone." So, in addition to what we just talked about before, that feature, I think, by the time this podcast goes live, this feature will be available to all – everyone that uses Dango.

Janine: That's great. And I just love your responsiveness to your community. That's fantastic. And I guess as we're doing that one-on-one coaching with the clients is fantastic for you as well because you're hearing directly from your users what they're struggling with. Um and you can implement things really quickly which is as fantastic, it's great customer service, I mean, great for the product development as well, I guess.

we're just-we're just getting a bit short on time now, Allen, so we might move to our quickie ah closing question.

Allen: Yup.

Janine: We're addressing at the end of our podcast. Which was or is um immediately get up tomorrow and the people of the world have voted that it's crazy to keep working more than 40 hours a week, nonsense to work more than 20 hours a week even. So as entrepreneur, you need to look at how you are going to rethink your business so that you can earn your income in less than 20 hours a week. What would you do?

Allen: Right. Okay. (Pause). You know, I-I tend-I tend to go by the motto that when-when you start a business, I mean, getting if especially if it's an online business, getting people to pay for something is really difficult. And um the way-the way you-the way you, you know, make-make a living is just to basically create something that people really want to use.

Um if all the sudden you had to work ah half of what you-what you worked before, ah as-as-as somebody that saw something online, you can either at well, I guess, to me, you could ah you-you'd only have two options, right? You'd need to increase your sales ah or you'd need to increase your prices.

Um I would say, increasing your prices is (pause) i-is probably not the way to go because if-if you could increase your prices, and, ah, you know, and-and-and you get people paying you, then, that might be something that's an issue with your price structure. Um your price should be already the right you know, the-the right amount that people will pay.

Um so, really, you'd get more people to buy your product and you do that through, you know, through exposing your business to more people or through running a giveaway, ah, and-and-and what people find out about your business and you get um more customers .

So, I would say go out and um get more exposure so you wouldn't have to work as much ah and-and-and you get just as much as many-as many sales coming through per-per two-per week or per 20 hours ah as you did ah in-in the same manner or in-in-in twice as much time.

Janine: Well, you're – and you're already very well set up for that, aren't you, because you're running an online business that um you can-you can increase you sales without necessarily having to increase your time input. Ah whereas for a lot of our mums, they're service-based businesses and a lot of their products are often based around their own time. Whereas you've already got a highly leveraged product and except for your premium product, I guess. And we've talked about that already that you may not sustain that over the long term where you might have to [0:41:47] a team or-or what if, you know, to as you grow and you get way more demand for that premium coaching service and what you can meet yourself.

But that's great. Thank you for the tips and thanks for coming along today, Allen, and chatting with us. It's been great to get all your tips on Dango. Um and looking forward to hearing some of our clients and also some of our listeners go away and have success applying those.

Allen: No worries. Thank you for having me. It's been great.

[End of Audio 0:42:15]