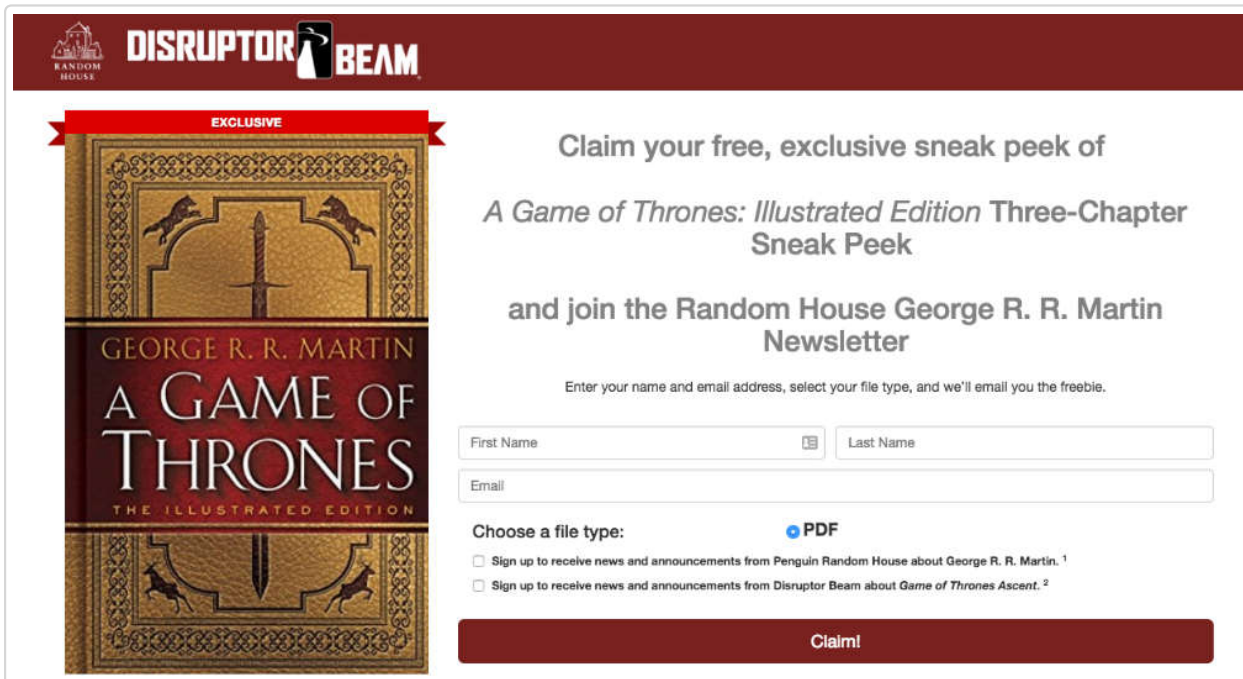


# Giveaway 101

A giveaway is a promotion giving away a prize or reward. It offers readers freedom to find and discover you.



The screenshot shows a promotional banner for a giveaway. On the left is the book cover for 'A Game of Thrones: The Illustrated Edition' by George R. R. Martin, featuring a sword and a crown. The banner includes the logos for 'RANDOM HOUSE' and 'DISRUPTOR BEAM'. The text on the banner reads: 'EXCLUSIVE Claim your free, exclusive sneak peek of A Game of Thrones: Illustrated Edition Three-Chapter Sneak Peek and join the Random House George R. R. Martin Newsletter'. Below this, there is a form with fields for 'First Name', 'Last Name', and 'Email'. A note says 'Enter your name and email address, select your file type, and we'll email you the freebie.' The file type selection is set to 'PDF'. There are two checkboxes: 'Sign up to receive news and announcements from Penguin Random House about George R. R. Martin. 1' and 'Sign up to receive news and announcements from Disruptor Beam about Game of Thrones Ascent. 2'. A red 'Claim!' button is at the bottom.

You will be able to create an unlimited number of giveaway campaigns and distribute an unlimited number of freebies, whether these be previews, novellas, or full-length books.

## How To Create A Giveaway

instaFreebie has two types of giveaways, Quick and Advanced. To start a giveaway, click on a book on your dashboard, then select "New Giveaway."

The screenshot shows the 'New Book' dashboard in Instafreebie. At the top, there is a teal navigation bar with the logo 'instafreebie™' and links for 'Features', 'Pricing', 'Blog', and 'Forum'. The user's name 'Ashley Durrer' is displayed on the right. Below the navigation bar, there is a 'Back to Dashboard' link on the left and a 'Tour' button on the right. The main heading is 'New Book'. Below this, there are two tabs: 'Active Giveaways' (selected) and 'Inactive'. A teal button labeled 'New Giveaway' is positioned to the right of the 'Inactive' tab. A message box states: 'You do not currently have any active giveaways. Create one by clicking the teal button!'. On the left side, there is a placeholder for a book cover (a blue rectangle) and a 'Book Description' field below it. A 'Book Options' dropdown menu is located above the book cover placeholder.

