

Channel Incentive Checklist

To maximise the success of your incentive ensure you have covered the points below before you put your incentive plan together

- Define your goals and objectives
- Decide on the duration for your incentive - when do you need to achieve your goals? Work back from there.
- Confirm who your target audience (your participants) will be
- Define what participants need to do in order to win
- Establish how you will track and measure completed activities
- Confirm what data is needed to track and measure participants' activity, who will provide it and what format it is in
- Based on your budget, decide what prize(s) to offer that will incentivise your participants
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- Come up with a creative concept for the incentive and design elements
- Ensure you have some T&Cs and decide whether these need to be checked by your legal team and hosted online
- Decide how you will promote the incentive and put a comms plan together
- Decide who will create your comms materials
- Decide the frequency and how you will update participants on their progress
- Decide whether you want participants to be able to track their progress online and if so how you will manage this
- Clarify what internal reporting is needed and the cadence
- Set up a registration form and registration confirmation page or email
- Establish how participants will claim their prize. Do you need a claim form?
- Decide who is going to verify the claims
- Decide who is going to resolve any claims queries?
- Decide who will be responsible for prize fulfilment
- Don't forget to think about any other specific requirements you may need to comply with in your country / industry / company
- Taking into consideration all of these points, you're now ready to put your incentive plan and timeline together!

Notes:

This channel incentive checklist has been created for you by The Essential Agency, the channel incentive specialists. If you need help with your next incentive get in touch at

www.theessential.agency

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