

Published based on [List Building The Giveaway Style Way](#)

List Building The Giveaway Style Way

You're probably seeing a lot of Giveaways being promoted online and in your mailbox every few minutes. They all have names that make them sound like they are a brand new, marvelous event and that you will lose out big-time if you don't get right over there and grab your free software and ebooks.

These events offer you FREE products... but the truth is that a giveaway is not truly free. In order for you (or your referral) to receive your free gifts, you have to give your email address away to every marketer whose product you download. Unfortunately, this tends to fill your mailbox with emails promoting one thing or another several times a day, everyday, it can be really inconvenient. However, handled properly, it can be a small price compared to the new load of ebooks and software you get hold of.

For Contributors...

A contributor is someone who provides a gift that is included in the Giveaway event. As a contributor to the event, you will get a new subscriber to your list for every person who downloads your products.

Seasoned contributors often offer multiple products to the Giveaway, which multiplies their opportunities for list building. Sometimes the reasoning behind this, alludes me.... If you are offering similar products, getting the same person to opt in to different lists would have little benefit.

For contributors, a targeted giveaway event is a great way to build your list. Certainly, a giveaway event in general can be a good way to build your list - but retention of subscribers may be an issue if you contribute to a Giveaway outside your niche. For example, if you are a Health And Wellness expert, and you contribute to an Internet Marketing giveaway not only would your conversion (or take up) rate for offers be low amongst these subscribers, your unsubscribe rate is likely to be high as well. However, if you contribute to a giveaway event that is targeted around your niche, your subscribers are likely to be far more interested in your offerings and what you have to say.

Giveaway Owners

Giveaways are also great for the giveaway owner. In fact, the site owner benefits most from the giveaway event as they get the benefit of your initial signup when you first visit the Giveaway plus all the referrals (people) you send to the site because those referrals have to opt-in with their email address before they can even see the products being offered for free download.

Making Money?

In some Giveaway events, you may make some money as a contributor. Certainly, building a targeted list is highly likely to bring in a steady income from offers you make through your follow up emails.

Some giveaway events, may offer commissions on any sales that are made during the signup process for your referrals. When you become a contributor, you are given a link to send your referrals to - this is also known as an affiliate ID or affiliate link. When someone uses your affiliate link to visit a Giveaway and buys the One Time Offer (OTO), you as the referrer gets the commission for the sale.

Why Should You Promote?

Another benefit of using your affiliate link, is that when you refer people to the Giveaway event, your offer is 'ranked higher' and is displayed on 'higher' or 'earlier' pages on the Giveaway event. By having your gift displayed on pages as close to the first page as possible, you increase the number of optins you will receive.

It is also important to understand that as a Contributor to a Giveaway Event - you are expected to promote. Some Giveaway Events will not allow you to add a product to the Giveaway, or display your product, until you have sent a certain amount of traffic through your affiliate link. Promoting the event in a gracious manner, will not only let you list your product, but will build your credibility among your peers as well.

Charly Leetham is a [Business Implementation Expert and Small Business Coach](#). She is dedicated to bringing useful and free information to new small businesses to aid in their success. Find out more about List Building with Charly's free report - [Lead Capture Made Easy](#).

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