Next, choose Quick or Advanced giveaway. Advanced giveaway options include customization and opt-ins for Plus and Pro users.

The screenshot shows the 'Quick Giveaway' and 'Advanced Giveaway' options. The navigation bar at the top is identical to the previous screenshot. Below the navigation bar, there are two main sections. The left section is titled 'Quick Giveaway' and lists three bullet points: 'Create a quick and easy giveaway', 'Set number of copies', and 'Set expiration date'. Below this list is a teal button labeled 'Create quick giveaway'. The right section is titled 'Advanced Giveaway' and lists five bullet points: 'Control every aspect of your giveaway', 'Set number of copies, and expiration date', 'Select required or optional opt-ins', 'Password protect your giveaway', and 'Control which file types are available'. Below this list is a teal button labeled 'Create advanced giveaway'.


## Quick Giveaway

You retain control over the number of copies distributed, as well as the length of the giveaway campaign. Your readers will have access to customer support for all e-reader devices and apps.

The "Purpose" and "Name" is an internal reference for your tracking. Readers will not see this information.

instafreebie™ [Features](#) [Pricing](#) [Blog](#) [Forum](#) Ashley Durrer ▾

## Create a basic Freebie Giveaway Tour



**Number of Copies:**  
#  OR  No limit to number of copies

**Expiration date:**  
 OR  No expiration date

**Purpose:**  
 ?

**Name (optional):**  
 ?

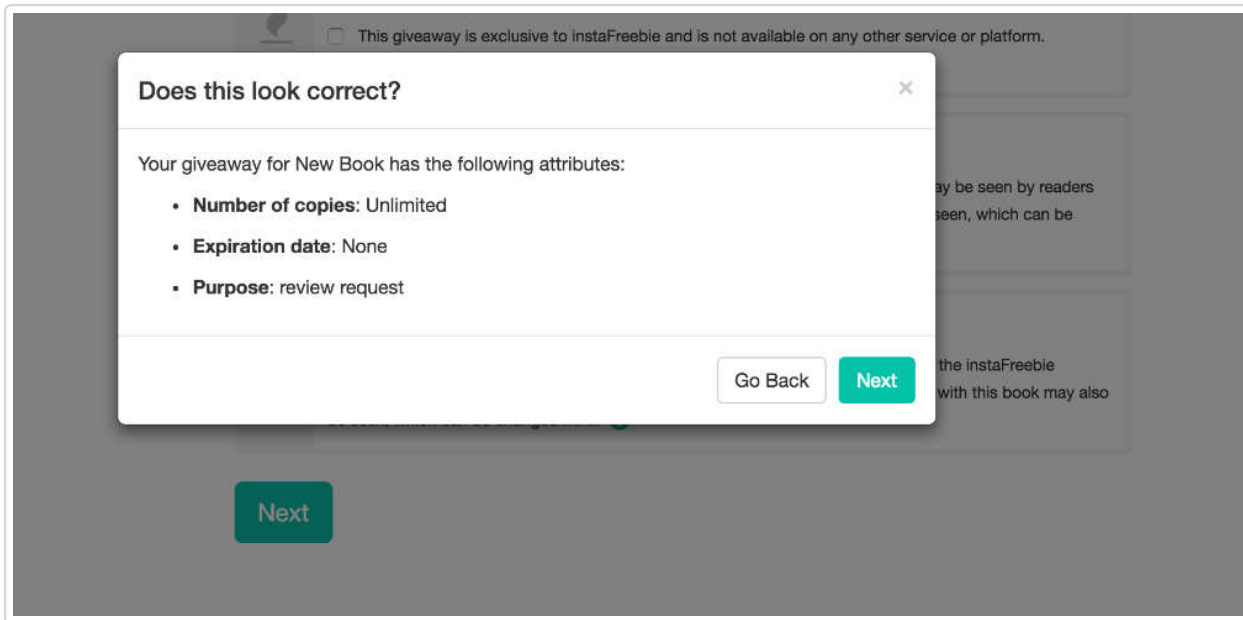
**Exclusive:**  
 This giveaway is exclusive to instaFreebie and is not available on any other service or platform.

**Sharing:**  
 Readers can share this giveaway on social media. Additionally, this giveaway may be seen by readers when claiming similar books. The pen name associated with this book may also be seen, which can be changed [here](#). ?

**Public:**  
 Making your giveaway public will increase its discoverability. It may show up on the instaFreebie [homepage](#) and our [blog](#). It will also be searchable online. The pen name associated with this book may also be seen, which can be changed [here](#). ?

[Create!](#)

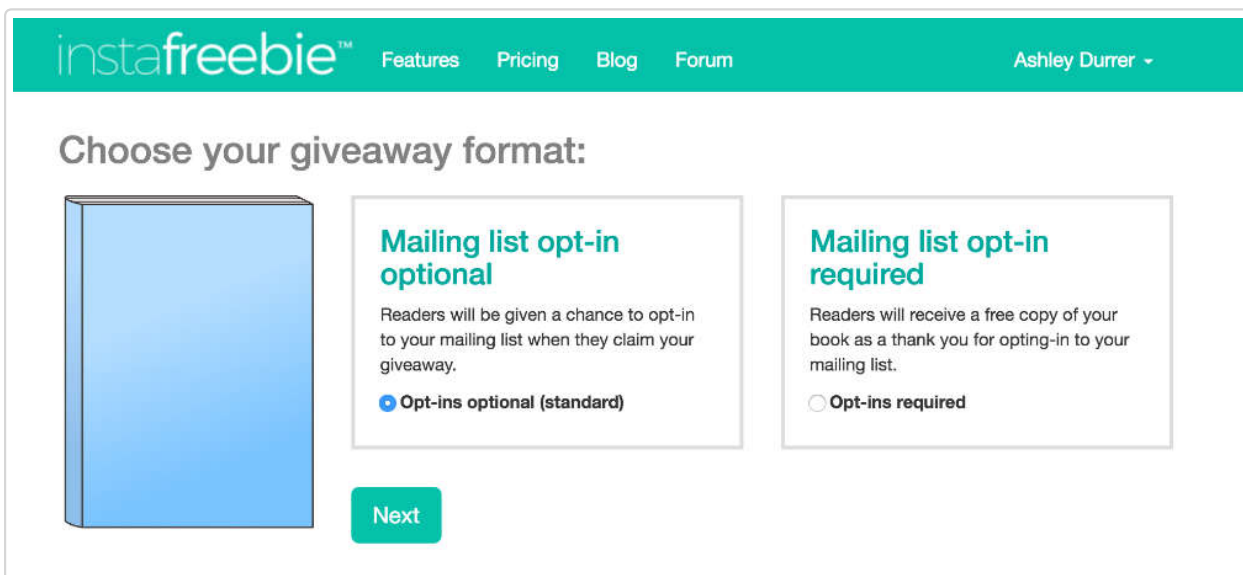
After you click, "Create!" you will see a pop up asking if this information is correct. Please confirm and you will be complete!



## Advanced Giveaway

First, you will be taken to the same initial giveaway page as above.

Next, you can choose the Giveaway Format. A "Mailing list opt-in optional" campaign is the standard Instafreebie Giveaway. Readers are not required to opt-in to a mailing list in order to download a book. In a "Mailing list opt-in required" campaign, readers are told that they are signing up for a mailing list and will receive your book as a thank you for subscribing.



Next, you can choose to add a password for your campaign. If enabled, readers will need to know this password in order to access your giveaway.

Choose which file types will be available to readers. The standard for Instafreebie is to offer mobi, ePub, and PDF, but with this option, you can choose to enable or disable whichever combination you prefer.

## Sharing Your Giveaway Links

1. On your dashboard you can see what books you have uploaded. If you click on a book you will find the giveaway campaigns you have created.

The screenshot shows the Instafreebie dashboard for a giveaway titled "The Secret Garden". The top navigation bar includes the Instafreebie logo, links for "Features", "Pricing", and "Blog", and the user name "Ashley Durrer". A "Back to Dashboard" link is on the left, and a "Tour" button is on the right. The main content area is titled "Active Giveaways" and features a "New Freebie Giveaway" button. Two giveaway entries are listed:

- Giveaway 1:** (beta reader copy distribution) with 0 / 50 copies claimed. The link is [http://www.instafreebie.com/free/\[code\]](http://www.instafreebie.com/free/[code]). It includes social media share buttons for Facebook, Twitter, Google+, and Pinterest, and an email icon. The expiration is "Never". A "View and edit Campaign" button is present.
- Giveaway 2:** Ashley's Giveaway (review request) with 0 copies claimed. The link is [http://www.instafreebie.com/free/\[code\]](http://www.instafreebie.com/free/[code]). It includes the same social media share buttons and an email icon. The expiration is "Never". A "View and edit Campaign" button is present.

On the left side of the dashboard, there is a book cover for "The Secret Garden" by Frances Hodgson Burnett, with a "Book Options" menu above it.

2. The links starting with [www.instafreebie.com/free](http://www.instafreebie.com/free) (<http://www.instafreebie.com/free>) will be the links you share with readers. Each link has a specific code at the end to make it a unique link for readers. Share the entire link with readers on social media, in newsletters, emails, etc.

**If you are ever unsure if you are sending readers the right link, here is a quick tutorial on where to find your Instafree giveaway campaign link.**

For Authors - How to find your Instafreebie giveaway link



Thanks to SM Boyce (<http://smboyce.com/>)!